



# AUTOMATE

## EXHIBITOR SPONSORSHIP & MARKETING OPPORTUNITIES

Take advantage of these highly visible sponsorship and marketing opportunities at the Automate 2019 show and position your company as a leader.



**April 8-11, 2019** • McCormick Place • Chicago, Illinois USA  
[www.AutomateShow.com](http://www.AutomateShow.com)

## SPONSORSHIP AT A GLANCE

### Free Marketing Opportunities

Logos and Digital Ads	FREE
Basic Print Directory Listing	FREE
Basic Online Directory Listing	FREE
Basic Mobile App Listing	FREE
Social Media Exposure	FREE

### Package Savings

Gold Sponsorship	<b>Best Value</b> \$7,000
Silver Sponsorship	\$4,000

### Online Opportunities

Online Exhibitor Profile "Enhanced" Upgrade	\$300
Online Exhibitor Profile "Premium" Upgrade	\$500
Online Advertising – Digital Button Ads	\$750
Featured Product Online Showroom	\$500
Pre-Show Attendee Email Blast	\$1,500
Featured Exhibitor Attendee Email Sponsor	\$1,500

### Print Opportunities

Your Logo Added to Print Directory Listing	\$250
Bold "Visit Us at Booth #" Added to Listing	\$200
Half Page 4-Color Ad	\$1,500
Full Page 4-Color Ad	\$2,000

### Mobile App Opportunities

Mobile Profile Upgrade	\$250
Featured Product Mobile Showroom	\$500
Special Announcements with Push Notifications	\$750/message
Featured Product Alert	\$750/message
Mobile App Home Page Banner	\$2,500

### On-site Opportunities

Lanyard Sponsor	\$10,000
Bag Sponsor	\$10,000
Carpet Decal Sponsor	\$1,000
Giant Standing Graphic Sponsor	\$2,500
Automate Networking Party Sponsor	\$10,000
Aisle Sign Sponsor	\$3,500
Stair Graphic Sponsor	\$25,000

As an added value to participating in the Automate Show, we have invested in marketing tools to help drive traffic to your booth and to your company before, during and after the show. These are complimentary marketing tools that are included in your booth fee and we strongly encourage you to use them as part of your promotion strategy.

**Logos and Digital Ads**  
**FREE**

Download the Automate Show logo and place it on your website and in all of your communications to customers and drive more clients/prospects to your booth. Broadcast your show attendance on your website by including a custom "See us at the Automate Show Booth XXX" ad or use one of our standard ads in various size and formats.

**Basic Print Directory Listing**  
**FREE**

Your BASIC listing in the Automate Printed Show Directory is FREE and includes company name, booth number, address, phone and fax numbers; (1) email and URL link to your site; a 100-word exhibit or company description; a product/services categories list.

**Basic Online Directory Listing**  
**FREE**

Don't be left behind- increase traffic to your online profile, and find more attendees interested in your products and services. Your BASIC listing in the Automate Show Online Directory is FREE and includes company name, booth number, address, phone and fax numbers; (1) email and URL link to your site; a 100-word exhibit or company description; product/services categories list.

**Basic Mobile App Listing**  
**FREE**

Your BASIC listing on the Automate Mobile App. is FREE and includes company name, booth number with link to your location on the map, full contact information with URL; a 100-word exhibit or company description and a product/services categories search function.

**Social Media Exposure**  
**FREE**

We urge our exhibitors to follow Automate on Facebook and Twitter @AutomateShow. This will enable you to connect with the community for the latest news and updates leading up to the show. You will have the opportunity to interact directly with people interested in the Automate Show and help to create a buzz about interesting topics. Upload photos or provide a sneak peek to our fans and followers about the products you are unveiling at the show.



# GREAT EXPOSURE • GREAT VALUE

Reach Automate’s highly targeted attendees and get customers to your booth!

