



SPONSORSHIP OPPORTUNITIES

**THE LARGEST, MOST INFLUENTIAL
AUTOMATION SHOW!**

May 12-15, 2025

Huntington Place Convention Center, Detroit

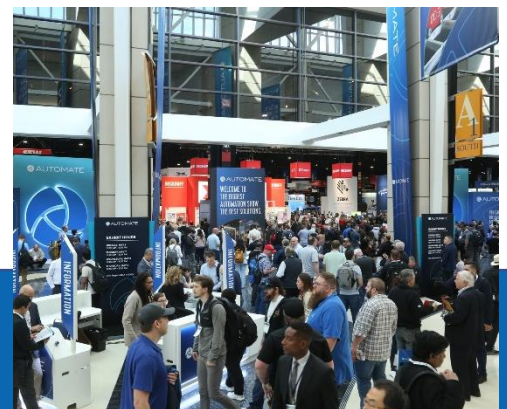
www.automateshow.com

BECOME A SPONSOR

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.



For more information about sponsorship and signage opportunities at Automate, please contact:

sales@automate.org

Ready to order your sponsorship? Use this online form:
https://www.automateshow.com/form.cfm?form_id=202



Don't miss this great opportunity to become a sponsor and influence over 40,000 high technology attendees, speakers, and exhibitors at Automate!

SPONSOR BENEFITS	Thought Leadership \$125,000	Premier \$75,000	Champion \$50,000	Principal \$30,000	Supporter \$15,000	Exhibitor
Choice of one special sponsor option, based on level		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Prominent branding at the show	<input checked="" type="checkbox"/>					
Ability to provide a speaker/panelist in the Automate Theater program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Automate Live! – streaming interview	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Profile of your executive in A3 pre-show Newsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Premium signage option – selected from inventory	<input checked="" type="checkbox"/>					
Use of a private meeting room	<input checked="" type="checkbox"/>					
Visual & Verbal company recognition at Keynote & Theater sessions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Visual company recognition at Keynote & Theater sessions			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Digital button ad on show site	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Ad in show guide	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Premium online company profile	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Enhanced online company profile			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Enhanced mobile app profile	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Basic print directory listing					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Basic online company profile					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Basic mobile app profile					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on sponsor page – print, online and mobile app	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Inclusion in marketing, including print, digital and social	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Automate Networking Party Tickets	15 Tickets	10 Tickets	7 Tickets	5 Tickets	3 Tickets	Additional
Ability to use Automate logo in promotional materials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

2025 AUTOMATE SPONSORSHIP OPPORTUNITIES

THOUGHT LEADERSHIP SPONSOR LEVEL — \$125,000 *(Limit Four)*

Recognized as Lead Sponsor throughout the show!

BENEFITS INCLUDE:

- ➔ Prominent branding and acknowledgment before, during, and after show
- ➔ Ability to provide a speaker, panelist, or moderator in the Automate show floor theater (subject and speaker must be approved by Automate)
- ➔ Executive interview streamed over Automate Live!
- ➔ Profile of your executive in A3 Thought Leader Newsletter
- ➔ Premium signage option — selected from inventory (sponsor responsible for design of print-ready PDF file – art due April 1, 2025)
- ➔ Meeting room usage during the event
- ➔ Visual and verbal recognition between all Keynote & Theater sessions
- ➔ Digital button ad on show site
- ➔ Full-page ad in printed show directory (art due March 15, 2025)
- ➔ Online Premium profile – with logo and description + banner
- ➔ Print Directory enhanced profile
- ➔ Mobile app enhanced profile
- ➔ Logo acknowledgment on sponsor page in print, online, and mobile app
- ➔ Inclusion in marketing, including print, digital, and social media
- ➔ 15 complimentary Automate Networking Party tickets (Monday evening)
- ➔ Ability to use Automate logo in promotional materials/invites

2025 AUTOMATE SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR LEVEL — \$75,000 (Limit Six)

Select one special sponsor item, plus the additional benefits listed below:

Automate Theater Title Sponsor (Limit One) – **SOLD OUT**

- Naming rights of the Automate show floor theater (name to be approved by Automate), logo on stage, and signage at theater
- Includes providing a speaker or panelist for a session in the Automate Show floor theater

Start-up Competition Sponsor (Limit One) – **SOLD OUT**

- Naming rights for the competition (name must be approved by Automate)
- Logo prominently displayed on stage during competition
- Logo on overhead signage above the Start-up pavilion throughout the show
- Ability to provide a judge in the competition
- Included in marketing of competition online, email and digital.

The above **PREMIER SPONSOR** opportunities also include the following benefits:

BENEFITS INCLUDE:

- ➡ Ability to provide a speaker or panelist in the Automate show floor theater (speaker and subject must be approved by Automate)
- ➡ Logo acknowledgment before, during and after show
- ➡ Executive Interview streamed over Automate Live!
- ➡ Profile of your executive in A3 Thought Leader Newsletter
- ➡ Visual and verbal recognition between all Keynote & Theater sessions
- ➡ Digital button ad on show site
- ➡ Full-page ad in printed show directory (art due April 1, 2025)
- ➡ Online Premium profile – with logo and description + banner
- ➡ Print Directory enhanced profile
- ➡ Mobile app enhanced profile
- ➡ Logo acknowledgment on sponsor page in print, online, and mobile app
- ➡ Inclusion in marketing, including print, digital, and social media
- ➡ 10 complimentary Automate Networking Party tickets (Monday evening)
- ➡ Ability to use Automate logo in promotional materials/invites

2025 AUTOMATE SPONSORSHIP OPPORTUNITIES

CHAMPION SPONSOR LEVEL — \$50,000

Select one special sponsor item, plus the additional benefits listed below:

Lanyard Sponsor (Limit Two)

- Logo prominently displayed on approximately 40,000+ show attendee lanyards (co-branded with Automate logo)

Custom Automate Theater Session – **SOLD OUT**

- Provide a speaker or panelist for a session in the Automate Show floor theater (secure this early – inventory is limited, must be approved by Automate)

Media Center Sponsor (Limit One)

- Naming rights to Media Center for duration of show
- Logo branded signage at Media Center
- Table inside Media Center for corporate literature
- Center/lounge attracts attendees and press alike

The above **CHAMPION SPONSOR** opportunities also include the following benefits:

- ➡ Visual recognition between all Keynote & Theater sessions
- ➡ Enhanced listing online, in print directory, and in mobile app
- ➡ Half-page ad in the printed show directory (art due April 1, 2025)
- ➡ Logo acknowledgment on sponsor page in print, online, and mobile app
- ➡ Inclusion in marketing, including print, digital, and social media
- ➡ 7 complimentary Automate Networking Party tickets (Monday evening)
- ➡ Ability to use Automate logo in promotional materials/invites

2025 AUTOMATE SPONSORSHIP OPPORTUNITIES

PRINCIPAL SPONSOR LEVEL — \$30,000

Select one special sponsor item, plus the additional benefits listed below:

Cork and Grind Café and Wine Bar Sponsor *(Limit One)*

- Naming rights to Cork and Grind Café, a popular spot in the Grand Concourse where everyone walks throughout the show.
- High visibility digital graphic panels
- Opportunity to place company literature on bar and tables

Official Transportation Sponsor *(Limit One)*

- Sponsor logo on signage in each bus that will transport guests to and from hotels during the entire show
- Sponsor logo on all signage on site promoting the bus service, plus signage online

