Automation Fair® Event – Fact Sheet

Rockwell Automation hosted the first Automation Fair® event in 1991 as part of its commitment to help manufacturers gain the competitive advantage they need to succeed and grow. Since its inception, attendance to all events is free. Today, the Automation Fair® event is regarded by manufacturers, media and analysts as the premier automation industry event. It is uniquely designed to help customers learn about the latest automated manufacturing technologies and trends, and learn how to use their automation investments to achieve their business goals.

The complementary event brings together Rockwell Automation and its comprehensive global network of partners in a single venue exclusive to manufacturers. Attendees from around the world have an opportunity to learn about smart, safe, sustainable solutions that can help manufacturers optimize their plants, improve performance of their machines, and produce products in a more sustainable manner.

Automation Fair® Event
The two-day, no-cost event, held annually in different cities throughout the United States, features customer training sessions, seminars and an exhibit floor populated with the latest products and solutions from Rockwell Automation and its partner companies. Specifically:

- **Exhibition** – Rockwell Automation and more than 100 exhibitors, including participating Encompass™ product partners, solution providers, machine builders and strategic alliance partners in the Rockwell Automation PartnerNetwork™ program, showcase a wide selection of products and services exclusive to manufacturers.
- **Demonstration workshops, hands-on labs and technical sessions** – These sessions offer Automation Fair® attendees a thorough review of Rockwell Automation and PartnerNetwork company products and solutions on various topics, including: control design, safety, data management, high availability, intelligent motor control, maintenance, manufacturing intelligence, migration, motion, micro controllers, networks, power control, process control, management, energy management, safety, sustainability, virtualization and wireless. Hands-on training sessions, among the most popular venues during the two-day event, help customers better understand, program and operate Rockwell Automation products.
- **Vertical industry forums** – To reduce product development cycles, minimize production costs and meet ever-changing global regulatory requirements – all while producing a wide variety of consistently high-quality products – manufacturers must adopt new strategies. These educational sessions present examples and concepts that manufacturers in various industries have already applied to increase their productivity and improve the efficiency of their businesses. The 2011 Automation Fair® event will include vertical industry forums for automotive, energy, food and beverage, global machine builders, metals and mining, oil and gas, and water wastewater.

Events taking place the week of the 2011 Automation Fair® event include:

**Manufacturing Perspectives**
Manufacturing Perspectives is an exclusive event for media and industry analysts from around the world to hear interactive discussions about compelling topics facing global manufacturers and users of automation. Attendees hear from and interact with representatives of global companies that are implementing industry-leading innovations.
Process Solutions User Group (PSUG)
The Rockwell Automation Process Solutions User Group is an annual two-day event that brings together customers from more than 90 companies representing 26 countries to discuss the latest trends in process automation and provide input on future product development. The meeting facilitates peer-to-peer dialogue and provides an environment to exchange innovative ideas, learn best practices and seek solutions.

Safety Automation Forum (SAF)
The annual Safety Automation Forum offers professionals the opportunity to join industry speakers and experts to learn about the continued importance of safety in manufacturing, its affect on the top and bottom line financial performance, and how changing standards can best be leveraged. The Safety Automation Forum focuses on best practices and education for the next-generation manufacturer.

For additional information about the Rockwell Automation Automation Fair® event, visit the event website at www.automationfair.com.

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About Rockwell Automation
Rockwell Automation, Inc. (NYSE: ROK), the world’s largest company dedicated to industrial automation and information, makes its customers more productive and the world more sustainable. Headquartered in Milwaukee, Wis., Rockwell Automation employs about 20,000 people serving customers in more than 80 countries.

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