

2026 PROSPECTUS

# WHERE BUYERS AND BREAKTHROUGHS MEET

Automate is your gateway to high-value prospects actively seeking the next competitive advantage.



June 22–25, 2026 • Chicago, Illinois, USA

[www.automateshow.com](http://www.automateshow.com)



# ABOUT AUTOMATE

Automate is the largest, fastest-growing automation showcase in the Americas. Companies of every size and in every industry are looking for the right automation solutions to transform their operations — and Automate is where they find them.

- **Every technology.** Robotics, motion control, vision systems, AI, digital twins, software, and more.
- **Every application.** Manufacturing, food and beverage, logistics, healthcare, energy, aerospace, defense, and beyond.
- **Every level of experience.** From first-time explorers to seasoned automation leaders.

## 2026 Exhibit space rates

Booth pricing ranges from \$35.50-\$49.50 per square foot with substantial discounts for members of the Association for Advancing Automation (A3).

**TO RESERVE A BOOTH**  
**A3 Sales Team**  
[sales@automate.org](mailto:sales@automate.org)

# WHY EXHIBIT?

Connect with more than 50,000 highly qualified buyers and decision-makers from over 100 countries who are ready to:



Find new products and technologies they can implement now.



Stay ahead of automation trends and competitive pressures.



Meet experts face-to-face to solve specific challenges.

## Our attendees come from different departments and job functions



**41%**

EXECUTIVE LEADERSHIP



**27%**

ENGINEERING & TECHNICAL PROFESSIONALS



**19%**

OPERATIONS & MANUFACTURING

## We support the show with sophisticated marketing across all media.

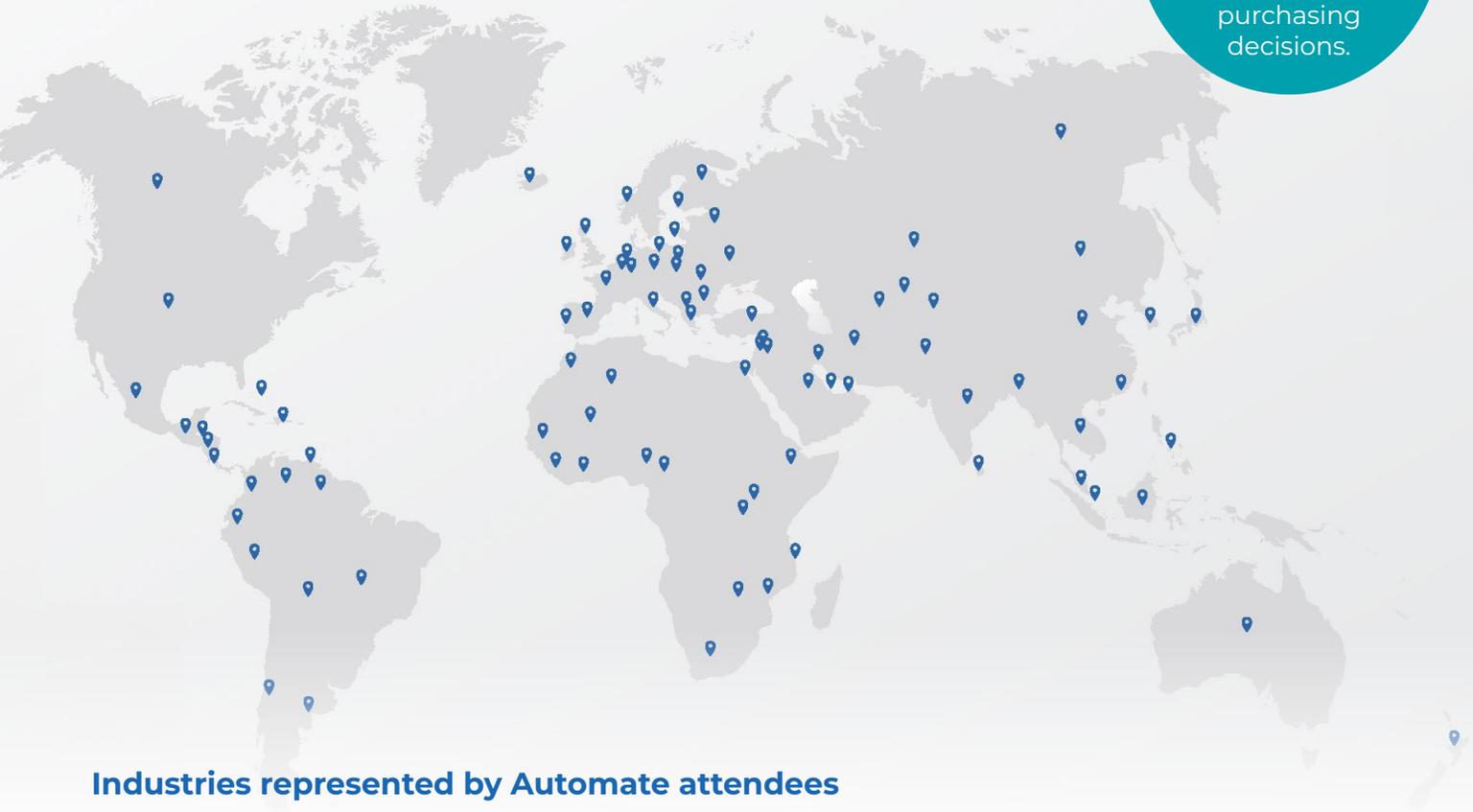
- Email
- Website
- Mobile App
- Video
- Public Relations
- Direct Mail
- Print & Digital Advertising
- Social Media
- Digital Live Streaming
- Mobile Messaging