Mobile App Sponsor *(Limit One)*

- Banner ad on main splash page in the app reaching thousands of app users
- Sponsor logo in all app promotional materials

The above **PRINCIPAL SPONSOR** opportunities also include the following benefits:

- ➡ Visual recognition between all Keynote & Theater sessions
- ➡ Enhanced online and mobile app listing
- ➡ Logo acknowledgment on sponsor page in print, online, and mobile app
- ➡ Inclusion in marketing, including print, digital, and social media
- ➡ 5 complimentary Automate Networking Party tickets (Monday evening)
- ➡ Ability to use Automate logo in promotional materials/invites

2025 AUTOMATE SPONSORSHIP OPPORTUNITIES

SUPPORTING SPONSOR LEVEL — \$15,000

Select one special sponsor item, plus the additional benefits listed below:

Automate Networking Reception Sponsor *(Limit Ten)*

- *Sponsors included in all promotion of Automate Networking Reception (approx. 1,500 attendees)*
- *Sponsor name and logo on reception signage*
- *Opportunity to display company literature at reception*

Conference Coffee Break Sponsor

- *Sponsor logo on signage in all-day coffee break area for conference attendees*
- *Ability to place literature in conference coffee break area*

The above **SUPPORTING SPONSOR** opportunities also include the following benefits:

- ➡ Visual recognition between all Keynote & Theater sessions
- ➡ Logo acknowledgment on sponsor page in print, online, and mobile app
- ➡ Inclusion in marketing, including print, digital, and social media
- ➡ 3 complimentary Automate Networking Party tickets (Monday evening)
- ➡ Ability to use Automate logo in promotional materials/invites

EXHIBITOR ENHANCEMENTS AT-A-GLANCE

Free Marketing Opportunities

Automate Logos and Digital Ads	FREE
Basic Print Directory Listing	FREE
Basic Online Directory Listing	FREE
Basic Mobile App Listing	FREE
Social Media Exposure	FREE
Exhibitors That are Hiring Promotion	FREE
NextGen Student Tour Booth Stop	FREE

Automate Main Sponsor Levels

Thought Leader Sponsor	\$125,000
Premier Sponsor	\$75,000
Champion Sponsor	\$50,000
Principal Sponsor	\$30,000
Supporter Sponsor	\$15,000

Automate Online/Webinar/Email Opportunities

Online Exhibitor Profile "Premium" Upgrade	\$650
Online Exhibitor Profile "Enhanced" Upgrade	\$450
Online Advertising – Home Page Leaderboard Ad 970x90	\$3,000/month
Online Advertising – Internal Pages "Sneaker" Ad 970x90	\$4,000/month
Online Advertising – Internal Pages Button Ad 270x100	\$2,000/month
Online Advertising – Exhibitor Listing Pages "Slide-in" Ad	\$2,500/month
Companies Driving Automation Pre-show Newsletter Sponsor	\$2,350
Automate Preview Series Webinar Sponsorship, per webinar	\$8,000

Social Media/Streaming/Video Promotion Opportunities

Automate LIVE! Studio Package	\$2,500
Automate LIVE! Video Advertisement	\$1,500
Automate Booth Showcase Social Video	\$1,500

Automate Show Printed Directory Opportunities

Half Page 4-Color Ad	\$2,075
Full Page 4-Color Ad	\$2,550

Automate Mobile App Opportunities

Mobile Profile Upgrade	\$500
Special Announcements with Push Notifications	\$925/message

Automate Innovation Awards Competition

Automate Innovation Awards Submissions, each	\$500
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On-site A3 NextGen Student Tour Day Sponsorship

NextGen Student Tour Day Sponsorship	\$1,500
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Automate Innovation Stage

Automate Innovation Stage Speaking Slots, each (limit 2 per company)	\$2,500
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On-site Show Floor Branding Opportunities

Giant Standing Graphic Sponsor	\$2,750
Hanging Banner (12'w x 8'h) on front wall of hall	\$5,000
Column clings - cling a column near your booth, per side of column	\$1,500

On-site Automate Empowerment Forum Sponsor Opportunities

Title Sponsorship – Industry Trailblazer (1 available)	\$10,000
Forum Keynote Sponsorship – Champion of Change (2 available)	\$5,000
Forum Sponsorship – Inspiration at Heart (5 4 available)	\$1,500

On-site Branding Opportunities – Grand Concourse and Atrium Public Spaces

Congress Street Entrance Banner 14' x 16' (1 available) (SOLD OUT)	\$8,395
Main Concourse Banner 14' x 16' (between Halls A&B – 2-available) (SOLD OUT)	\$8,395
Main Entrance Banner – Above Huntington Place Info Desk 14' x 8' Banner (2 1 available)	\$6,395
Bulkhead Near Joe Louis Statue North (Near Halls B&C) 16' x 9' Banner (SOLD OUT)	\$6,550
Bulkhead Near Joe Louis Statue Bulkhead South (Near Halls B&C) 16' x 9' Banner (SOLD OUT)	\$6,550
Bulkhead Concourse South (Near Hall B) 16' x 9' Banner (1 available)	\$6,550
Bulkhead Concourse North (Near Hall A) 16' x 9' Banner (SOLD OUT)	\$6,550
People Mover Area Banner 14' x 8' (1 available)	\$6,395
Atrium Ceiling River View Banner 14' x 16' (SOLD OUT)	\$8,395
Main Entrance Area Window clings approx. 5' x 12' (SOLD OUT)	\$5,650
Escalator Banner Between Levels 2 and 3, 14' x 8' (4 available)	\$6,395
Atrium Grand Staircase Graphic Sponsor (SOLD OUT)	\$25,000
Atrium Grand Staircase Vinyl Runner Signs 70' long x 24" – 2 runners (1 available)	\$7,875
Atrium Escalators Sidewalls Vinyl Banners 36' long x 26" – 2 signs per escalator (3 avail.)	\$9,050
Atrium Lower-level Column Wraps 3' x 12' (6 5 columns available)	\$5,500
Atrium Upper-level Column Wraps 3' x 12' (3 columns available)	\$5,500

EXHIBITOR ENHANCEMENTS

FREE Marketing Opportunities

As an added value to participating in the Automate Show, in addition to our huge marketing efforts, we invest in marketing tools you can use to help drive traffic to your booth and get your brand in front of our highly qualified audience, before, during and after the show. These are complimentary marketing tools, and we strongly encourage you to use them as part of your promotion strategy.

Automate Logos and Digital Ads

Download the Automate Show logo and place it on your website and in all of your communications to customers and drive more 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 sizes and formats in the Exhibitor Resources site.

Basic Automate Show Print Directory Listing

Your BASIC listing in the Automate Printed Show Directory is FREE and includes company name, booth number, and URL link to your site. Plus, inclusion in the product/services categories list.

Basic Online Directory Listing

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

Basic Mobile App Listing

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

We urge our exhibitors to follow Automate on social media, 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.



LinkedIn: automateshow



Instagram: automateshow



Facebook: @AutomateShow



X: @AutomateShow



YouTube: @automateshow



TikTok: a3_automate

Other FREE Promotional Opportunities

Are You Hiring?

Let us know if your company is hiring! We will publish your company on the Automate Show website, providing the position you are hiring for and a link to your exhibitor profile.

Submit your basic information here: <http://www.automateshow.com/hiring>

A3 NextGen Student Tour Day Guide

As an exhibitor, you have an opportunity to participate as a tour guide in the A3 NextGen Student Tour Day on Thursday, May 15, 2025.

