

Automation Fair '23 Boston

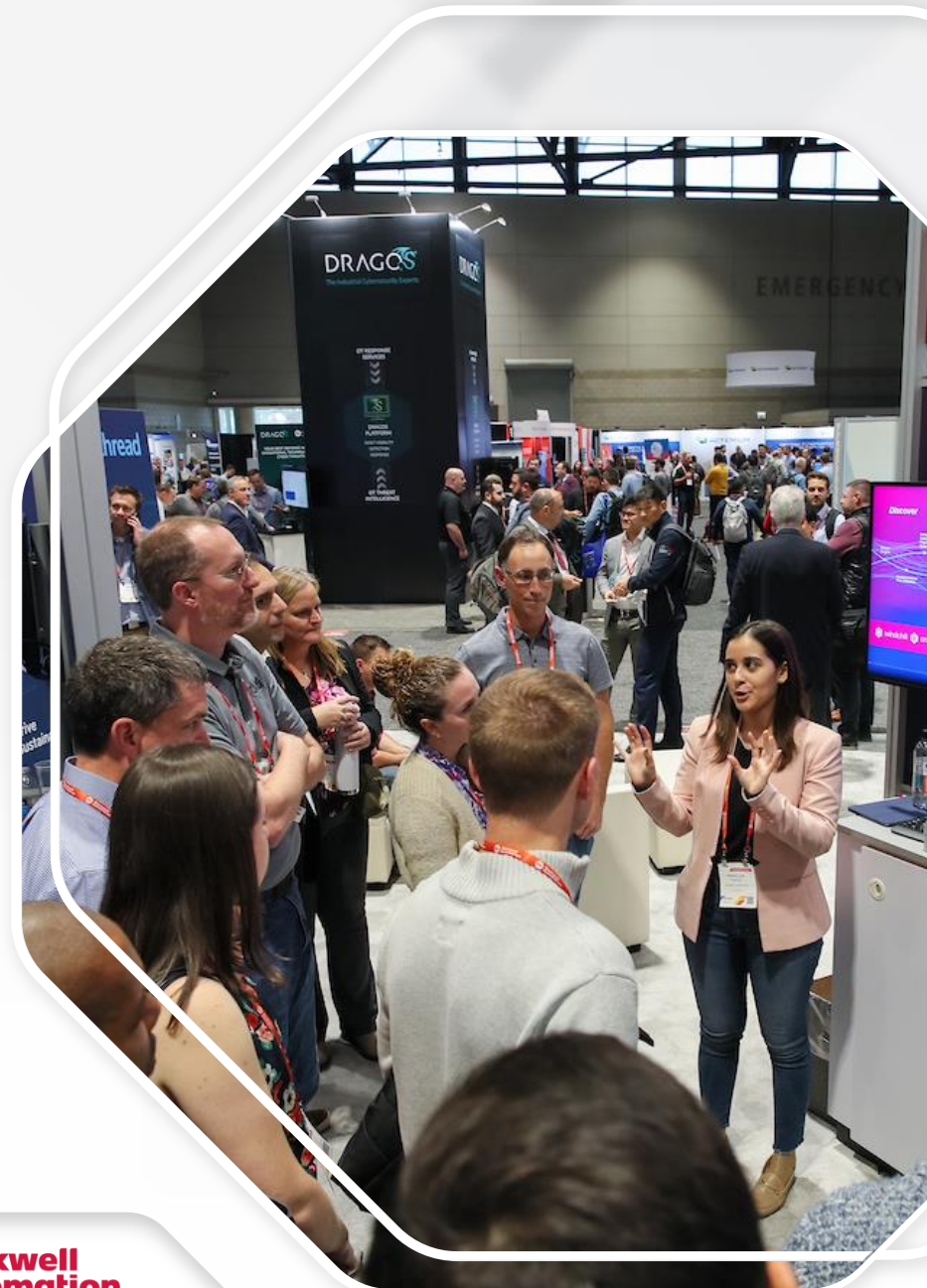
Exhibitor & Sponsorship Opportunities
November 6 – 9, 2023

To Our Partners

Our work impacts real people in the real world. The challenges we tackle require problem solvers who adapt and push boundaries. Together, we connect the imaginations of people with the potential of technology to make the world **more intelligent, more connected** and **more productive**.

