



AUTOMATE

June 22-25, 2026 • McCormick Place • Chicago, IL



BACK IN CHICAGO BETTER THAN EVER

**Bigger, bolder, and more breakthroughs.
Join us at the event built to match
the pace of innovation.**

REGISTER FOR FREE
automateshow.com/register

AUTOMATION ISN'T SLOWING DOWN NEITHER IS AUTOMATE

More exhibitors. More sessions. More ideas in motion.
The latest in robotics, AI, vision, motion control, and more are all at
North America's fastest-growing automation and robotics event.



50,000+
people



1,000+
exhibitors



200+
expert
speakers



140+
conference
sessions

Automate is brought to you by



ASSOCIATION FOR
ADVANCING AUTOMATION

AUTOMATION FOR ALL

Our attendees span industries, company sizes, and experience levels:

- Aerospace
- Agriculture
- Automotive
- Chemicals & Petrochemicals
- Construction
- Consumer Goods
- Cybersecurity
- Defense
- Electronics
- Energy & Utilities
- Food & Beverage
- Healthcare
- Infrastructure
- Life Sciences
- Logistics
- Manufacturing
- Medical Devices
- Natural Resources
- Oil & Gas
- Pharmaceutical
- Plastics
- Retail
- Textiles
- Transportation
- Warehousing
- And More!

RESERVE YOUR SPOT

Free show registration includes access to the trade show, keynotes, and show floor programming. The Automate Conference and Humanoid Robot Forum have a fee.

automateshow.com/register

NEW AT AUTOMATE

Visit the Humanoid Robot Pavilion

Experience cutting-edge humanoid robot innovations and real-world applications for free on the show floor.

Sponsored by  **NVIDIA**



Register for the Humanoid Robot Forum

This two-day forum brings together robotics leaders, engineers, and researchers to explore what's next in humanoid robot technologies.

June 23–24, 12:30–4 PM CT

\$790 per registration (required)

 **AUTOMATE**

Humanoid Robot Forum

Save your spot at automateshow.com/HRF

KEYNOTE SPEAKERS

More keynote announcements coming soon!

Tuesday, June 23 | 9 AM CT



The Automation Leap: AI, Automation, and the Human Element

SIEMENS

Annemarie Breu, Senior Director of Automation Software Deployment & Incubation, Siemens Digital Industries

Chris Stevens, President of U.S. Automation, Siemens Digital Industries

Wednesday, June 24 | 9 AM CT



99% of Tasks Still Can't Be Automated: How Physical AI Changes That

 **STANDARD BOTS**

Evan Beard, Co-Founder and CEO, Standard Bots

Thursday, June 25 | 9 AM CT



Built to Win: The Mindset Behind Championship Performance

CHICAGO BEARS

Brian Urlacher, Former Linebacker for the Chicago Bears

Jeff Joniak, Chicago Bears Play-by-Play Announcer

NEW TECHNOLOGY NEW CONNECTIONS

Every day delivers at Automate. Take it all in.

-  CROWD FAVORITE
-  ADDITIONAL FEE REQUIRED
-  REGISTRATION REQUIRED

-  SOLUTION SPOTLIGHTS
-  NEW THIS YEAR

Show Theater

Catch industry leaders discussing the latest trends in exciting panels, competitions, and more.

Innovation Stage

Hear about technological innovations and advancements from leading companies.

AMR Technology Demos

See the latest autonomous mobile robot technology with live demonstrations.

Networking Party

Monday, June 22, at 5:15 PM CT
Join thousands of automation professionals to share ideas and make connections.

Startup Challenge

Monday, June 22, from 3-5 PM CT
Watch early-stage robotics and automation companies pitch their solutions to industry-expert judges.

Women's Empowerment Forum

Tuesday, June 23, at 3:30 PM CT
Share experiences, build valuable connections and leadership skills.

Joseph F. Engelberger **Awards Ceremony**

Wednesday, June 24, at 5:15 PM CT
Mingle with industry leaders at a cocktail reception, dinner, and awards ceremony honoring achievements in automation and robotics.