Sign up here: <https://www.automate.org/studenttours-2025>

The goal of these tours is to educate the incoming generation of the workforce on the endless benefits automation technologies can provide for the world and help them with the resources they need to get started in a career in automation.

Online/Webinar/Automate LIVE Streaming/Video

ONLINE DIRECTORY LISTING

Online Exhibitor Profile “Enhanced” Upgrade: \$450

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

Already included in the Champion, and Principal Sponsorship Packages

Online Exhibitor Profile “Premium” Upgrade: \$650

- Company logo and description
- (3) photos with captions
- (4) additional contacts with e-mail links
- Banner ad (1000 wide x 200 high) included in your listing (you provide ad file)

Included in the Thought Leadership, and Premier Sponsorship Packages

ONLINE ADVERTISING

Online Advertising – Home Page Top Leaderboard Ad 970x90: \$3,000/month

Be seen on this prominent site real estate with high frequency. Leaderboards will see the highest impressions each month. Months available first-come, first-served. Limited to 3 ads per month.

Online Advertising – Internal Pages “Sneaker” Ad 970x90: \$4,000/month

This ad sneaks up from the bottom of the page and remains visible until the viewer closes the ad. Ad appears on all internal site pages and racks up impressions quickly. Months available first-come, first-served. Limited to 3 ads per month.

Online Advertising – Internal Pages Button Ad 270x100: \$2,000/month

This ad appears on all internal pages of the Automate Show site and attracts clicks throughout the month. Months available first-come, first-served. Limited to 4 ads per month that rotate.

Online Advertising – Exhibitor Listing Pages “Slide in” Ad 300x600: \$2,500/month

This ad appears on the popular Exhibitor List pages and slides in on the left as viewers scroll, sure to attract the reader’s attention! Months available first-come, first-served. Limited to 4 ads per month that rotate.

Companies Driving Automation Pre-show Newsletter: \$2,350

Get included in our pre-show newsletter emailed to pre-registered attendees highlighting exhibitors and what they offer. Drive more attendees to your booth with this option.

Online/Webinar/Automate LIVE Streaming/Video

AUTOMATE LIVE! STUDIO

Automate LIVE! Studio Package: \$2,500

Maximize your reach and share your brand's unique perspective with a 15-minute Automate LIVE interview on the show floor. Your thought leader will shine in their pre-planned interview with one of our top-tier automation industry influencers. This package includes:

- The LIVE broadcast (YouTube and LinkedIn) is promoted to 140,000+ A3 social followers, and on-site to our 40,000+ show participants. Bonus recap shared again to our social followers and through targeted ads.
- Exclusive video rights: Receive a high-quality copy of your video interview to share on-demand after the broadcast.

AUTOMATE LIVE! VIDEO ADVERTISEMENT

Automate Live Video Ad: \$1,500 per ad

Showcase your business or specific product with a 30-second video ad playing on-screen throughout McCormick Hall and in-stream during the Automate LIVE online stream. This package includes:

- On-screen playtime at McCormick Hall during on-site streaming.
- In-stream playtime during the Automate LIVE online stream.
- Broadcast of a 30-second video advertisement for your business or product.

AUTOMATE BOOTH SHOWCASE VIDEO

NEW! Booth Showcase Social Video: \$1,500 (Limit 10)

Maximize your impact at Automate 2025 with our exclusive video—designed to put you in the spotlight. Our video crew will capture your booth, showcasing your products and services in one (60 second) social media-ready video. You receive the video within 24 hours to publish on your own channels. We will broadcast your video(s) throughout the show week to Automate and A3 social media accounts.

- Immediate Promotion: Your video will be ready for social media promotion the very next day, ensuring your brand stays top of mind throughout the event.
- Widespread Exposure: Featured across Automate's social media channels and during Automate Live 'commercial breaks', reaching over 140,000+ A3 followers.
- Extended Reach: Leverage the video on your own social channels during and after the event to keep the momentum going.

WEBINAR SPONSORSHIP

Automate Preview Series Webinar Sponsorship: \$8,000 per webinar

Sponsor one of our live webinars that lead up to Automate. Sponsors are introduced verbally, with logo branding before, during, and in the recorded on-demand views. Sponsors receive leads.

Automate Preview Series Webinars:

November 7, 2024: **Innovations in Industrial Robotics**
December 12, 2024: **Collaborative Robotics – The Latest Trends and Applications**
January 9, 2025: **Putting AI to Work in Your Facility**
February 13, 2025: **Mobile Robots – The Path to Innovation**
March 13, 2025: **Digital Transformation & The Future of Industrial Production**
April 10, 2025: **Automate Now: How to Get Started**

Automate Show Printed Directory Opportunities

The official Automate Show Directory is a resource guide that helps buyers navigate the show floor. In a handy 7x9 format, it offers a list of exhibitors and product listings, plus schedules, special events, and the conference schedule. Attendees save the Show Directory for future reference and will share it with colleagues. Have your advertisement positioned prominently so your company will stand out when buyers are looking for new automation solutions, at the show and after.

Art for print directory ads is due no later than April 1, 2025.

Half Page 4-Color Ad: \$2,075

- 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 Champion Sponsorship Packages

Full Page 4-Color Ad: \$2,550

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

Included in the Thought Leadership, and Premier Sponsorship Packages

Automate Mobile App Opportunities

Mobile Profile Upgrade: \$500

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

- Company name, logo, URL, phone, and email
- Highlighted company name in all listings and search results
- Company listed in "Featured Exhibitors" section of the Mobile App
(listed at top of exhibitor list, with logo, included in "corner peel" ad on for plan)
- Booth highlighted on the show floor map
- Fully indexed and searchable content

Included in the Thought Leadership, Premier, and Champion Sponsorship Packages

Special Announcements with Push Notifications: \$925/message

Broadcast your special announcement directly to all users of the Automate 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)
- Schedule the exact date and time your message is sent and direct attendees to your booth

On-site Branding Opportunities – On the Show Floor

Prices include production, installation, and removal. Graphic design to specifications is the sponsor's responsibility. **Art files are due no later than April 1, 2025.**

AUTOMATE INNOVATION AWARDS COMPETITION: CELEBRATING BREAKTHROUGHS IN AUTOMATION

Automate Innovation Awards Submission: \$500 per entry

Don't miss this opportunity to showcase your cutting-edge solutions to a global audience. Submit your products/solutions introduced to the market since May 2024 to win the top prize in this competition that celebrates innovations that drive economic growth, improve customer well-being, and promote sustainability. Five finalists will be chosen. One winner will be promoted before, during, and after the show. Submit as many products/solutions as desired.

A3 NEXTGEN STUDENT TOUR DAY

A3 NextGen Student Tour Day Sponsorship: \$1,500 *(limit 8 companies)*

Demonstrate your company's commitment to education, innovation, and the future workforce. A3 NextGen Student Tour Day will take place Thursday, May 15 and will attract students, teachers, and others interested in automation education and careers.

- Inclusion in PR, social media, and marketing campaigns for the tour day
- Logo on sponsor and tour day signage throughout the show floor
- Logo on Automate website and mobile app sponsor page
- Logo on materials/giveaways given to tour participants

AUTOMATE INNOVATION STAGE

Automate Innovation Stage Speaking Slot: \$2,500 *(Limited slots available)*

Secure a 30-minute slot in this show floor theater to highlight a new technology, product, or solution. The theater is open to all Automate participants. The theater schedule and your talk(s) and speaker(s) will be promoted before and during the show through our channels including online, email, social media, print, and in the mobile app. Limit 2 speaking slots per company.

