



May 12-15, 2025 • Huntington Place • Detroit, MI



AUTOMATION UNLOCKED

Secure your spot at the largest and most
influential automation event in the Americas!

REGISTER FOR FREE
automateshow.com/register



LET'S AUTOMATE

As the largest robotics and automation event in the Americas, this is the place for anyone working with or curious about automation. Join us in discovering what's next — for you and the world.



40,000+
people



800+
exhibitors



200+
speakers

SAVE YOUR SPOT

Free show registration includes access to the trade show, keynotes, and show floor programming. The Automate Conference has a fee.

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AUTOMATE IS BROUGHT TO YOU BY



ASSOCIATION FOR
ADVANCING AUTOMATION

OUR 2025 KEYNOTE SPEAKERS

Monday, May 12 | 9:00 AM ET



How to Build a Winning Culture: A View from the NFL

Brad Holmes

Executive Vice President & General Manager, Detroit Lions

With Dan Miller, FOX 2 Detroit Sports Director and Voice of the Lions

Tuesday, May 13 | 9:00 AM ET

Industrial Autonomy in the Era of Physical AI

Deepu Talla

Vice President of Robotics and Edge AI, NVIDIA



Wednesday, May 14 | 9:00 AM ET

Redefining Industry: A Bold New Era for American manufacturing and the Opportunities it Creates for the American Workforce

Aamir Paul

President, North America Operations, Schneider Electric



Thursday, May 15 | 9:00 AM ET

Tech Hype vs Industrial Need: Separating Science Fiction from Scalable Solutions

Ujjwal Kumar

Group President, Teradyne Robotics





POWER UP WITH THE AUTOMATE CONFERENCE

Dive deep into the topics shaping the future of automation with over a hundred expert-led sessions that provide actionable insights and immediate takeaways. Perfect for beginners and advanced professionals alike. See the full agenda [here](#).

EXPLORE TOPICS BY AREA OF INTEREST

HOW TO GET STARTED

- Introduction to Robotics
- Getting Started with Machine Vision
- The ROI and Business Case of Automation
- Choosing a System Integrator

ROBOTICS

- Autonomous Mobile Robots
- Collaborative Robot Applications
- Vision-Guided Robotics
- End-of-Arm Tooling

SAFETY & CYBERSECURITY

- Safety Standards and Risk Assessments
- Testing and Validation
- OT Cybersecurity

MOTION CONTROL & MOTORS

- Motion Control Basics
- Motors and Drives Design
- Magnetism
- Efficiency and Power Usage

MACHINE VISION

- Smart Cameras
- Multi-Spectral Imaging
- 2D and 3D Vision
- Metrology

AI, SIMULATION & SMART SYSTEMS

- Designing Autonomous Agents
- AI in Vision Inspections
- Simulation and Digital Twins
- No-Code/Low-Code Programming
- Generative AI in Industry

INDUSTRIES & APPLICATIONS

- Logistics and Supply Chain
- Material Handling Advances
- Material Removal, Grinding and Abrasives
- Emerging Applications

REGISTER TODAY!

automateshow.com/conference



GET CERTIFIED

Conference attendees can also register for three certification programs from the Association for Advancing Automation (A3).



CONFERENCE PRICING

Choose between an all-access pass for four full days or a daily pass for any day(s) you want.

All-Access Conference Pass

\$1,095

Any One-Day Conference Pass

\$325

Show Hours (ET)

MON	10 AM – 5 PM
TUES	10 AM – 5 PM
WED	10 AM – 5 PM
THURS	10 AM – 3 PM

Conference Hours* (ET)

MON	8 AM – 5 PM
TUES	8 AM – 5 PM
WED	8 AM – 5 PM
THURS	8 AM – 12 PM

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

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 12 admitted.



EXPERIENCE EVERYTHING AUTOMATE HAS TO OFFER

All events are **FREE** for attendees unless noted otherwise.
Find more event details and schedules [here](#).