FOR STUDENTS AND EDUCATION PROFESSIONALS

Education Pavilion

Explore career paths in automation, network, and catch the new Student Challenge featuring middle and high school teams.

A3 NextGen Theater

Stop in for panel discussions and sessions about tomorrow's workforce.

Educator Day

Tuesday, June 23
Educational professionals gather to collaborate and help foster tomorrow's automation workforce.

A3 NextGen Student Tours

Thursday, June 25, from 10 AM-1 PM CT
FREE guided tours help students and educators explore career possibilities.

All events are **FREE** for attendees unless noted otherwise.
Find more event details and schedules at automateshow.com

OPEN, SOFTWARE-DEFINED AUTOMATION: DESIGNED FOR GROWTH

Sponsored by **Schneider Electric**

A practical path to flexible, future-ready operations

Today's industrial enterprises need to adapt and operate at an unprecedented pace. Industrial automation, once a behind-the-scenes tool, is now the driving force behind fast, flexible, resilient operations.

Most automation systems in use today were not designed to keep up with today's AI and data driven world. For too long, automation has been held back by closed and proprietary systems that are difficult to adapt. Industrial organizations have been forced to work around the limits of closed architectures. Open, software-defined automation (SDA) changes that.

Recent research by Schneider Electric and Omdia highlights the challenges of closed automation systems:

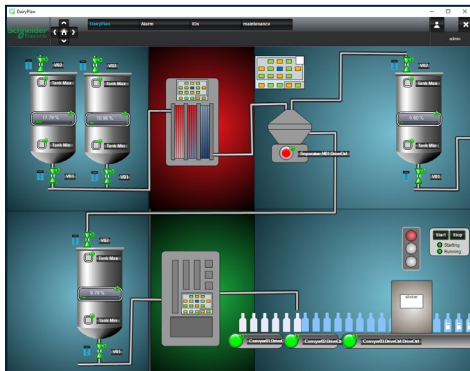
- Hidden costs of closed automation systems average \$11.28M annually.
- On average, 3-5 months are lost in time-to-market due to hardware design and cycle delays.
- Most organizations deploy 3-10 hardware platforms, with 30% of maintenance issues requiring specialized vendor support.

A clear path to flexible, future-ready automation

Unlike traditional systems tied to proprietary hardware, open, SDA decouples automation software from hardware, creating an adaptable, vendor-agnostic framework that prioritizes agility. Automation logic, applications, and analytics can evolve independently of physical equipment. This supports updates, expansions, and innovation without disrupting operations.

For engineering teams, this opens a new world of possibilities:

- AI driven data models that learn and improve constantly
- Interoperable systems that act on insights instantly
- Digital twins that drive performance, reliability, and efficiency



One of the most powerful advantages of open, software-defined automation is the way it dramatically accelerates engineering efficiency. By creating an asset model once and reusing it across sites and projects, teams can see efficiency gains of up to 50%.

EcoStruxure Automation Expert (EAE)

from Schneider Electric gives companies a clear path away from rigid, vendor locked systems at a pace that works for them. EAE brings a modular approach to automation that supports modernization without disruption. It helps organizations update legacy infrastructure, scale with confidence, and innovate without being constrained by proprietary ecosystems.

EAE strengthens flexibility and resilience, giving teams the freedom to choose universal automation hardware and architectures that best support their goals. It puts control back in the hands of the organization and supports continuous improvement as needs evolve.

Automation that evolves with you

Industrial needs will continue to shift as new technologies emerge, the workforce evolves, and sustainability expectations rise. Automation strategies must be ready for continuous change. According to Omdia, every quarter that organizations delay tackling the cost of closed automation ecosystems, they forfeit more than \$1M in value that could fuel growth and innovation. Open, software-defined automation is built for today's reality. It can adapt, improve, and stay ahead of what comes next.

Learn more at [se.com](https://www.se.com)

LEVEL UP WITH THE AUTOMATE CONFERENCE.

Expand your automation knowledge with 140+ expert-led sessions. There's something for all experience levels. View the full agenda at automateshow.com/agenda.