Expanding what's possible requires connections. No event brings us closer to our customers than Automation Fair. This year, we invite you to join us to **Discover What's Possible** at a new, reimagined Automation Fair experience – bigger and better than ever before. More days. More training. More technology. More inspiration. And more ways to connect.

We stand together to lead the way for the problem solvers, the builders, the makers and the innovators of the world. Join us to help our customers Discover What's Possible at Automation Fair!



Discover What's Possible at Automation Fair 2023

Automation Fair is a one-of-a-kind, industry-leading event. This year we are building on tradition with new experiences to delight customers. We've kept everything you loved and layered in dynamic keynotes, expanded training, new interactive experiences and much more. In fact, we are doubling the amount of opportunities available to you and our customers by incorporating the best of ROKLive, PowerPlex, Perspectives and PSUG into **one extraordinary 4-day event!**

Automation Fair 2023 is elevating what our customers can expect. Together, let's help our customers **discover what's possible!**

Inspire

We're introducing three keynote sessions, open to all attendees, featuring leaders and visionaries to inspire and energize our community.

Hear from your peers in expanded session offerings that focus on specific industries, product offerings, proven best practices, and today's hot topics and challenges.

Learn

Rockwell events are known for providing valuable technical training and access to domain experts.

With four full days of training sessions and interactive labs, attendees have more opportunities to earn Professional Development Hour credits.

Excite

We're creating new ways to experience the latest innovations.

In addition to the Expo experience, attendees can attend off-site tours to see technology solutions in action, learn about new technology and practices from peers and industry leaders in the Discovery Theaters, and participate in guided Expo tours.

Connect

Expanding to four full days of activities means more networking and fun!

Attendees will have more opportunities to connect with their peers, problem solve and share experiences during the daily lunch and added hospitality events.

Table of Contents

- 1. Event At a Glance / Attendee Demographics**
- 2. PR and Social Impact**
- 3. Exhibitor Opportunities**
- 4. Sponsorship Opportunities**
- 5. Add-On Sponsorship Opportunities**
- 6. Contact**

Event At a Glance / Attendee Demographic

Monday Nov 6th

- Hands On Labs & Technical Training
- Industry Forums
- New Product Introductions
- Partner Sessions
- Customer Panels

Tuesday Nov 7th

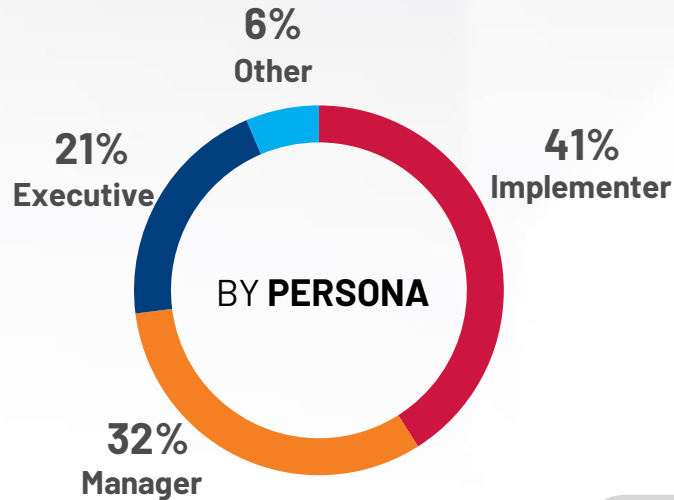
- Hands On Labs & Technical Training
- Industry Forums
- New Product Introductions
- Partner Sessions
- Customer Panels
- Keynote – General Access