 **CROWD FAVORITE**

 **FOR STUDENTS & EDUCATORS**

 **ADDITIONAL FEE REQUIRED**

 **RESERVATION REQUIRED**

 **SOLUTION SPOTLIGHTS**

Show Theater

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

AMR Technology Demos

See the latest autonomous mobile robot technology with live demonstrations on the show floor.

Startup Challenge

Watch early-stage robotics and automation companies pitch their technology solutions to industry-expert judges on Tuesday, May 13.

Education Pavilion

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

Educator Day

Learn how educational institutions and industry come together to ready the next generation on Wednesday, May 14, from 9:45 AM to 5:00 PM ET.

Networking Party

Enjoy delicious bites and connect with over 1,000 professionals at our annual Networking Party on Monday, May 12, at 5:15 PM ET.

Empowerment Forum

Celebrate women in automation, share experiences, and build valuable connections and leadership skills on Wednesday, May 14, at 7:30 AM ET.

Joseph F. Engelberger Awards Ceremony

Join peers as the highest prize in the robotics industry is awarded at this gala reception and dinner on Wednesday, May 14, at 5:15 PM ET.

A3 NextGen Student Tours

Learn, network, and explore career paths with guided tours for students and educators on Thursday, May 15, from 10:00 AM to 3:00 PM ET.

Innovation Stage

Hear about technological innovations and cutting-edge advancements from leading automation companies.

FROM LEGACY TO LEADING EDGE: HOW TO MODERNIZE EXISTING OPERATIONS

SPONSORED BY SIEMENS

We are in the era of digitalization. But for companies modernizing brownfield operations — legacy facilities with an existing infrastructure — the way forward may seem daunting. How do you realize cutting-edge automation functionality and data-driven insights without impacting the running system? The answer is a vendor-agnostic data layer that enables technological advancement and operational continuity.

Embrace a digital future without disrupting the present

Brownfield sites often run on systems that have served reliably for years but now face challenges with isolated data streams, integration hurdles, and cost considerations. The solution? Layer new digital capabilities onto the existing infrastructure.

Companies like Siemens are helping modernize legacy sites by implementing a unified data layer that connects operational technology (OT) with modern IT systems. In doing this, companies create a digital framework where information from various machines, sensors, and software solutions becomes standardized and accessible in real time. It's like creating a common language that allows your entire operation — new and old — to communicate more effectively.

Instead of a complete overhaul or “rip and replace” method, this measured approach builds a sustainable, scalable operation while remaining cost-effective and minimizing disruption.

Build your automation ecosystem

A successful digital transformation relies on an interconnected ecosystem where machines, people, and data work together. Sensors act like the eyes and ears, capturing real-time data.



Edge computing enables faster, localized data processing. Artificial intelligence (AI) leverages that data to optimize processes and help make decisions. Standards-based OT cybersecurity ensures all digital tools are securely integrated with legacy systems and the entire network is protected. Together, these capabilities move companies from automated to adaptive production.

Siemens is leading the effort in adaptive production with its Industrial Operations X portfolio, which aims to make automation more accessible, scalable, and intelligent. This portfolio is part of Siemens Xcelerator, an open digital business platform designed to help manufacturers accelerate their digital transformation. Additionally, their Industrial Copilots, powered by generative AI, are helping businesses modernize brownfields by simplifying complex decision-making and engineering processes.

Companies are already proving this works. Luxury automotive manufacturer Audi uses Siemens' virtual PLC technology to test and perfect production processes in a digital space before making physical changes — minimizing downtime and maximizing success.

Take the next step toward digital transformation

Ready to explore these possibilities for your operation? Automate 2025 is the place to experience innovations firsthand, connect with industry leaders, and learn how Siemens (booth #3232) can help you design, realize, and optimize your digital transformation journey. Don't just take small steps, make the leap into adaptive production. Expect more from your automation and lead the future.

Learn more at usa.siemens.com/automate.



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DISCOVER WHAT'S NEXT IN AUTOMATION

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make sure you're part of it.**

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