



### 1. What is the Automation Fair® event?

The 2021 Automation Fair® event, brought to you by Rockwell Automation and its PartnerNetwork™, will be hosted in-person and virtually, showcasing the value and power of IT/OT expertise.

The Automation Fair® event experience will feature engaging keynote presentations, interactive hands-on labs and technical discussions, industry-centric panel discussions, an exciting show floor showcasing the latest innovations and solutions from Rockwell Automation and members of our PartnerNetwork, and the opportunity to participate in networking activities with your peers in the field.

### 2. Where and when will the 2021 Automation Fair® event take place?

With your health and safety top of mind, we are planning to host the 2021 Automation Fair® event in-person in Houston, Texas *and* as an online hybrid experience.

**When:** The event will take place November 10-11, 2021.

**Where:** In person at the George R. Brown Convention Center in Houston, Texas and online.

### 3. Who should attend?

Anyone involved in industrial automation looking for inspiring content focused on solving the needs of today and tomorrow – from operational efficiency to digital transformation.

The Automation Fair® event offers solutions for every level, from Executives to Operations Managers to Implementors. You'll hear how to build business cases, be empowered to solve day-to-day problems and visualize opportunities for solutions.

### 4. Is there a cost to attend the Automation Fair® event?

The Automation Fair® event is a complimentary event, however registration is required to attend.

### 5. When will the full event details and registration be available?

Registration and the full event details, including the session offerings, will be available in mid-September.



## 6. What's new for the 2021 Automation Fair® event?

The in-person and online hybrid experience will allow for more industry professionals to experience the Automation Fair® event and extend the event experience for three months until February 2022.

### Exhibits

The show floor will feature a new immersive and curated experience, an exhibit that brings one customer's manufacturing story to life, interactive demos and activities, and over 100 exhibits from Rockwell Automation and members of its PartnerNetwork™.

### Training and Sessions

#### Product & Technology sessions and Hands-on Labs

- Interactive, hands-on training sessions and labs will be offered to help conquer industry challenges. These sessions are presented by experts from Rockwell Automation, our PartnerNetwork™ members, and forward-thinking professionals.
- Professional Development Hour credits are available for the Product and Technology sessions presented by Rockwell Automation.
- Product & Technology sessions will be available in person and on-demand. Hands-on labs will be available in person.

The event will also feature ten industry forums, featuring panel discussions from leading industry experts, including:

- Automotive and Tire
- Chemical
- Decarbonization and Emerging Energies
- Food and Beverage
- Life Sciences
- Metals, Mining and Cement
- OEM
- Oil and Gas
- Power and Energy
- Water Wastewater

### Networking

New engaging networking opportunities at the in-person event and in the online experience.



**We are planning the 2021 Automation Fair® event with your health and safety top of mind.**

We are actively planning the in-person Automation Fair event in accordance with all CDC recommendations and local health guidelines. We continue to monitor the environment and will make any adjustments needed to ensure we are able to host the event in the safest manner.

- We are currently working to implement the following:
  - Enhanced cleaning and disinfecting processes throughout the venue, including public spaces, exhibit hall and exhibits, and session rooms
  - Upgraded ventilation
  - Complimentary masks
  - Sanitation stations and supplies positioned throughout the venue
  - Individually packaged food and beverages
  - Socially distanced seating options in session rooms
- In addition, we ask that anyone attending the in-person event follow these guidelines:
  - If you are sick, please refrain from entering the event facilities
  - Masks will be required for all participants. Complimentary masks will be available.
  - Please practice social distancing