GIANT GRAPHIC SIGNAGE AT FRONT OF SHOW

Giant Standing Graphic Sponsor: \$2,750

Giant Graphics are a fantastic way to increase booth traffic and to distinguish your brand from your competitors. Your sign will make a lasting impression for all who see it. You may keep the sign after the show if desired.

- Full-color giant standing graphic, approximately 3-feet wide by 6-feet tall
- Prominent placement on show floor near the entrance
- Graphic can highlight a new product or your company brand
- You provide the artwork; we produce the graphic

On-site Branding Opportunities – On the Show Floor

Maximize your reach on the show floor with these options. Prices include production, space rental, installation, and removal. Graphic design to specifications is the sponsor's responsibility. **Art files are due no later than April 1, 2025.**

BANNERS AND COLUMN CLINGS

Show Floor Column Clings: \$1,500 per side

Cling the column(s) nearest to your booth to help attendees to your booth.

Show floor Front Wall Banner 12' wide x 8': \$5,000 each

This banner will be highly visible, a variety of locations available.

On-site Branding Opportunities

AUTOMATE EMPOWERMENT FORUM

Following a hugely successful 2024 Empowerment Forum, the 2025 Empowerment Forum: Women Leading Change offers unique sponsorship opportunities for organizations committed to advancing women in the automation industry. Join us in celebrating and empowering the next generation of leaders in automation at a networking breakfast event.

Title Sponsorship – Industry Trailblazer: \$10,000 (1 available)

Elevate your brand to a position of prominence as the industry trailblazer. Select a member of your team to be a panelist, get VIP access, prominent promotion before, during, and after the event, in addition to customized options.

Keynote Panel Sponsorship – Champion of Change: \$5,000 (2 available)

Align your brand with our visionary keynote panelists and gain exclusive recognition for your commitment to empowering women in automation. Receive the ability to introduce our panelists, video creation or email blast (choose one), and prominent promotion before, during, and after the event.

New! Event Sponsorship – Inspiration at Heart: \$1,500 (5 4 available)

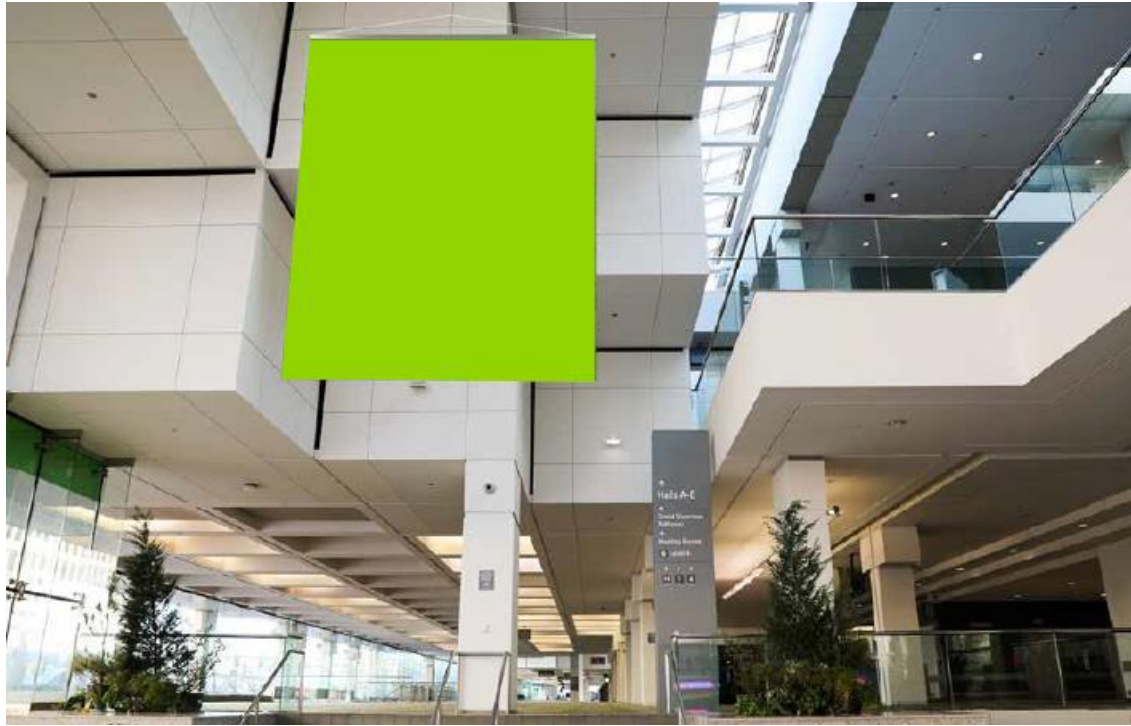
Join us in shaping the future of automation. You will connect your brand with forward-thinking industry participants while gaining recognition for your dedication to empowering women in automation. Receive the ability to bring company swag to give away (items must be pre-approved by Automate), and prominent promotion before, during, and after the event.

On-site Branding Opportunities – Grand Concourse and Atrium Public Spaces

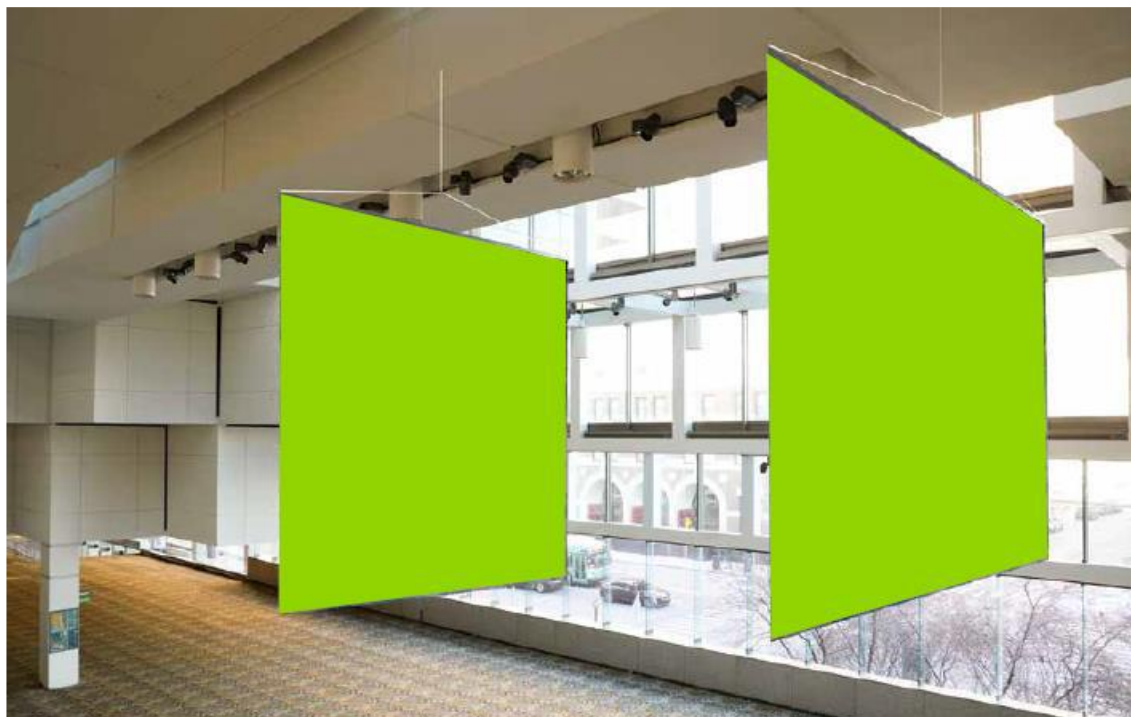
Prices include production, space rental, installation, and removal. Graphic design to specifications is the sponsor responsibility. *Please check availability with A3 staff.*

