

2021 PROSPECTUS

# Find new customers looking for automation solutions!

Join Automate - the largest and fastest growing automation show.

 **AUTOMATE**



May 17-20, 2021  
Cobo Center | Detroit, Michigan



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



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## INTRODUCTION

Large companies who use automation are looking for new innovations. Thousands of small and medium size companies are exploring automation for the first time. Only one show can help them ALL find solutions to automate every process in their company. That show is Automate.

Buyers from these companies are hard to find and connect with. They are in every industry, performing every type of application and they need automation. **Find them at Automate.**



## AUTOMATION BUYERS FROM 89 COUNTRIES ATTEND THE SHOW

**70%**  
of visitors  
recommend,  
authorize or  
make automation  
purchases



## INDUSTRIES REPRESENTED BY AUTOMATE ATTENDEES

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

## RESERVE YOUR SPACE AT AUTOMATE

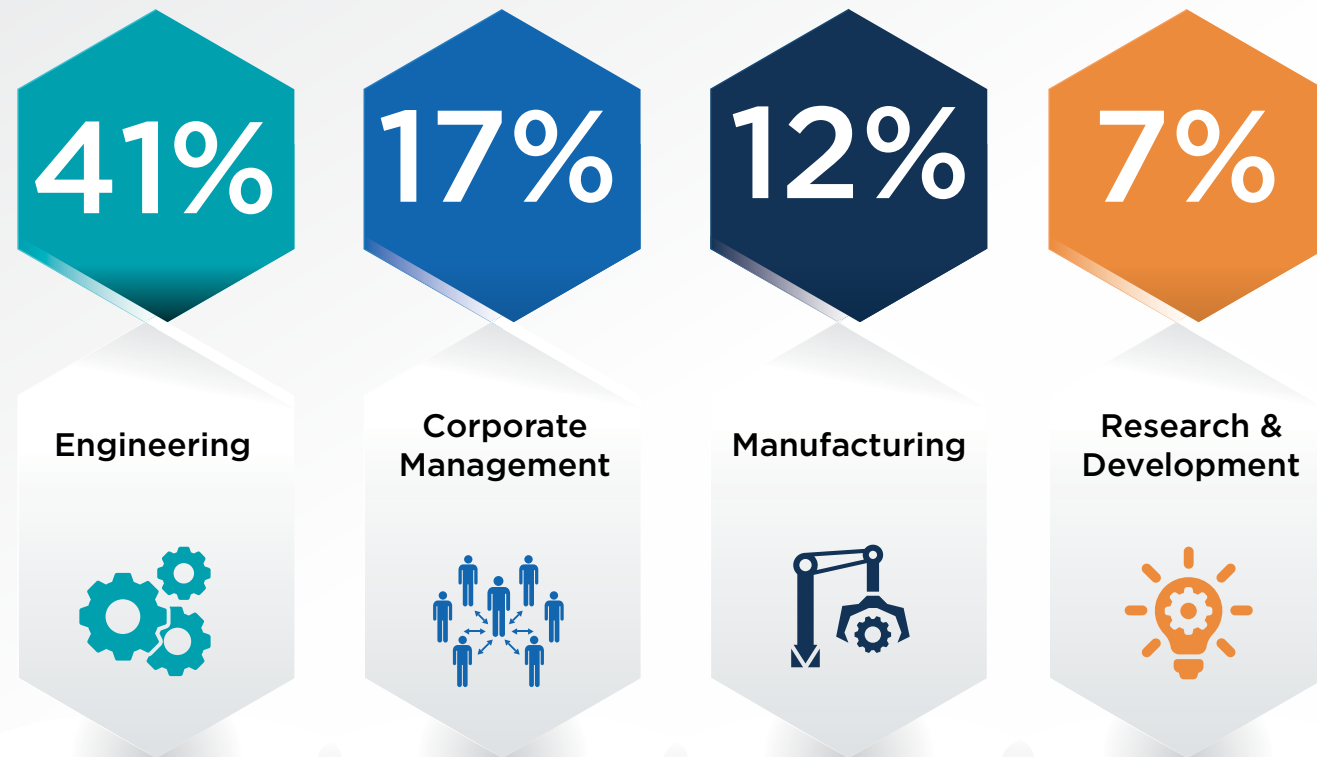
### 2021 EXHIBIT SPACE RATES

Booth pricing ranges from \$33-40 per square foot with substantial discounts for members of A3: A3 Mexico, AIA, MCMA, and RIA.