Wednesday Nov 8th

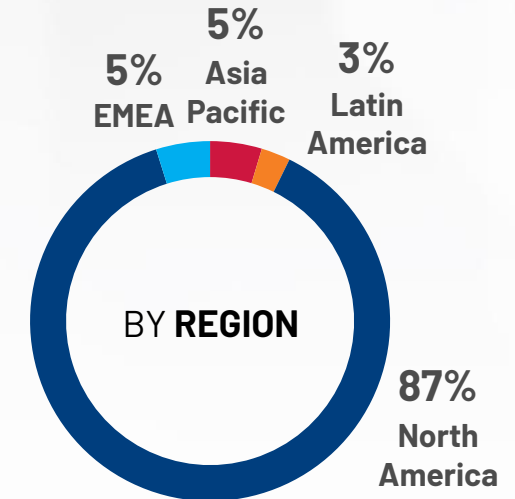
- Hands On Labs & Technical Training
- Industry Forums
- New Product Introductions
- Partner Sessions
- Customer Panels
- Keynote – General Access
- Expo

Thursday Nov 9th

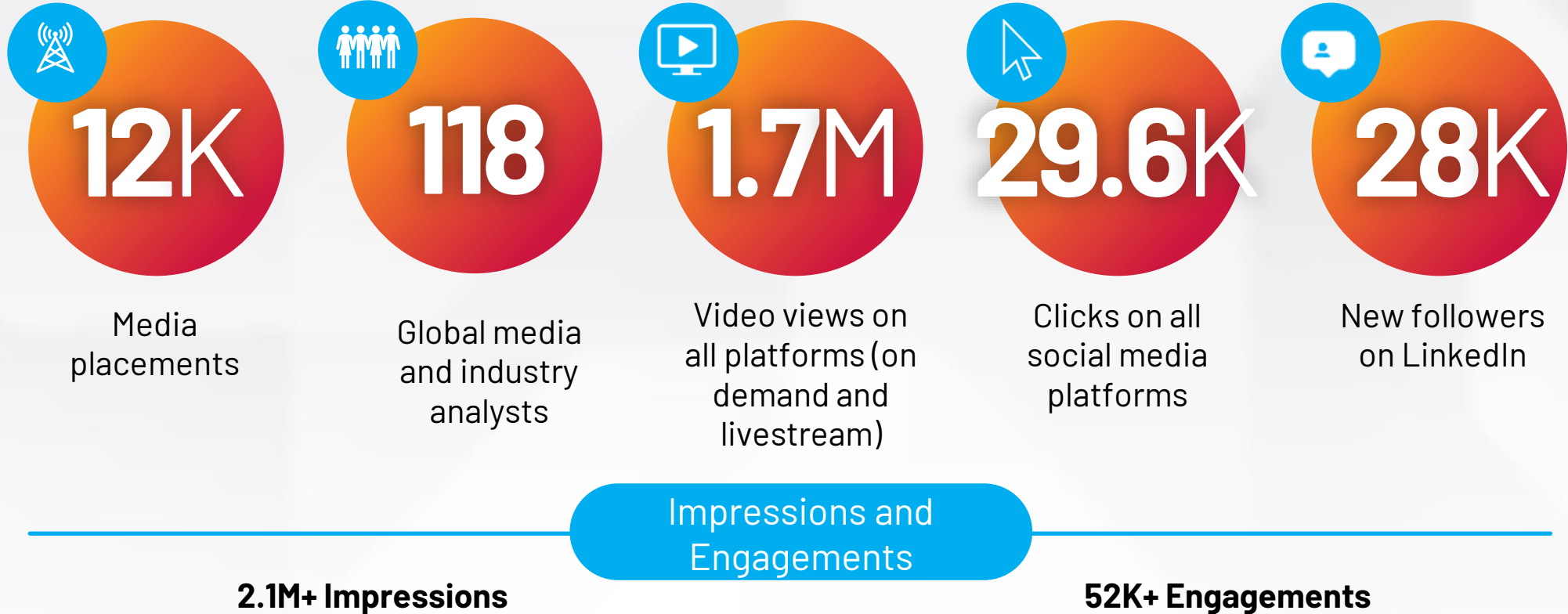
- Hands On Labs & Technical Training
- Industry Forums
- New Product Introductions
- Partner Sessions
- Customer Panels
- Keynote – General Access
- Expo



10,000+
ATTENDEES



PR & Social Impact



1.3 MILLION

SOCIAL MEDIA FOLLOWERS ACROSS PLATFORMS

Why Participate as an Exhibitor or Sponsor?