EXPLORE SESSIONS BY AREA OF INTEREST:

Getting Started with Robotics and Automation

- Introduction to Industrial Robotics
- Designing Industrial AI Agents
- Getting Started With Mobile Robots

Putting Vision and Imaging Technologies to Work

- The Fundamentals of Machine Vision
- Smart Industrial Inspection
- Vision-Guided Robotics

The Latest in Robotics Applications, Systems, and Innovations

- Collaborative Robotics in High-Mix Environments
- Flexible Machine Tending Solutions
- AI Robotics in Unstructured Environments

How to Safely Deploy Robotics and Automation

- Understanding Risk Assessment
- Mobile Robot Safety
- Exploring the New ISO 10218 Standard

Logistics & Supply Chain Automation

- Scaling Mobile Robots in Legacy Facilities
- Autonomous Material-Handling Solutions in Manufacturing
- Simplifying Trailer Loading & Unloading

AI and Digital Transformation

- AI Agents in Control System Design
- Simulation and Digital Twins
- Leveraging Cloud in Manufacturing

Motion Control and Conveyance

- Basics of Machine Design
- Smart Conveyance Technologies
- Pros and Cons of Overhead Tracks and Gantry Robots

REGISTER TODAY
automateshow.com/conference

GET CERTIFIED

Conference attendees can also register for three certification programs from the Association for Advancing Automation (A3), each of which includes in-depth training and a proctored exam.



CVP Basic

\$175 (With Conference Pass) / \$295 (Standalone)



CVP Advanced

\$175 (With Conference Pass) / \$495 (Standalone)



CMCP Basic

\$475 (With Conference Pass) / \$675 (Standalone)

*NOTE: Certified Vision Professional Advanced program runs through Friday at 3 PM CT.

AUTOMATE SHOW & CONFERENCE OVERVIEW

Monday, June 22, 2026

7:00 AM CT	Registration Desk Open
8:00 AM CT	Conference Open*
9:00 AM CT	Keynote Session
10:00 AM CT	Show Floor Open
3:00 PM CT	Startup Challenge
5:15 PM CT	Networking Party*

Wednesday, June 24, 2026

7:30 AM CT	Registration Desk Open
8:00 AM CT	Conference Open*
9:00 AM CT	Keynote Session
10:00 AM CT	Show Floor Open
12:30 PM CT	Humanoid Robot Forum*
4:00 PM CT	Certified Vision Professional (CVP) Basic Exam*
4:00 PM CT	Certified Motion Control Professional (CMCP) Basic Exam*
5:15 PM CT	Joseph F. Engelberger Awards Ceremony*

Friday, June 26, 2026

8:00 AM CT	Conference Open* (CVP Advanced Course Only)*
1:00 PM CT	Certified Vision Professional (CVP) Advanced Exam*

Tuesday, June 23, 2026

7:30 AM CT	Registration Desk Open
8:00 AM CT	Conference Open*
9:00 AM CT	Keynote Session
10:00 AM CT	Show Floor Open
12:30 PM CT	Humanoid Robot Forum*
3:30 PM CT	Women's Empowerment Forum**

Thursday, June 25, 2026

7:30 AM CT	Registration Desk Open
8:00 AM CT	Conference Open*
9:00 AM CT	Keynote Session
10:00 AM CT	Show Floor Open
10:00 AM CT	Student Tour Day**

*Additional fee required at registration.

**Additional registration required. Free to attend.

The trade show, keynotes, and show floor programming are free with a show badge. The conference has a fee.

For safety reasons, no one under the age of 12 is admitted.

CONFERENCE PRICING

Access to exhibits and show floor programming is FREE. An All-Access Conference Pass includes all sessions for four full days, plus admission to the Humanoid Robot Forum.

All-Access Conference Pass	One-Day Pass
\$1,095 (Early Bird)	\$395 (Early Bird)
\$1,195 (Regular)	\$450 (Regular)

Early Bird conference pricing is valid until May 11, 2026.

Regular pricing starts May 12, 2026, and continues through the event.



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WHAT'S NEXT IS NOW

Explore the world's leading automation solutions, from AI and robotics to motion control, vision systems, and more.
Ready to transform the way you work?

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