## Gold Sponsorship

\$7,000

**BEST VALUE!**

(Value of \$11,500 priced individually)

- **Full Page** 4-Color Ad in the Show Directory
- Giant Standing Graphic Signs at Show Entrance
- Carpet Decal
- 3 Month Digital Button Ad on [www.AutomateShow.com](http://www.AutomateShow.com)
- Logo Added to your **Show Directory** Listing
- Bold **“See us at Booth #”** added to Directory Listing
- **Online** Exhibitor Profile PREMIUM Upgrade
- **Mobile** Profile Upgrade
- **Online** Featured Product Showroom
- **Mobile** Featured Product Showroom
- Sponsor recognition on online sponsor page, on onsite show signage and in the print directory.

## Silver Sponsorship

\$4,000

(Value of \$6,500 priced individually)

- ½ **Page** 4-Color Ad in the Show Directory
- 1 Month of a Digital Online Button Ad
- Logo added to your **Show Directory** Listing
- Bold **“See us at Booth #”** added to Directory Listing
- **Online** Exhibitor Profile enhanced upgrade
- **Mobile** Profile Upgrade
- **Online** Featured Product Showroom
- **Mobile** Featured Product Showroom
- Sponsor recognition on online sponsor page, on onsite show signage and in the print directory.

### QUESTIONS?

Please contact Automate Headquarters at 734-994-6088 or email Jim Hamilton at [jhamilton@a3automate.org](mailto:jhamilton@a3automate.org).

Online Exhibitor Profile "Basic" Package **FREE**

Online Exhibitor "Basic" Layout

A Testing Company

1373 Broad Street  
Suite 313A  
Clifton, New Jersey 07013  
United States of America  
<http://www.aimp.com>

Tel: 973-587-3131  
Fax: 973-587-3131

**Booth #10258**  
CLICK TO VIEW ON MAP

Proud Member of:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra, tortor libero sodales leo, eget blandit nunc tortor eu nibh. Nullam mollis. Ut justo. Suspendisse potenti. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverr

Products / Services

- Automated Assembly Machines/Systems
- Automatic Identification & Data Collection/RFID
- Cables/Cable Assemblies/Connectors
- Cameras
- Consulting Services
- Media/Publishing
- Motion Control Equipment

Online Exhibitor Profile "Enhanced" Upgrade **\$300**

- Company logo and description
- (3) photos with captions
- (4) additional contacts with e-mail links

Included in the **Silver Sponsorship Package**

Online Exhibitor "Enhanced" Layout



A Testing Company

1373 Broad Street  
Suite 313A  
Clifton, New Jersey 07013  
United States of America  
<http://www.aimp.com>

Tel: 973-587-3131  
Fax: 973-587-3131

**Booth #10258**  
CLICK TO VIEW ON MAP

Proud Member of:

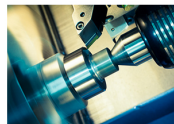
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra, tortor libero sodales leo, eget blandit nunc tortor eu nibh. Nullam mollis. Ut justo. Suspendisse potenti. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverr

Products / Services

- Automated Assembly Machines/Systems
- Automatic Identification & Data Collection/RFID
- Cables/Cable Assemblies/Connectors
- Cameras
- Consulting Services
- Media/Publishing
- Motion Control Equipment

Additional Contacts

Sales Warehouse  
Parts & Service Used Equipment



Online Exhibitor Profile "Premium" Upgrade **\$500**

- Company logo and description
- (3) photos with captions
- (4) additional contacts with e-mail links
- Banner ad included on your listing

Included in the **Gold Sponsorship Package.**

Online Exhibitor "Premium" Upgrade Layout



A Testing Company

1373 Broad Street  
Suite 313A  
Clifton, New Jersey 07013  
United States of America  
<http://www.aimp.com>

Tel: 973-587-3131  
Fax: 973-587-3131

**Booth #10258**  
CLICK TO VIEW ON MAP

Proud Member of:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra, tortor libero sodales leo, eget blandit nunc tortor eu nibh. Nullam mollis. Ut justo. Suspendisse potenti. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverr

Products / Services

- Automated Assembly Machines/Systems
- Automatic Identification & Data Collection/RFID
- Cables/Cable Assemblies/Connectors
- Cameras
- Consulting Services
- Media/Publishing
- Motion Control Equipment

Additional Contacts

Sales Warehouse  
Parts & Service Used Equipment



**QUESTIONS?**

Please contact Automate Headquarters at 734-994-6088 or email Jim Hamilton at [jhamilton@a3automate.org](mailto:jhamilton@a3automate.org).