Automation Fair provides 500,000 sq. ft of Expo space for you to engage with customers and prospects over two days, giving you an opportunity to grow your business. Showcase your products and services, in both inline and island exhibit spaces with a variety of booth sizes.

Multiple sponsorship opportunities are also available to plus-up your exposure and drive traffic to your booth.

While a booth provides the best opportunity to network and have one-one-one conversations, sponsorships provide additional awareness and promotion for your company. For the first time, being an exhibitor is not a prerequisite to secure a sponsorship package. And to make it even more exciting, new this year we're offering add-on sponsorship opportunities that elevate your exposure beyond your exhibitor or sponsorship package.

We've partnered with the Sponsorship experts at Freeman, a global leader in events, and their Sponsorship Sales Representatives look forward to discussing and customizing an opportunity that meets your needs!



CONNECT

with over 10,000+ decision makers
and influencers



GENERATE

valuable leads, meetings and
new contacts



NETWORK

with decision makers, demonstrate
your expertise and ability to help
businesses achieve their objectives



**Rockwell
Automation**

Exhibitor Opportunities

Exhibitor Opportunities

Partner Eligibility: Gold/Platinum SI & OEM; all Technology, EPCs & Plex Partners

INCLUSIONS		EXPO EXHIBITOR - INLINE*			
	BOOTH SPACE	10' x 10' \$6,600	10' x 20' \$13,200	10' x 30' \$19,800	10' x 40' \$25,800
PRE-EVENT ENGAGEMENT					
	Exhibitor Listing on Automation Fair webpage, NEW link to exhibitor website	✓	✓	✓	✓
	Logo on Automation Fair mobile app with short company description and link to exhibitor website (50 words)	✓	✓	✓	✓
	NEW List of Participating Media	✓	✓	✓	✓
	NEW Social Media Tool Kit	✓	✓	✓	✓
IN-PERSON CONTENT					
	Invitation to submit Partner Solution abstract for consideration by the Content Committee. Each accepted session will repeat twice.	✓	✓	✓	✓
IN-PERSON ACCESS					
	NEW Expo Floor Meeting Room Rentals Available	\$	\$	\$	\$
	Lead Capture Scanner Equipment Rentals Available	\$	\$	\$	\$
	NEW Partner Hospitality Lounge Access	✓	✓	✓	✓
	NEW Access to Conventions C.A.R.E. sustainability program for post-event donations to Boston-Area non-profit organizations reducing shipping and allowing for re-use/repurpose of event materials	✓	✓	✓	✓
HOUSING AND REGISTRATION					
	Exhibitor Staff Badge (Access to Expo and Complimentary Lunch Only)	Unlimited	Unlimited	Unlimited	Unlimited
	NEW General Access Pass + Training Pass	2	2	2	4
	Group Hotel Block Access (min 10 rooms); >10 requires individuals book own during event registration	\$	\$	\$	\$
	Early Hotel Registration Open	✓	✓	✓	✓

*Inline: arranged in a straight line with other inline booths.
Only the front of the booth is exposed to the aisle.

Exhibit space is reserved on a first-come first-served basis.
This discount pricing is available now through June 30, 2023.

Exhibitor Opportunities

Partner Eligibility: Gold/Platinum SI & OEM; all Technology, EPCs & Plex Partners