**66%**

of attendees plan to purchase from exhibitors within 24 months.

# AUTOMATION BUYERS FROM 100+ COUNTRIES ATTEND THE SHOW

**70%**  
of attendees  
recommend,  
authorize, or make  
purchasing  
decisions.



## Industries represented by Automate attendees

- 3D Printing
- Aerospace
- Agriculture
- Automotive
- Autonomous Vehicles
- Biometrics
- Chemical Manufacturing
- Cloud Technologies
- Construction
- Consumer Goods
- Containers (glass, plastic, metal)
- Data & Analytics
- Ecommerce
- Electric Vehicles
- Electronics
- Energy/Solar/Wind Power
- Entertainment
- Fabricated Metal
- Finance
- Fleet Management
- Food & Beverage
- Food Retail
- Furniture
- Glass
- Hospital Automation
- Laboratory
- Law Enforcement
- Logistics
- Machine Tool
- Medical Devices
- Medical Imaging
- Medical Machinery
- Metal/Metalworking
- Metrology
- Military/Defense
- Mobility
- Nanotechnology
- Off-Road Vehicles
- Packaging
- Pharmaceutical
- Plastics
- Printing
- Radiology
- Retail
- Rubber
- Scientific Imaging
- Security/Surveillance
- Semiconductor
- Software
- Telecommunications
- Textile/Apparel
- Tobacco
- Traffic Systems
- Transportation
- Warehousing Services
- Waste Management
- Wood/Lumber

# WHAT BUYERS ARE SEARCHING FOR NOW

If your products fall into these categories (or related ones), Automate is a must-attend event to meet buyer demand:

- 3D Printers
- AC Motors & Drives
- Actuators & Mechanical Systems
- AI-Enabled Solutions
- Automated Assembly Machines/Systems
- Automatic Identification & Data Collection/RFID
- Automation Systems
- Autonomous Mobile Robots
- Cables/Cable Assemblies/Connectors
- Cameras
- Camera and Lighting Enclosures
- Cloud Technologies
- Collaborative Robots
- Computers/Storage/Data Systems
- Connectivity & Plant Management Systems
- Controls
- Consulting Services
- Conveyors
- Drives and Amplifiers
- Drones for industrial use
- Electronic Drives
- End of Arm Tooling
- Engineering Services
- Finishing Supplies/Equipment
- Fleet Management Software/Systems
- Frame Grabbers & Processing Boards
- Human Assist Devices
- IIOT/Industrial IoT/Industry 4.0 Solutions
- Lasers
- Lighting Equipment
- Machine Learning
- Machine Tools/Equipment
- Metrology/Test Equipment
- Mobile Robots
- Motion Control Equipment
- Motion Controllers
- Optics & Lenses
- Parts Handling Equipment/Conveyors
- PLCs
- Power Transmission, Actuators, and Mechanics
- Robots/Robotic Systems
- Safety & Ergonomic Equipment
- Semiconductors
- Sensors & Sensor Integrated Systems
- Servo & Stepper Motors
- Simulation Software
- Software
- System Integration
- Training Services
- Vision Systems
- And more



# BUDGETS THAT MEAN BUSINESS

What attendees plan to spend (in US dollars) on automation technologies and systems in the next 1 to 5 years.