**\*\* You will receive instructions for submitting art files and additional contact information after your order is received.**

**Online Advertising  
Digital Button Ads  
\$750 per month**

*Included in the **Gold** and **Silver** Sponsorship Packages.*  
 Capture the attention of potential customers who visit the Automate website to register for the show or conference and those looking for exhibitor or product information. A 270x100 digital ad will get your message in front of these buyers early! Ads appear on Attendee, Conference, Show, Exhibitor and sub pages in spotlight placement. These button ads are sold on a first come, first served basis and are limited to (4) companies per month.

**Featured Product  
Online Showroom  
\$500**

*Included in the **Gold** and **Silver** Sponsorship Packages.*  
 We will be creating a section on **www.AutomateShow.com** showcasing featured products that will be on display at the Automate Show.

- Includes (3) products with descriptions and photo
  - A full-color photo of the product, product name, description, and your company name and booth number
  - You will receive the Featured Product **Mobile Showroom FREE**

**Pre-Show  
Attendee Email Blast  
\$1,500**

Reach the highly targeted pre-registered attendees of the Automate Show with an email blast. Many of these people will be looking to buy and you'll want to get them to stop by your booth!  
 Limited to (8) companies.

- You provide the HTML and text files, plus the subject line and we will send out the email blast
  - (1) email blast per company
  - Specific dates 6-8 weeks prior to the show are available

**Featured Exhibitor  
Attendee Email Sponsors  
\$1,500**

Automate sends approximately (5) emails to all pre-registered show and conference attendees with show information in the months prior to the show. Because we are supplying important information about their visit to the show, these emails have a high open rate. Maximum of (5) companies.

- Company logo prominently shown in email
- Booth location prominently displayed with a link to your website in the email
- Your company will have optimum visibility to this highly targeted group
- This is an excellent way to deliver your company message right to the attendee's inbox

**QUESTIONS?**

Please contact Automate Headquarters at 734-994-6088 or email Jim Hamilton at [jhamilton@a3automate.org](mailto:jhamilton@a3automate.org).

**\*\* You will receive instructions for submitting art files and additional contact information after your order is received.**

### Mobile Profile Upgrade

**\$250**

Upgrade your Mobile Profile and get MORE traffic. A Mobile Profile Upgrade allows you to stand out from other listings.

- Company name, logo and photo, URL, phone & email
- Highlighted company name in all listings and search results
- Company listed in "Featured Exhibitors" section of the Mobile App
- Booth highlighted on the show floor map
- Fully indexed and searchable content

*Included in the **Gold** and **Silver** Sponsorship Packages.*

### Featured Product Mobile Showroom

**\$500**

All of your company's information is available at the buyers' fingertips

- Up to (3) Featured Products with photos and descriptions
- Up to (3) handouts in PDF format
- Company listed in the "Featured Products" section of the Mobile App.
- You will receive the Featured Product **Online** Showroom FREE

*Included in the **Gold** and **Silver** Sponsorship Packages.*

### Special Announcements with Push Notifications

**\$750/  
message**

Broadcast your special announcement directly to all users of the Automate 2019 Mobile App and reach them right on their mobile device. Give your company the extra boost it needs at the right time.

- Exclusive: only (4) messages sent per day (during show days only)
- 200 word announcement sent directly to the attendees during the show
- Schedule the exact date and time your message is sent and direct attendees to your booth on the map

### Featured Product Alert

**\$750/  
message**

Your products are the best in the business! Give them the extra exposure they need

- Get exclusive access to buyers: only (4) messages sent out per day (during show days only)
- Your 200 word message are sent directly into the mobile "Inbox" of all users
- Schedule the exact date and time your message is sent and direct attendees to your booth on the map

### Mobile App Home Page Banner

**\$2,500**

Our most exclusive Automate 2019 Mobile App Home Page Banner is limited to only four companies!