Choice of one premium sign included in the Thought Leadership Package, based on availability

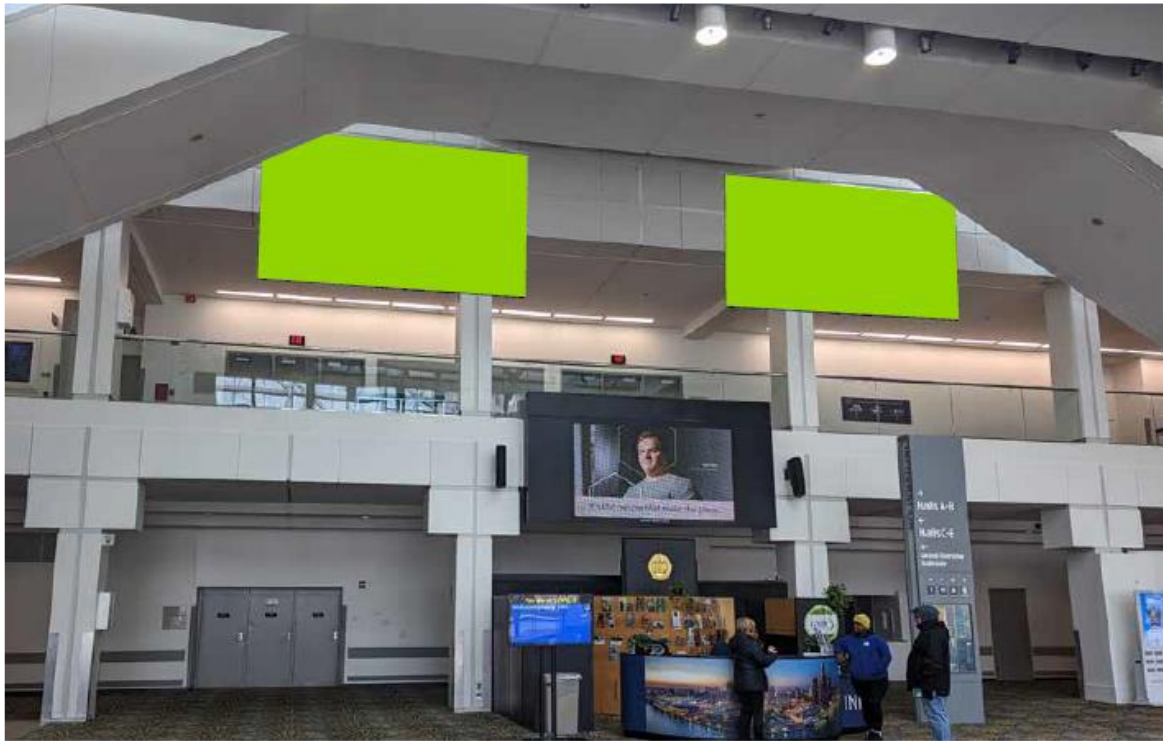
Congress Street Entrance Banner 14' x 16' Double-sided (1 available): ~~\$8,395~~ **SOLD OUT**



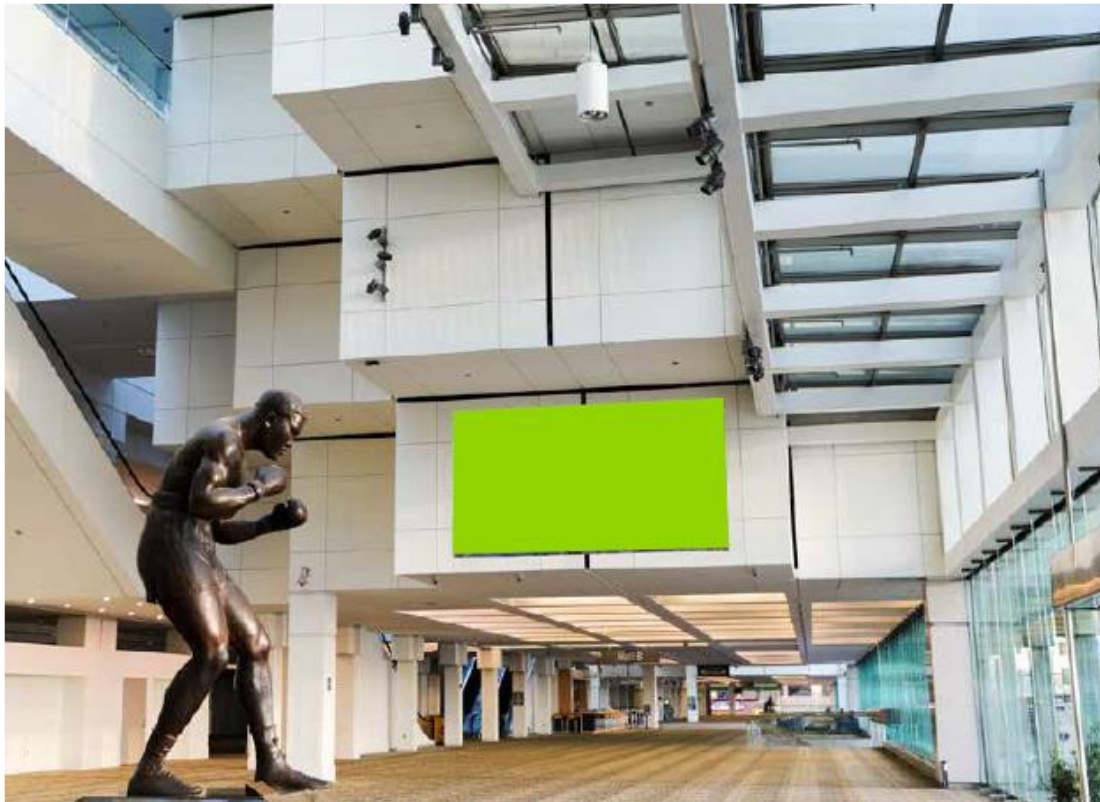
Main Concourse Banner 14' x 16' Double-sided (between Halls A&B – 2 available): ~~\$8,395~~ **SOLD OUT**



Main Entrance Above Info Desk 14' x 8' Banners (1 of 2 available): \$6,395



Bulkhead Near Joe Louis Statue North 16' x 9' Banner (1 available): ~~\$6,550~~ **SOLD OUT**