INCLUSIONS		EXPO EXHIBITOR - ISLAND*						
BOOTH SPACE		20' x 20' \$25,800	20' x 30' \$38,700	20' x 40' \$63,000	20' x 50' \$75,600	30' x 30' \$58,050	30' x 40' \$75,600	40' x 40' \$100,800
PRE-EVENT ENGAGEMENT								
Exhibitor Listing on Automation Fair webpage, NEW link to exhibitor website		✓	✓	✓	✓	✓	✓	✓
Logo on Automation Fair mobile app with short company description and link to exhibitor website (50 words)		✓	✓	✓	✓	✓	✓	✓
NEW List of Participating Media		✓	✓	✓	✓	✓	✓	✓
NEW Social Media Tool Kit		✓	✓	✓	✓	✓	✓	✓
IN-PERSON CONTENT								
Invitation to submit Partner Solution abstract for consideration by the Content Committee. Each accepted session will repeat twice.		✓	✓	✓	✓	✓	✓	✓
IN-PERSON ACCESS								
NEW Expo Floor Meeting Room Rentals Available		\$	\$	\$	\$	\$	\$	\$
Lead Capture Scanner Equipment Rentals Available		\$	\$	\$	\$	\$	\$	\$
NEW Partner Hospitality Lounge Access		✓	✓	✓	✓	✓	✓	✓
NEW Access to Conventions C.A.R.E. sustainability program for post-event donations to Boston-Area non-profit organizations reducing shipping and allowing for re-use/repurpose of event materials		✓	✓	✓	✓	✓	✓	✓
HOUSING AND REGISTRATION								
Exhibitor Staff Badge (Access to Expo and Complimentary Lunch Only)		Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
NEW General Access Pass + Training Pass		4	4	6	6	6	8	8
Group Hotel Block Access (min 10 rooms); >10 requires individuals book own during event registration		\$	\$	\$	\$	\$	\$	\$
Early Hotel Registration Open		✓	✓	✓	✓	✓	✓	✓

*Island: open on all four sides and accessible to attendees from all sides/ adjacent aisles.

Exhibit space is reserved on a first-come first-served basis. This discount pricing is available now through June 30, 2023.



**Rockwell
Automation**

Sponsorship Opportunities

Sponsorship Opportunities

All PartnerNetwork™, EPC and Plex Partners are eligible*

INCLUSIONS	SELECT \$50,000	PREMIUM \$10,000	FEATURED \$5,000
PRE-EVENT ENGAGEMENT			
Logo on Automation Fair webpage with short company description, link to sponsor website	75 WORDS	50 WORDS	25 WORDS
Automation Fair mobile app and website sponsor listing by sponsorship level	✓	✓	✓
Logo on Automation Fair mobile app with short company description and link to sponsor website	50 WORDS	50 WORDS	50 WORDS
List of Participating Media	✓	✓	✓
Social Media Shoutout	1	1	
Access to online press room, and partner generated press release in online press room	3	2	1
Social Media Tool Kit	✓	✓	✓
NEW Pre-Event Logo Placement on Email Blast (Attendee Recruitment Email)	1		
IN-PERSON CONTENT			
NEW 15-minute Expo Floor Theater Session (with RA approved content); Leads (opt-ins) Shared Post-Event	1		
NEW 30-minute Theater Session (with RA approved content); Leads (opt-ins) Shared Post-Event	1		
Invitation to submit Partner Solution abstract for consideration by the Content Committee. Each accepted session will repeat twice during the 4-day event*	1	1	1

* Must be Silver, Gold or Platinum SI or OEM, a Technology, EPC or Plex Partner to submit Partner Solution abstract. BronzeSI and OEM not eligible.

↓ CONTINUED ON NEXT SLIDE

Sponsorship Opportunities

All PartnerNetwork™, EPC and Plex Partners are eligible*

INCLUSIONS	SELECT \$50,000	PREMIUM \$10,000	FEATURED \$5,000
IN-PERSON ACCESS			
NEW Expo Floor Meeting Room (Premium and Featured available for rental)	10x20'	\$	\$
NEW Access to Full (Opt-In) Attendee List	✓		
NEW Partner Hospitality Lounge Access	✓	✓	✓
NEW Access to Conventions C.A.R.E. sustainability program for post-event donations to Boston-Area non-profit organizations reducing shipping and allowing for re-use/repurpose of event materials	✓	✓	✓
IN-PERSON BRANDING			
Logo placement on event digital signage	✓	✓	
Social Media Digital Display: Ad Placement	1	1	
NEW Company Logo in Keynote Pre-Show Loop	✓		
PRE- AND POST-EVENT ENGAGEMENT			
New Product and Solution Directory Submission	3	2	1
NEW Thank You for Attending Email Logo Placement	1		
HOUSING AND REGISTRATION			
NEW General Access Pass + Training (PDH certificate) Sessions	6	2	2
Group Hotel Block Access (min 10 rooms); >10 requires individuals book own during event registration	\$	\$	\$
Early Hotel Registration Open	✓	✓	✓

* Must be Silver, Gold or Platinum SI or OEM, a Technology, EPC or Plex Partner to submit Partner Solution abstract. Bronze SI and OEM not eligible.