- Maximum exposure: users will see your brand message several times a day
- Includes a FREE **Mobile** Profile Upgrade
- Includes a FREE Featured Product **Mobile** and **Online**
- One-touch access to your Mobile Showroom through the banner

The official Automate Show Directory works as a resource guide to help buyers' navigate through the exhibitors. It offers a list of all exhibitor and product listings, schedules, special events and conference sessions. Most attendees save the Show Directory for future reference and will share it with colleagues. By having your advertisement positioned prominently in the Show Directory, your company will stand out when buyers are looking for new automation solutions.

**Basic Print  
Directory  
Listing  
FREE**

- Includes company name, booth number, address, phone and fax numbers
- (1) email and URL link to your site
- 100-word exhibit or company description
- Product/services categories list

**Your Logo  
Added to Print  
Directory  
Listing  
\$250**

Send us your 300 dpi logo in .eps, .jpg or .png format and we will add it to your Show Directory listing.

**Your logo will help you get noticed!**

*Included in the **Gold** and **Silver** Sponsorship Packages.*

**Bold "See  
us at Booth  
#" Added to  
Listing  
\$200**

We will add a **"See us at Booth #"** icon to your booth number to help you stand out on the page!

*Included in the **Gold** and **Silver** Sponsorship Packages.*

**"SEE US AT BOOTH" ICON EXAMPLE > See us at Booth #123**

**Half Page  
4-Color Ad  
\$1,500**

- Half page Horizontal: 7.5" x 4.75" (18.73 cm x 11.43 cm)
- Half page Vertical: 3.5" x 9.5" (8.9 cm x 22.86 cm)

*Included in the **Silver** Sponsorship Package (either horizontal or vertical).*

**Full Page  
4-Color Ad  
\$2,000**

- Full page size ad: 8.375" x 10.875" (21.27 cm x 27.62 cm)

*Included in the **Gold** Sponsorship Package.*

**QUESTIONS?**

Please contact Automate Headquarters at 734-994-6088 or email Jim Hamilton at [jhamilton@a3automate.org](mailto:jhamilton@a3automate.org).

**\*\* You will receive instructions for submitting art files and additional contact information after your order is received.**



Automate will attract thousands of highly targeted buyers of automation systems and components. Take full advantage of this qualified audience and boost your company image through these official show sponsorships. This type of branding also strengthens recognition, familiarizes attendees with your products or services, improves your overall relationship with the customer and gets people to your booth.

**(4 available)**

**Lanyard Sponsor**  
**\$10,000**

**Deadline: February 12, 2019**

Build brand recognition by putting your company name around the necks of the show attendees.

- We will provide 15,000 lanyards to be attached to attendee’s show badges at registration

**(4 available)**

**Bag Sponsor**  
**\$10,000**

Deadline: February 12, 2019

Build brand recognition by putting your company name on bags carried around by show attendees.

- We will provide bags given to attendees near registration

**Carpet Decal Sponsor**  
**\$1,000**

Stop show attendees in their tracks with a Carpet Decal in the aisle in front of your booth. These eye-catching graphics are adhered right to the carpet and will announce your company or products and lead attendees into your booth.

- You provide high resolution photos and logo with text, we provide layout and output
- Price includes production, installation and removal

**Giant Standing Graphic Sponsor**  
**\$2,500**

Giant Graphics are a great way to increase booth traffic and to distinguish your brand from your competitors. Your sign will make a lasting impression by being the first thing the attendees see when entering the show floor.