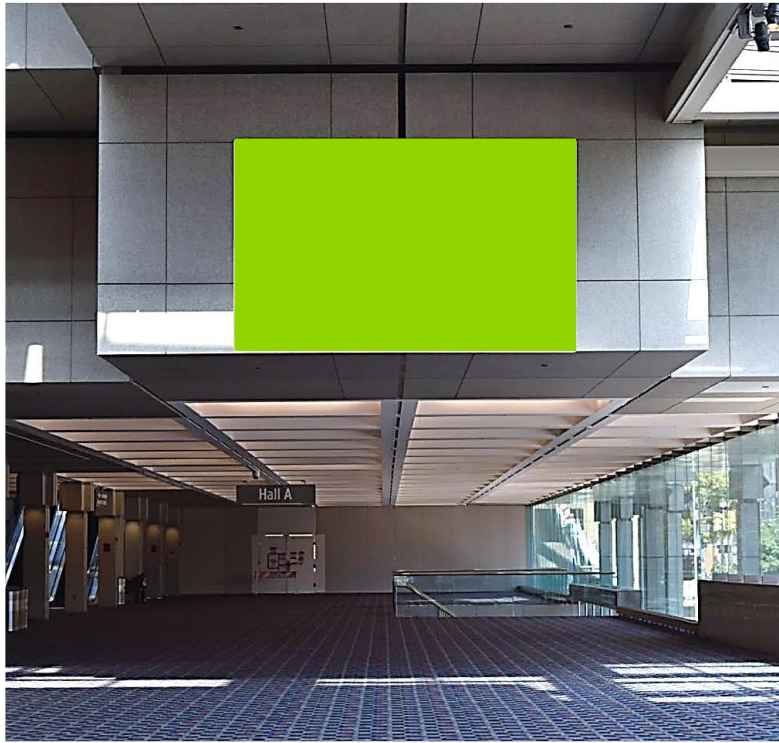
Bulkhead Near Joe Louis Statue South 16' x 9' Banner (1 available): ~~\$6,550~~ **SOLD OUT**



Bulkhead Concourse South (Near Hall B) 16' x 9' Banner (1 available): \$6,550

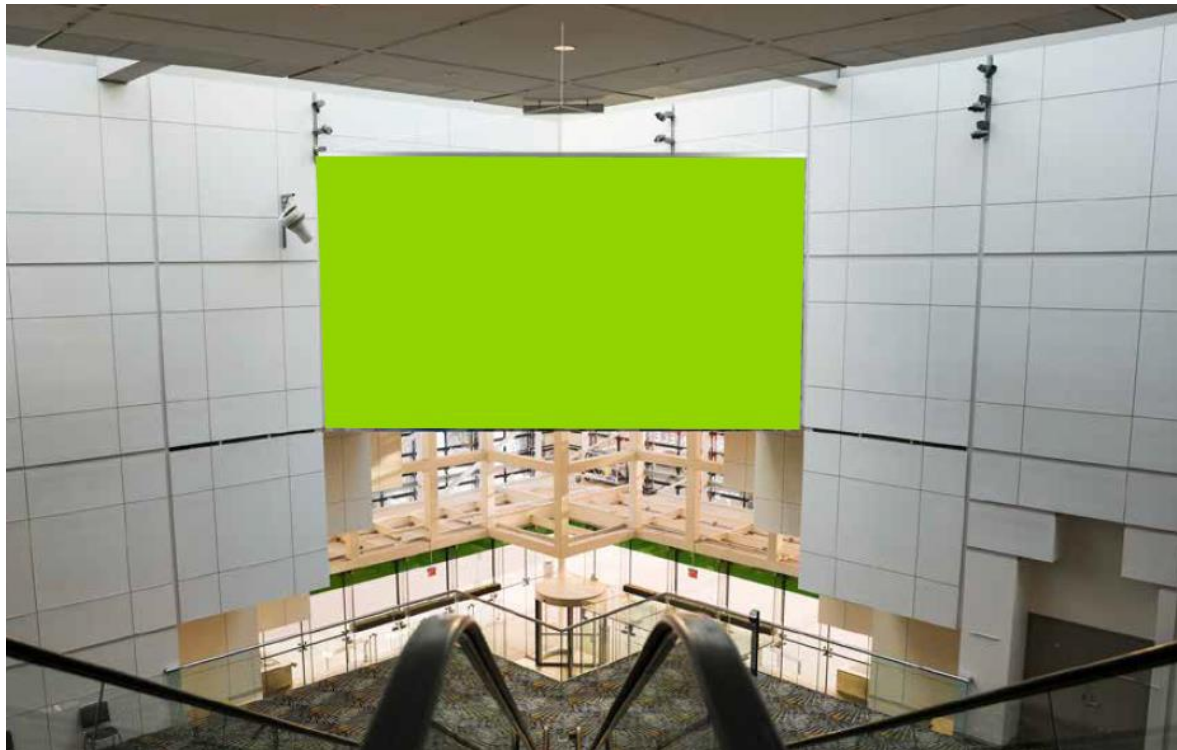


Concourse North Bulkhead (Near Hall A) 16' x 9' Banner (1 available): ~~\$6,550~~ **SOLD OUT**



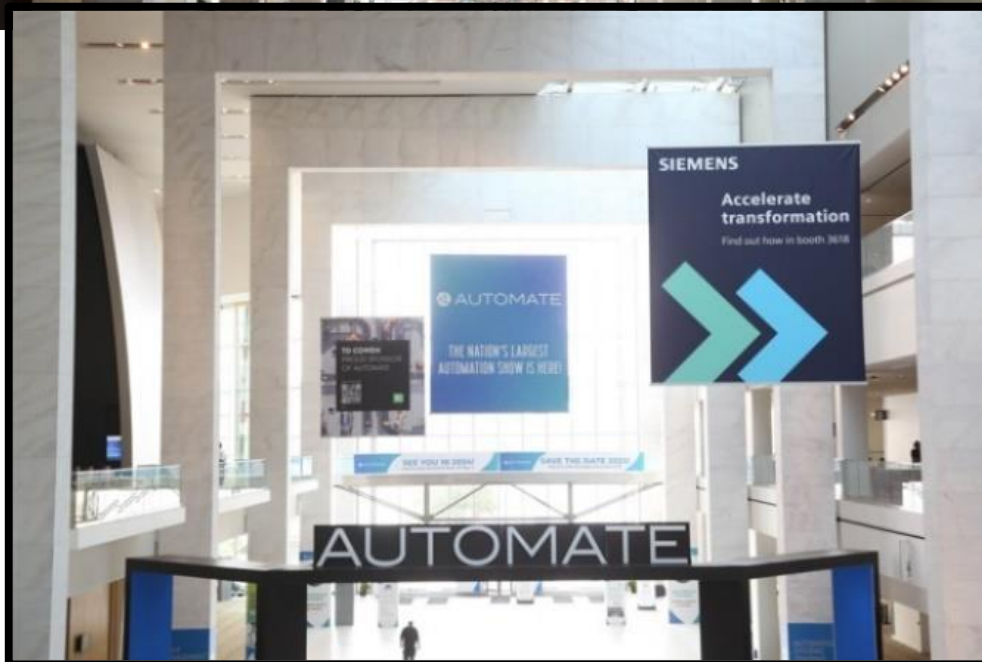
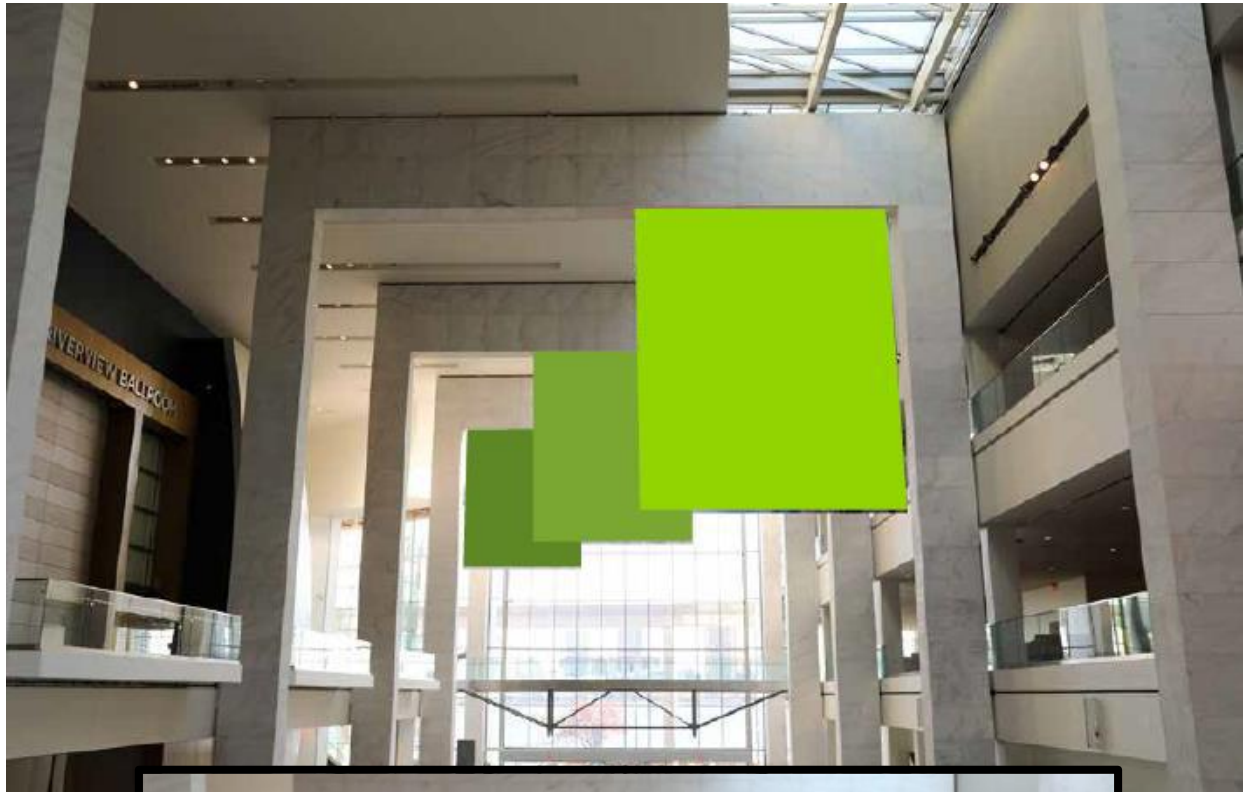
People Mover (Detroit light rail system) Area Banner 14' x 8' (1 available): \$6,395