### TO RESERVE A BOOTH

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## CONNECT WITH HIGHLY QUALIFIED BUYERS AND USERS



## ATTENDEES COME TO AUTOMATE TO...

1. See new products/technologies
2. Keep up-to-date on automation
3. Network with industry experts



## ATTENDEES ARE READY TO BUY

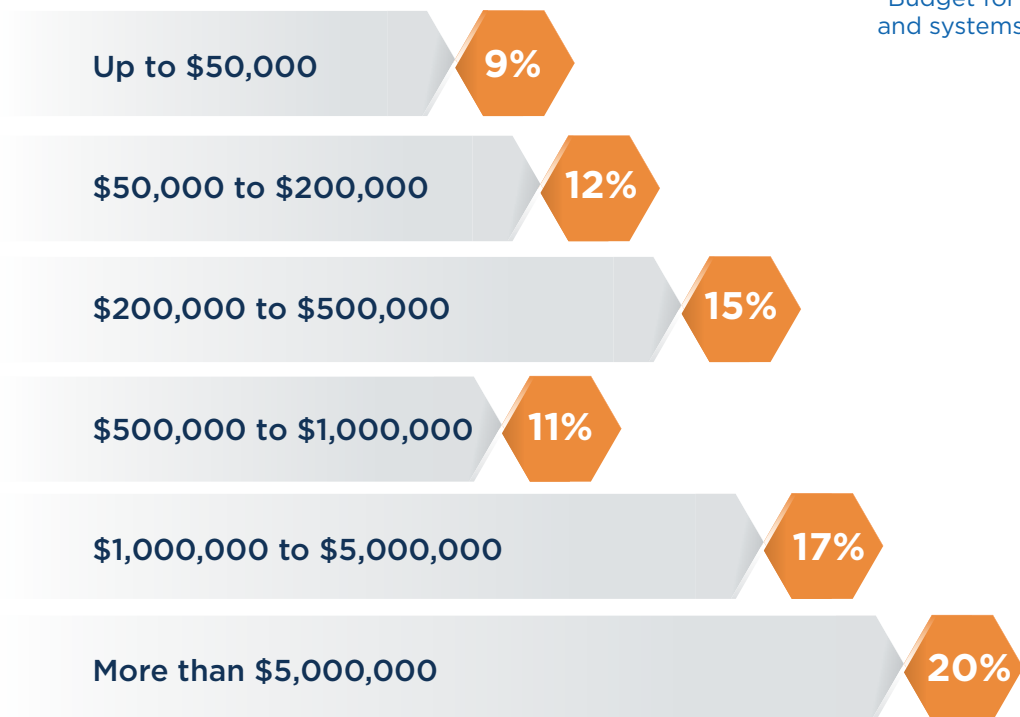
Companies with products in these and related categories should make Automate 2021 their FIRST choice in trade shows.

- 3D Printers
- AC Drives
- AC Motors
- Actuators & Mechanical Systems
- Artificial Intelligence
- Automated Assembly Machines/Systems
- Automatic Identification & Data Collection/RFID
- Cables/Cable Assemblies/Connectors
- Cameras
- Camera and Lighting Enclosures
- Collaborative Robots
- Connectivity & Plant Management Systems
- Controls
- Consulting Services
- Drives and Amplifiers
- Electronic Drives
- End of Arm Tooling
- Engineering Services
- Frame Grabbers & Processing Boards
- Human Assist Devices
- Lasers
- Lighting Equipment
- Machine Learning
- Metrology/Test Equipment
- Mobile Robots
- Motion Controllers
- Motors
- Optics & Lenses
- Parts Handling Equipment/Conveyors
- PLCs
- Robots/Robotic Systems
- Safety & Ergonomic Equipment
- Sensors & Feedback Devices/Systems
- Simulation Software
- Software
- System Integration
- Training Services
- Vision Systems



## BUYERS ARE READY TO INVEST

\*Budget for automation technologies and systems in the next 5 to 10 years.