- Full-color giant standing billboard, approximately 4-feet wide by 8-feet tall
- Placement of billboard right near the show entrance
- Graphic can highlight a new product or your company brand
- You provide the artwork; we produce the graphic
- You may keep your sign at the close of show

*Included in the **Gold Sponsorship Package**.*

(5 available)

**Automate  
Networking  
Party  
Sponsor**  
**\$10,000**

The Automate Networking Party offers food, drinks and a great chance to network with attendees!

Sponsors receive:

- (10) VIP party tickets
- Prominent signage at the party
- Inclusion in show print, online marketing and signage at the show

**Aisle  
Sign  
Sponsor**  
**\$3,500**

Imagine having your company logo and booth number on a selected aisle sign! Our attendees depend upon the directional aisle signs at Automate 2019 to navigate through the floor effectively.

What a unique opportunity to increase your company's brand and remind attendees to come visit your booth!

**Stair  
Graphic  
Sponsor**  
**\$25,000**

(1 available)

Your company logo and booth number on the McCormick Place Main Entrance Stairs, co-branded with show logos.

**Company Logo  
& Booth Number**



**Company Logo  
& Booth Number**

**PACKAGE SAVINGS**

PACKAGE	NUMBER AVAILABLE	COST	QUANTITY
Gold Sponsorship	Unlimited	\$7,000	
Silver Sponsorship	Unlimited	\$4,000	

**ONLINE OPPORTUNITES**

MARKETING ELEMENT	NUMBER AVAILABLE	COST	QUANTITY
Online Exhibitor Profile "Enhanced" Upgrade	Unlimited	\$300	
Online Exhibitor Profile "Premium" Upgrade	Unlimited	\$500	
Online Advertising – Digital Button Ads	Unlimited	\$750	
Featured Product Online Showroom	Unlimited	\$500	
Pre-Show Attendee Email Blast	8	\$1,500	
Featured Exhibitor Attendee Email Sponsors	5	\$1,500	

**MOBILE OPPORTUNITIES**

MARKETING ELEMENT	NUMBER AVAILABLE	COST	QUANTITY
Mobile Profile Upgrade	Unlimited	\$250	
Featured Product Mobile Showroom	Unlimited	\$500	
Special Announcements with Push Notifications	4/day	\$750	
Featured Product Alert	4/day	\$750	
Mobile App Home Page Banner	4	\$2,500	

**PRINT OPPORTUNITES**

MARKETING ELEMENT	NUMBER AVAILABLE	COST	QUANTITY
Logo Added to Print Directory Listing	Unlimited	\$250	
Bold "Visit Us at Booth #" Added to Listing	Unlimited	\$200	
Half Page 4-Color Ad	Unlimited	\$1,500	
Full Page 4-Color Ad	Unlimited	\$2,000	

**ON-SITE OPPORTUNITES**

MARKETING ELEMENT	NUMBER AVAILABLE	COST	QUANTITY
Lanyard Sponsor	4	\$10,000	
Bag Sponsor	4	\$10,000	
Carpet Decal Sponsor	Unlimited	\$1,000	
Giant Standing Graphic Sponsor	Unlimited	\$2,500	
Automate Networking Party Sponsor	5	\$10,000	
Aisle Sign Sponsor	12	\$3,500	
Stair Graphic Sponsor	1	\$25,000	

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email address: \_\_\_\_\_

I am authorized to execute this contract on behalf of the company above. I understand that all show sponsorships must be paid in full in advance of the start date.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Total Cost of Sponsorships(NET):**                    \$ \_\_\_\_\_

**Payment Information**

Enclose a check or money order payable to Association for Advancing Automation in U.S. funds drawn from a U.S. bank, or pay conveniently with credit or wire transfer.

**Payment Options:**  Credit Card  Check Enclosed     Send Invoice, PO # \_\_\_\_\_

Cards accepted:     MasterCard     VISA     American Express     Discover

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**Submission Instructions**

Email Jim Hamilton at [jhamilton@a3automate.org](mailto:jhamilton@a3automate.org) or fax +1 734-994-3338. For more information call +1 734-994-6088.  
**Association for Advancing Automation** 900 Victors Way, Suite 140, Ann Arbor, Michigan 48108 USA