The Detroit People Mover is an elevated train system that encircles downtown Detroit. There is a People Mover stop right in the Huntington Place convention center – catch the attention of all the people who use the People Mover to get to the Automate Show.



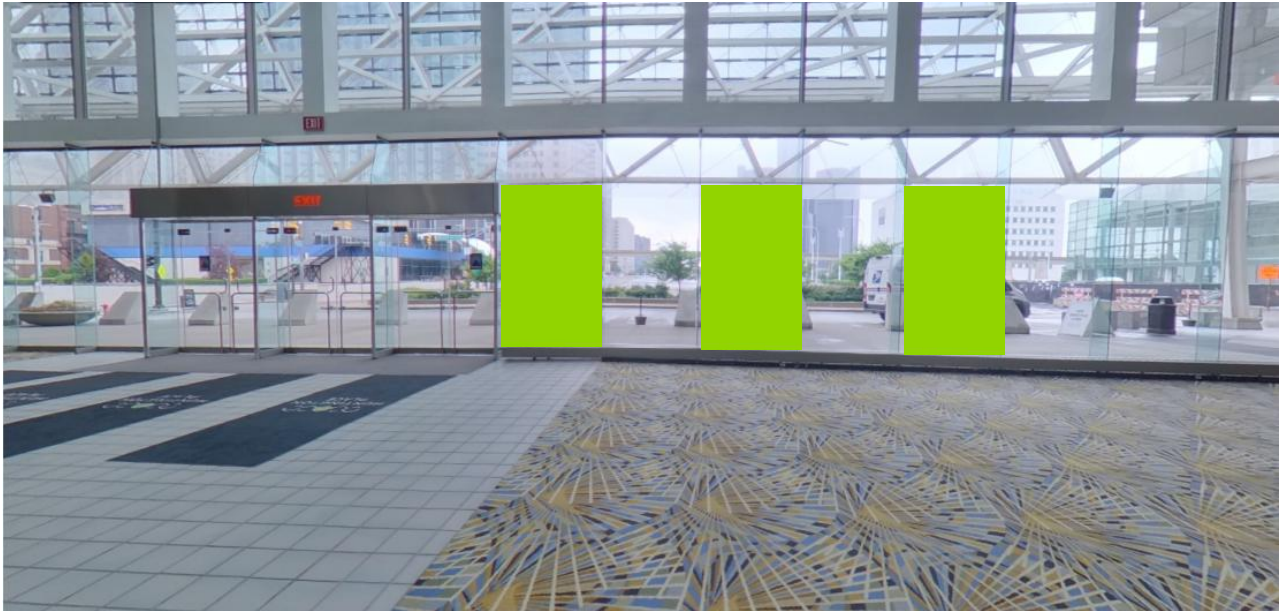
Atrium Ceiling River View Banner 14' x 16' Double-sided (~~3 available~~): ~~\$8,395 each~~ **SOLD OUT**

These prominent banners hang over the Atrium and are easily seen throughout the show. The Atrium is the entrance for all hotel shuttle bus riders, it's also the location of the Automate Networking Party, and can also be seen by all attending the show keynotes each day. The Atrium is located in front of Hall E.



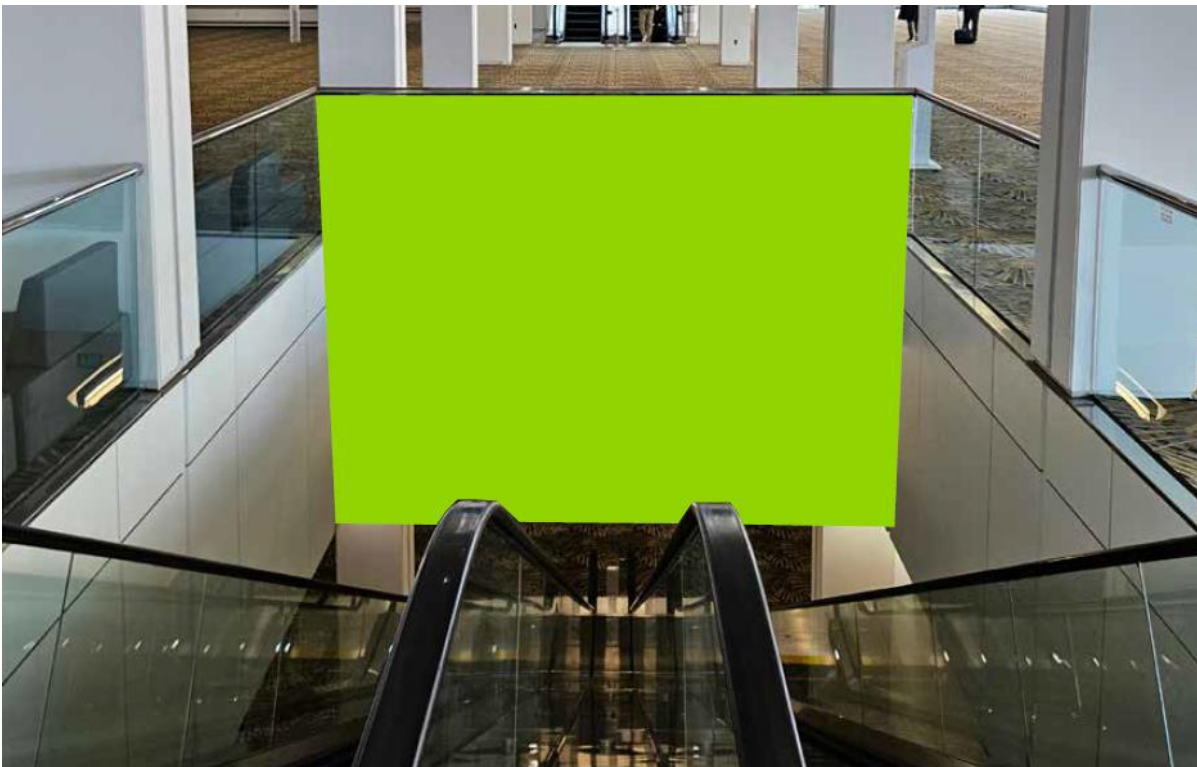
Main Entrance Area Window Clings approx. 5' x 12' Double-sided: ~~\$5,650~~ **SOLD OUT**