Virtual Event

Sponsor Investment: \$75,000

Availability: 3

Expand your reach globally during and post-event by sponsoring the digital experience*. Content includes three keynotes livestreamed and recorded, and 20+ On Demand Sessions.

- Content available in 9 languages
- AF22 Event: 32K views to date – 54% prior year growth

Acknowledgement through

- Logo placement on global event email invite to platform
- Logo placement on the platform for minimally 4 months post-Automation Fair
- Social mention of sponsorship support at time of virtual event launch

*Automation Fair 2022 Virtual Experience





**Rockwell
Automation**

Add-On Sponsorship Opportunities

Elevate Your Exhibitor or Sponsorship Package with these additional engagement opportunities

Executive + ROK100 Hospitality Sponsorship

Sponsor Investment: \$20,000

Availability: 10

- Includes sponsorship of the Executive Hospitality event and ROK100 reception. Events take place at the same venue on Tuesday evening.
- Exclusive opportunity for Sponsoring Partner Executives to attend the ROK100 reception to network attendees.
- (2) passes to ROK100 reception for sponsor executives
- Invite customer executives
- Logo placement on invitation collateral
- Logo placement on available event signage
- Sponsor videos (no audio, closed captions only) on central digital screen

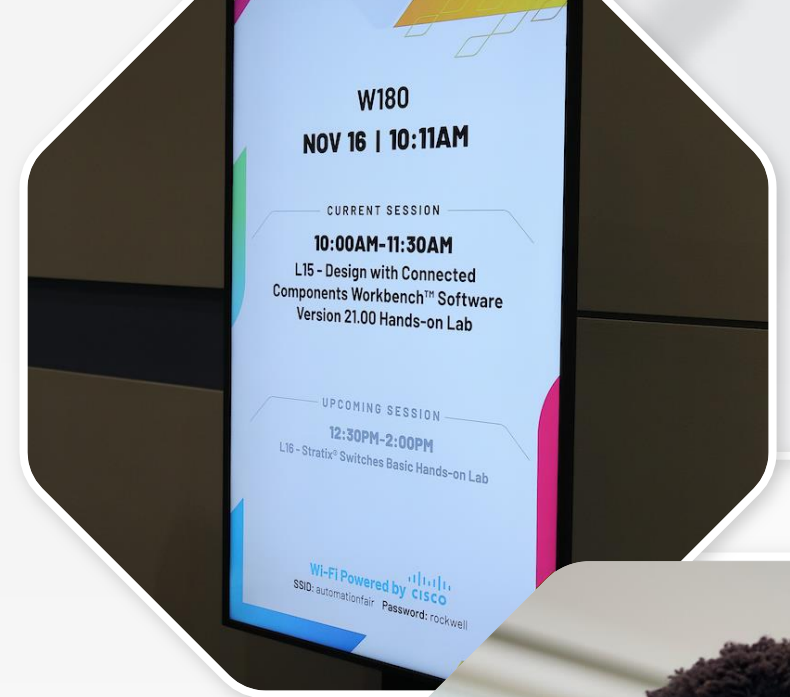


WiFi Sponsorship

Sponsor Investment: \$50,000

Availability: 5

- Co-Branded signage throughout venue where WIFI password is shared, including at each Session and Lab room
- Recognition on Rockwell Automation Fair 2023 website



Charging Stations

Sponsor Investment: \$5,000

Availability: 10

- Available to all attendees, the station gives an opportunity to charge all devices while providing an excellent branding opportunity.
- Branding on charging stations
- Located in high traffic location



Networking Breakfast/Lunch

Sponsor Investment: Starting at \$10,000* (est. 100 pp)

*Please contact your Sponsorship Sales Representative for more information

Availability: Multiple

Reach attendees and customers through a Rockwell-hosted hospitality event. Various tracks are being planned which provide an opportunity to bring attendees together to network around a specific topic (example: Women in Manufacturing Luncheon).

