



### 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 in Houston, TX, and online November 10-11 showcasing the value and power of IT/OT expertise.

This year's Automation Fair will feature everything you love from engaging keynote presentations to interactive hands-on labs and technical sessions to industry-centric panel discussions, and our signature exciting show floor showcasing the latest innovations and solutions from Rockwell Automation and members of our PartnerNetwork™. Your health and safety are our priority and we are working hard to create the safest in-person experience possible. What is certain is that whether you join us in person or virtually, you'll experience the value and power of our IT/OT expertise and have more opportunities than ever before to network with innovation experts, company executives, thought leaders and peers in your field.

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

Automation Fair 2021 will be LIVE in Houston, Texas November 10-11. We are excited to welcome you back to Automation Fair in person!

**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

We hope to see you in person, but if you are unable to join us you still be part of Automation Fair through our virtual experience.

### 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. What does registration for the event include?

Registration for the in-person event includes access to the show floor, sessions, networking activities and lunch. In-person registration also includes access to the virtual experience and the on demand content available after the event.

Registration for the virtual event includes access to the live broadcasts from the show floor, industry forums, select Product and Technology sessions, interviews with subject matter experts and leadership, and the on demand content available after the event.

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

Registration is open. There is no fee to attend Automation Fair, but registration is required.

The in person session schedule is available. Session registration is required for any session attended in person.

The virtual broadcast schedule will be available by the end of October.

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

### 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™. Live broadcasts from the show floor will give you an up-close look at the newest technologies and interviews with top experts in the field.

### 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.
- Over 100 Product and Technology sessions will be offered at the in-person event and a select collection will be available on demand.
- Hands-on labs will only be offered at the in-person event.
- Sessions presented by Rockwell Automation are eligible for Professional Development Hour credits.



The event will also feature ten Industry Forums, featuring panel discussions from leading industry experts. Join us for these live discussions at the live event or participate virtually.

- 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

### Perspectives

Perspectives, the highly-anticipated keynote presentation where executive leadership from Rockwell Automation and industry experts share their visions for the future will take place on Tuesday morning, November 9.

Perspectives, previously a media-only event, will be available by livestream or in person to registered attendees this year – seating is limited as we safely socially distance our attendees.

Registration to attend Perspectives in person or online is included in the Automation Fair registration process.

### Process Solutions User Group event (PSUG)

The Process Solutions User Group event will be hosted in-person on Tuesday, November 9 at the George R. Brown Convention Center.

#### 1. Is there a cost to attend the Process Solutions User Group event?

Admission to PSUG is free, but registration is required.

#### 2. What does registration for the Process Solutions User Group event include?

Registration for PSUG includes admission to the event, sessions, meals, and the networking event, along with admission to the Automation Fair event.

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

The session schedule will be available September 29. Session registration is required.



## Health and Safety Guidelines

We are excited to welcome you to Automation Fair! We are actively planning the 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.

To ensure the safest possible event for our customers, partners and employees the following guidelines will be in place:

### NEW

- Proof of vaccination or a negative test within 72 hours will be required for all participants, attendees, and exhibitors\*.
- Masks will be required on the show floor and in labs and technical sessions.

### We are also implementing:

- Enhanced cleaning and disinfecting processes throughout the venue
- Upgraded ventilation
- Frequent sanitation stations and supplies throughout the venue
- Individually packaged snacks and beverages
- Socially distanced seating options in session rooms and dining areas

### In addition, we ask that you adhere to the following guidelines:

- If you are sick, please refrain from attending the event/entering the facility
- Masks will be required for all participants
- Please practice social distancing

\*Please know your privacy is important to us. Proof of vaccination and testing results will not be digitally captured or retained.