81%

of attendees plan to make purchases from exhibitors in the next two years.

49%

of attendees found new vendors at Automate they had never heard of.

97%

of exhibitors were satisfied or very satisfied with Automate 2019.



99%

of 2019 exhibitors met new customers they had not met at any other shows.



Automate continues to deliver on producing one of the highest quality events for industrial automation. These shows are a win for everyone involved, both exhibitors and attendees!

-Edgewater Automation



“Automation in manufacturing and logistics is growing, and you could see it at Automate this year. There was an excellent mix of end user customers, robotic OEMs and systems integrators looking for partners to solve real problems.”

- Humatics

“Automate brings together the best automation professionals in the industry and allows us to reach integrators, end users and suppliers all in one place. This is an incredible opportunity for new business and networking.”

- Güdel

“Automate provides a platform for us to forge new relationships with suppliers, partners and potential customers all while keeping a finger on the pulse of the automation industry.”

- Kawasaki Robotics

## NEW LOCATION IN 2021

# Automate moves home to Detroit!

The Metro Detroit area is home to nearly 4 million people. A city constantly reinventing itself, Detroit has evolved over the years from making wood burning stoves to cars and now is a leading tech and innovation hub.

### DETROIT IS HOME TO INDUSTRIES THAT USE AUTOMATION

- Agriculture
- Aerospace
- Automotive
- Commercial & Service Industry Machinery
- Construction
- Electrical Components & Equipment
- Engine, Turbine & Power Transmission
- Fabricated Metal
- Industrial Machinery
- Information Technology
- Medical Equipment & Supplies Manufacturing
- Mining Machinery
- Navigational, Measuring, Electromedical, and Control Instruments
- Pharmaceutical & Medicine Manufacturing
- Semiconductor & Electronics
- Transportation Equipment

And many more!

**Detroit is the No. 2 city in the world to visit- 2018**

- Lonely Planet

**Metro Detroit could be the next US tech hub.**

- Accenture Survery

**Teeming with development, this comeback city unveils a wide range of fresh initiatives.** - National Geographic

**As capitalism returns to Detroit's downtown in all its feverish forms, you can see the city materialize before your eyes. It's like watching hot lava cool.**

- The New York Times

### SEE WHAT DETROIT HAS TO OFFER

Detroit has gone through a transformation. Walking around Automate's new downtown location, you see it everywhere. New places to eat, explore, and have fun have opened and are thriving. Enjoy the Detroit International RiverWalk that connects bars, restaurants, entertainment and looks directly across the river to Windsor, Ontario, Canada.

Detroit's Cobo Center has been renovated to a state-of-art convention facility. New hotels have been built with more on the way. The culinary experience in Detroit has never been so exciting. All four major sports franchises (Tigers, Lions, Red Wings and Pistons) call downtown home and are just a walk from Cobo Center. Use the new QLine light rail trams or ride the above ground People Mover to easily visit Greektown for authentic food and fun or Midtown to see art galleries, museums, markets, and unique retail shops.

**Welcome to Detroit, welcome to Automate, we know you will be delighted.**

**Detroit has become a thriving hub of innovation and entrepreneurship.**

- CNN

**DETROIT**

**Detroit has earned the nickname America's Comeback City.**

- Group Travel Leader



## OUR COMMITMENT TO ENSURE QUALIFIED ATTENDEES

Email | Website & Mobile App | Video | Public Relations  
Direct Mail | Print & Web Advertising | Social Media



## CONNECT WITH MORE CUSTOMERS AND ENGAGE WITH THE AUTOMATION INDUSTRY - ALL YEAR LONG!

Join over 1,200 companies from around the world, become a member and start benefiting today. As a member, you'll receive:

- Substantial discounts on booth space at Automate and other events
- Visibility for your company, products and services on industry leading platforms that reach millions of relevant people per year
- Market data reports you can trust for business planning
- Free Career Centers to help you find qualified personnel
- Speaking opportunities at industry events, positioning you as an expert
- Individual and company certification programs that help differentiate you from competition
- Access to the A3 Business Forum - the automation industry's leading business development and networking event
- Discounts on educational opportunities to advance your team's skills



[robotics.org/join](http://robotics.org/join)



[visiononline.org/join](http://visiononline.org/join)



[motioncontrolonline.org/join](http://motioncontrolonline.org/join)



[a3mexico.com.mx/join](http://a3mexico.com.mx/join)

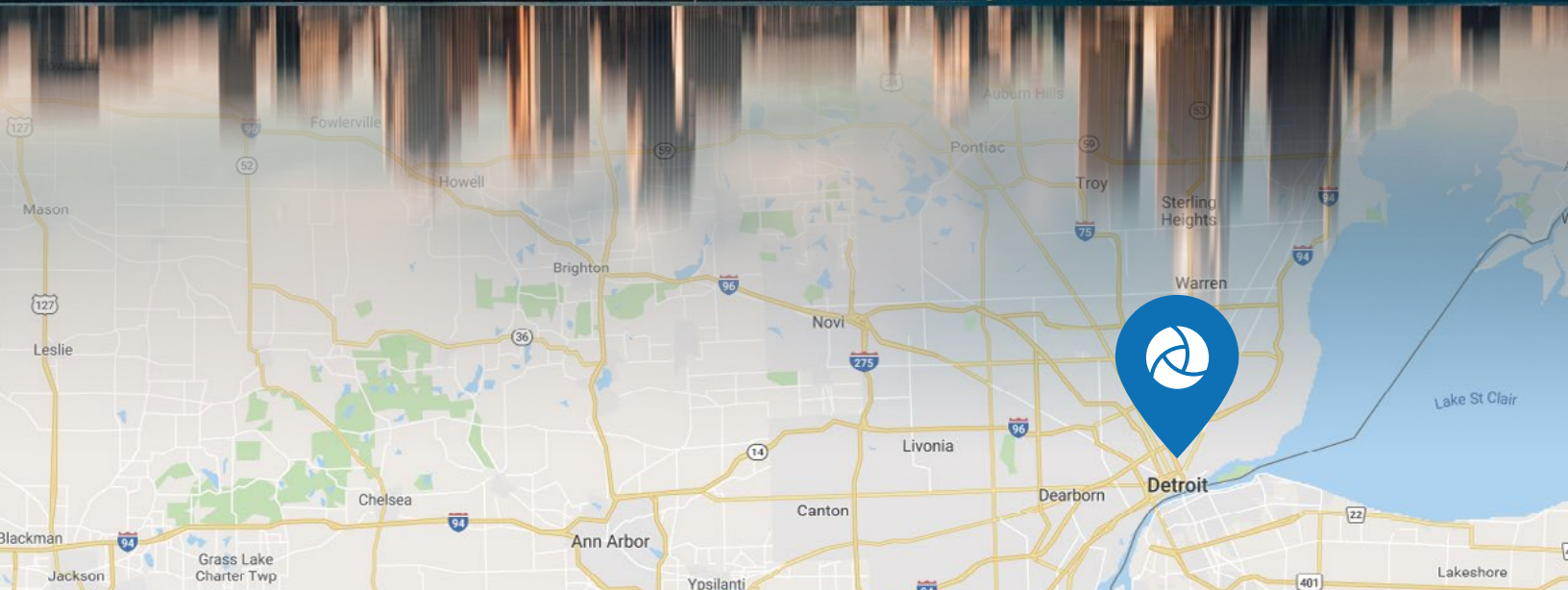
JOIN • GET ENGAGED • GROW YOUR BUSINESS • HELP IMPROVE THE INDUSTRY



North America's leading automation solutions show

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MAY 17-20, 2021 | COBO CENTER | DETROIT, MICHIGAN



**EXHIBIT SPACE IS SELLING QUICKLY!**

**Contact us today to make sure you are part of  
North America's broadest automation solutions show.**



**Automateshow.com**