- Co-branded signage
- Opportunity for upgrades
- Dedicated account management to plan your involvement
- Ambassador support for scanning leads at the entrance



Morning and Afternoon Breaks

Sponsor Investment: \$20,000 per Expo Break Station Per Day

Availability: 4 for AM and 4 for PM Daily

- Be recognized as we rollout the refreshments in 4-hour increments both in the morning and afternoon
- Upgrades available
- Branding on/adjacent to break tables
- Located in high traffic locations around Expo (near your booth where possible)



360-Photo Booth

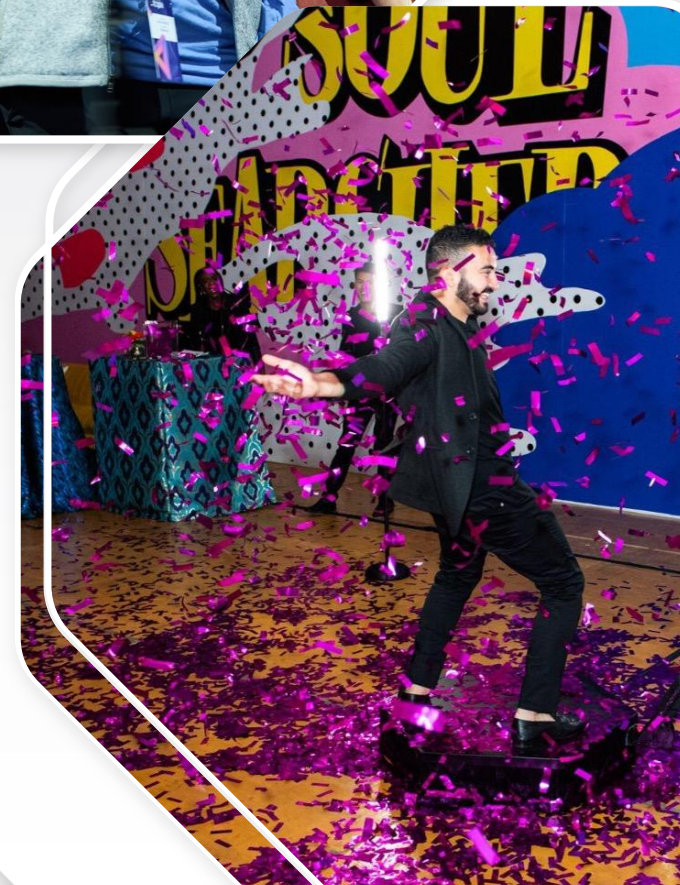
Sponsor Investment: \$15,000

Availability: 1

Capture fun and captivating social moments with the 360-photo booth

Sponsorship Includes:

- Branding on physical structure and digital photos (co-branded with Rockwell)
- Leads (opt-ins) from all who participate in the photo booth
- Social Media activation (partner and attendee sharing)