Place your graphic on the beautiful windows that line the main concourse of Huntington Place. Order early, limited number of windows available.



Escalator Banner Between Levels Two and Three 14' x 8' (4 available): \$6,395 each

Get your message in front of the conference attendees and participants in meeting rooms on level three as they go up and down escalators throughout the days of the event.



Atrium Grand Staircase Graphics (1 available): ~~\$25,000~~ for all steps, **SOLD OUT**

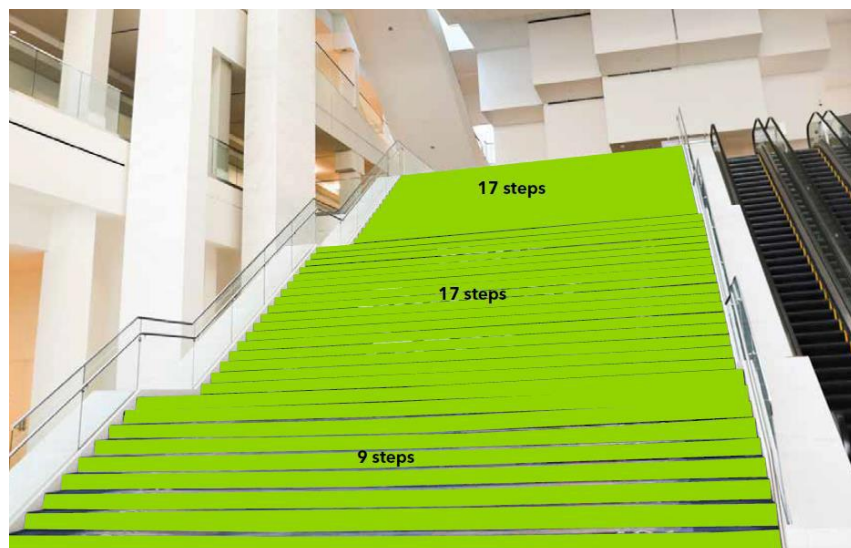
OR - 3 available:

\$9,750 for top section (17 steps),

\$9,750 for middle section (17 steps),

\$6,950 for bottom section (9 steps).

Magically convert the Atrium staircase into a huge graphic image with your branding. A bold statement for any company to take advantage of. All hotel shuttle buses drop and pick up at the Atrium doors. The Automate Networking Reception is held in the Atrium. The Atrium is visible from the Automate keynote room. *Graphic design to specifications is your responsibility. **Art due no later than April 1, 2025.***



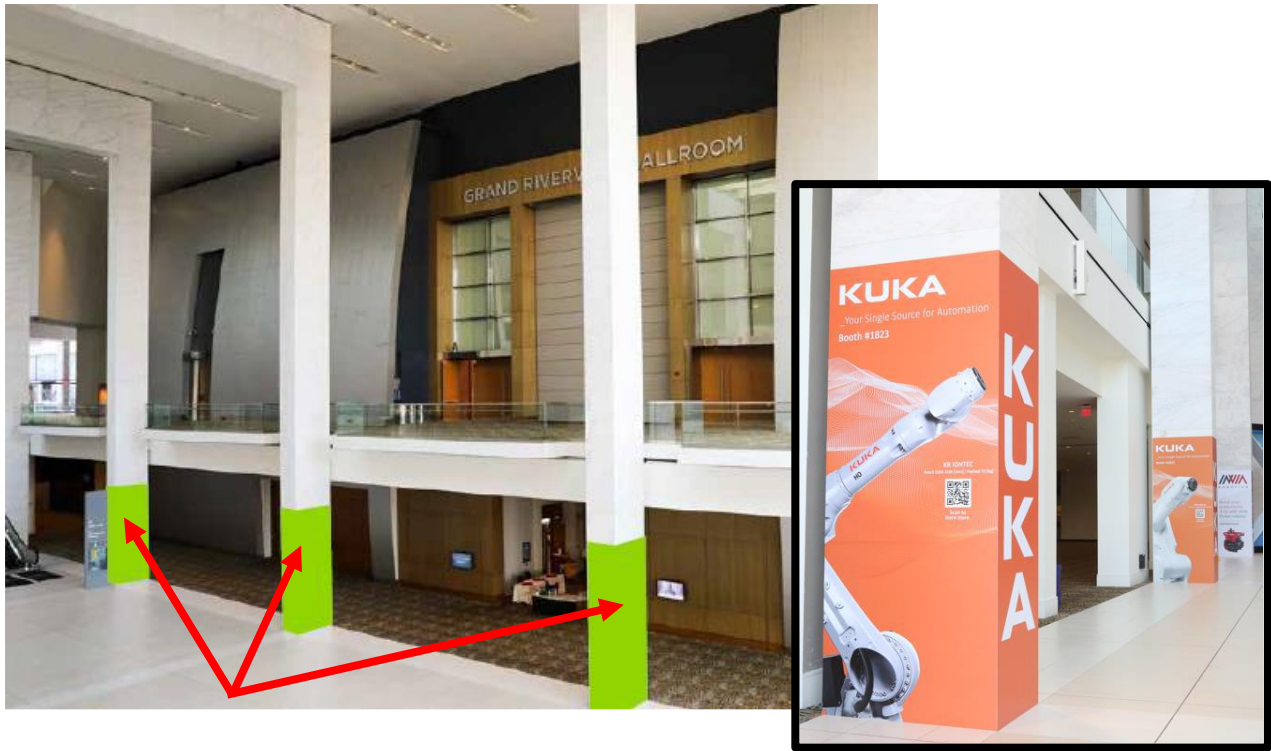
Atrium Grand Staircase Vinyl Runner Signs 70' long x 2', both included (1 available): \$7,875



Atrium Escalators Sidewalls Vinyl Banners 36' long x 26" – 2 signs per escalator (3 avail.): \$9,050



Atrium Lower Level Column Wrap 3' x 12' (6 available): \$5,500 each



Atrium Upper Level Column Wrap 3' x 12' (3 available near keynote room): \$5,500 each





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