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2025
CHICAGO, IL
UNITED STATES

2025 Automation Fair® Event Exhibitor and Sponsorship FAQ

Exhibit and Sponsorship Opportunities

When will Automation Fair exhibit space and sponsorship sales open?

Exhibit space and sponsorship sales open in April 2025.

Who can participate as an Exhibitor and Sponsor?

All eligible Partners from the Rockwell Automation PartnerNetwork™ program are invited to participate. Please review the [Prospectus](#) for details.

Will I receive any registration passes with my exhibit/sponsorship purchase?

All exhibit booths and some sponsorships include complimentary General Access Passes + Advanced Training Passes. The quantity of complimentary passes is based on the exhibit/sponsorship selection. All exhibit booths receive unlimited Exhibitor Staff passes for your organization.

What is the deadline to sign up as an Exhibitor and/or Sponsor?

Sponsorship sales close on August 29. Exhibitor sales close on September 30. Following these deadlines, sponsorship and exhibit booth space may be available on a limited basis.

Are there any discounts for exhibit booths?

Yes. Partners are encouraged to sign up by June 27 and take advantage of savings on exhibitor pricing.

When do exhibit and sponsorship sales open for Automation Fair 2026 in Boston and what are the rates?

Partners who sign up for Automation Fair 2025 in Chicago by June 27 will be provided exclusive access to sign up early for Automation Fair 2026 in Boston. This is not applicable to Distributors. Sign up will open later this year.

Can I participate as an Exhibitor or Sponsor at Automation Fair if my company is not a member of the PartnerNetwork?

To participate as an exhibitor and/or sponsor, you must be a member of the Rockwell Automation PartnerNetwork program. If you are interested in applying to join, please visit our [Partner Program](#) webpage to learn more.

Please note that each program type has a specific set of requirements to apply and evaluation process for prospect partners. The Automation Fair Events team will not redirect, review, or approve the applications. Please review each program application requirement on our [PartnerNetwork programs page](#). The application process may take several weeks to months, pending the proposed technology and committee inputs.

How do I apply to exhibit and/or sponsor Automation Fair?

If you are currently an enrolled member of the Rockwell Automation PartnerNetwork, you may complete the [Exhibitor Interest Form](#) to request access to the Exhibitor Resource Center (ERC). Once your company is verified, you will receive an email with unique credentials and instructions on how to log in to the ERC and complete the Exhibitor/Sponsor Application.

Note: Please allow 2 business days for a response to Interest Form submissions.

Exhibitors

My company represents multiple brands – am I allowed to purchase one exhibit booth and display all my brands?

Yes, a company that represents an umbrella brand over its subsidiaries can purchase a single booth space and present themselves how they wish, in a combined way, with multiple brands that are part of the PartnerNetwork. The booth will be listed under the umbrella brand in all promotional materials.

What is an Exhibitor Staff pass? How many are included with my booth? And what access does this pass provide?

Exhibiting Partners receive **unlimited** Exhibitor Staff passes for internal use only providing access to the Expo during set-up, the event and for teardown post-event. The Exhibitor Staff pass also includes access to the Keynotes on Monday, Tuesday and Wednesday and to the complimentary attendee lunch on Monday, Tuesday, Wednesday and Thursday. The Exhibitor Staff pass does not provide access to sessions, technical training, Summits or Off-site Tours.

Do I get to select my company's exhibit space in the Expo?

Exhibit booths are assigned on a first-come/first-served basis at the sole discretion of Rockwell Automation.

When will I know where my exhibit is located in the Expo?

Exhibit booth assignments will be announced in late July.

Sponsorship

Can Partners sponsor an activity at the event if they are not exhibiting?

Sponsorship opportunities are open to all Partners. You do not need to exhibit at the event to be a sponsor. Please review the [Prospectus](#) for details.



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Are there new sponsorship opportunities available this year?

Yes, there are numerous new sponsorship opportunities available this year, available to all Partners and at multiple price points. New sponsorships include Expo Tour, Connection Zone, hospitality opportunities and more. Please review the [Prospectus](#) for a full list of opportunities.

Can my company purchase more than one sponsorship?

Yes, you may purchase more than one sponsorship.

Questions

I have questions about exhibiting and/or sponsorships. Who can I reach out to?

Please check out the [Exhibitors and Sponsors webpage](#) for additional information. You may also contact us at exhibitors@rockwellautomation.com. We're here to help!