Up to \$50,000 - 8%



\$50,000 to \$200,000 - 8%



\$200,000 to \$500,000 - 14%



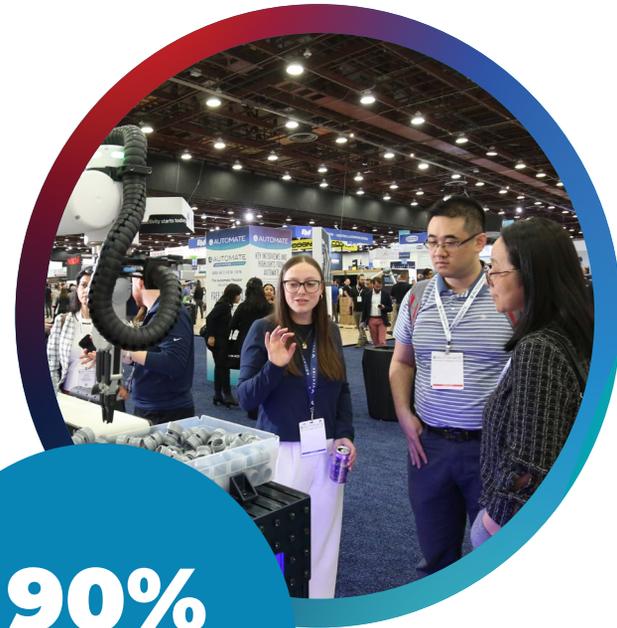
\$500,000 to \$1,000,000 - 6%



\$1,000,000 to \$5,000,000 - 8%



More than \$5,000,000 - 13%



**90%**

of attendees found what they were hoping to see at Automate.





# A GLOBAL SHOW IN A WORLD-CLASS CITY

Welcome to Automate 2026 in Chicago, Illinois.

Chicago is one of the most dynamic, connected, and visitor-friendly cities in the western hemisphere. From its stunning lakefront skyline to its vibrant neighborhoods, Chicago delivers the perfect backdrop for four days of innovation, networking, and business growth.

McCormick Place, our home for Automate 2026, is a hub for world-class events. Located just minutes from downtown and steps from the shores of Lake Michigan, it offers unmatched facilities, accessibility, and amenities to ensure your show experience is seamless and productive.

## Outside the show floor, Chicago offers something for everyone:

- **Legendary dining** from Michelin-starred restaurants to Chicago's iconic deep-dish pizza.
- **Cultural landmarks** like the Art Institute of Chicago, the Field Museum, and the Museum of Science and Industry.
- **Outdoor escapes** including Millennium Park, Navy Pier, and the Lakefront Trail.
- **Sports and entertainment** with the Cubs, White Sox, Bulls, Bears, and Blackhawks, plus live music and theater in every corner of the city.

# CHICAGO AND THE MIDWEST ARE A HUB FOR AUTOMATION INDUSTRIES

The greater Chicago area and surrounding Midwest are home to a dense concentration of companies that design, manufacture, and deploy automation technologies across nearly every sector.

## A sample of industries thriving here includes:

- Aerospace & Defense Manufacturing
- Agriculture & Food Processing
- Automotive & Commercial Vehicle Production
- Biotechnology & Medical Devices
- Chemical & Material Processing
- Construction Equipment Manufacturing
- Consumer Goods & Packaging
- Electrical Equipment & Components
- Energy Generation & Storage
- Industrial Machinery & Heavy Equipment
- Logistics, Warehousing & Transportation
- Metals, Plastics & Advanced Materials
- Semiconductor & Electronics Manufacturing
- Shipbuilding & Rail Systems
- Steel & Primary Metals

## CITY PERKS FOR EXHIBITORS

- **Visibility** – Central U.S. location draws a diverse, nationwide audience
- **Access** – Two major airports with global connections
- **Capacity** – 40,000+ hotel rooms near McCormick Place
- **Transit** – Convenient shuttles, rideshare, and public transport
- **Venue** – North America's largest convention center
- **Energy** – A city buzzing with business and innovation