Lanyard Branding

Sold Out

Sponsor Investment: \$30,000

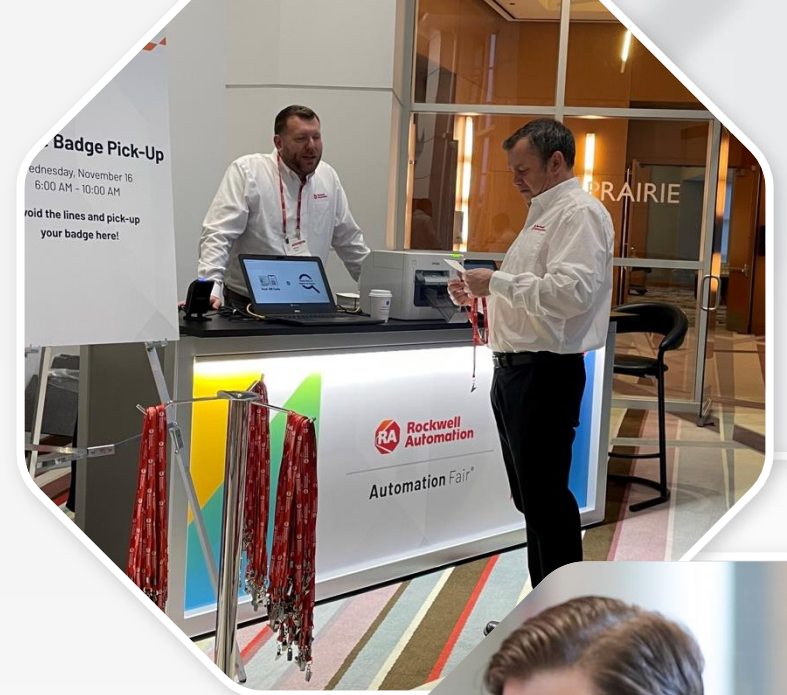
Availability: 1

Amplify your brand awareness with your company logo around the neck of each and every attendee at Rockwell Automation Fair. All attendees receive an official Rockwell Automation Fair lanyard with their badge.

As the lanyard sponsor, your company logo will appear together with Rockwell on this prominent wearable that attendees see multiple times each day of the conference.

Sponsorship Includes:

- Logo co-branded with Rockwell on all attendee lanyards



Shuttle Bus Branding

Sponsor Investment: Starting at \$11,000

Please contact your Sponsorship Sales Representative for more information

Availability: 2 Opportunities (2 Routes Between Hotels and Convention Center)

- Queen Kong Wrap (1/2 bus below windows between tires)
- Includes branding on both sides of each bus
- 2 buses per route



Rise & Shine Coffee Experience

Only one left

Sponsor Investment: \$6,200

Availability: 1 Per Day

Lift Off!! Attendees can meet and start their day together with a cup of java or tea at a pop-up café **in your booth**.

- Sponsors can include a pre-approved giveaway
- Branded directional signage will be set up around the cafe experience
- Promoted through app to drive traffic to your booth

Prerequisite: Must have a booth space in order to qualify for this sponsorship opportunity as activity happens within your space.



Sweet Treat Bar

Sponsor Investment: Starting at \$5,000*

*Please contact your Sponsorship Sales Representative for more information

Availability: 2 Daily (1 in AM and 1 in PM)

Cure the morning or afternoon lull with a rush of sugar in the form of delectable candies and sweets bar **in your booth**.

- Signature “Specialty Sweet Treat Item” in the Morning or Afternoon
- Promoted through app to drive traffic to your booth

Prerequisite: Must have a booth space in order to qualify for this sponsorship opportunity as activity happens within your space.



The Scoop

Sold Out

Sponsor Investment: \$5,000

Availability: 2

Surprise and delight attendees with a sweet, delicious treat **in your booth**

Sponsorship Includes:

- 300 treats/day for attendees each afternoon in the expo hall
- Company branding available (co-branded with Rockwell)
- Promoted through app to drive traffic to your booth

Prerequisite: Must have a booth space in order to qualify for this sponsorship opportunity as activity happens within your space.



Event Alignment Opportunity Summary

OPPORTUNITY	AVAILABILITY	COST
WiFi Sponsorship	5	\$50,000
Charging Stations	10	\$5,000
Digital Signage	Multiple	Starting at \$5,000
Networking Receptions	Multiple	Starting at \$125,000
Networking Breakfast/Lunch	Multiple	Starting at \$10,000
AM/PM Break	4 Morning & 4 Afternoon Daily	Starting at \$20,000
360 Photo Booth	1	\$15,000
Lanyard Branding	1	\$30,000
Shuttle Bus Branding	2	Starting at \$11,000
Rise and Shine Coffee Experience	1 Per Day	\$6,200
Sweet Treat Bar	2 Daily (1 in AM and 1 in PM)	Starting at \$5,000
The Scoop	2 Per Day	\$5,000

**For more information and to discuss your
participation, please contact us:**

Sponsorships: RockwellAFSponsors@freeman.com

Exhibiting: Exhibitors@rockwellautomation.com



www.rockwellautomation.com



**Rockwell
Automation**

expanding human possibility®