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## Automation Fair®

### PartnerNetwork™ Exhibitor Guidelines

Thank you for participating as an Automation Fair® exhibitor.

Automation Fair® is the showcase event for Rockwell Automation and its partners. As such, there are guidelines for exhibiting products/displays. This document outlines exhibitor expectations; however, please refer to the Automation Fair Exhibitor Contract Rules and Regulations on the Exhibitors Portal ([rok.auto/exhibitor](http://rok.auto/exhibitor)) for a complete list of event rules.

If you have specific questions concerning these guidelines or the Exhibitor Contract Rules and Regulations, please contact your sales or program representative or email us at [AutomationFair@ra.rockwell.com](mailto:AutomationFair@ra.rockwell.com) to discuss. We look forward to assisting our partners to make Automation Fair a success!

Regards,

Rockwell Automation PartnerNetwork Team



**PartnerNetwork™**

BY ROCKWELL AUTOMATION

## **PartnerNetwork EXHIBITOR EXPECTATIONS**

### **1. Participation Requirements**

- Partner is approved to exhibit at Automation Fair®
- Partner program criteria is met
  - Technology Partner membership dues are paid
  - Original Equipment Manufacturer is an approved OEM Program Partner (Gold Level) and in good standing with the program
  - System Integrator has met respective criteria
- Automation Fair® exhibitor fees are paid
- Current Certificate of Insurance is on file with Rockwell Automation

### **2. Display Requirements**

- Demonstration hardware, machines displayed, and products promoted must utilize Rockwell Automation products. Third-party products on display must be approved and referenced in the PartnerNetwork™ program. Signage promoting competitive products/networks, third-party products, or relationships with third-party companies that are not PartnerNetwork companies is prohibited. **No competitive products to Rockwell Automation nor our PartnerNetwork members can be shown within your display or on signage within your booth.**
  - For a complete listing of products, visit our website at [www.rockwellautomation.com](http://www.rockwellautomation.com)
  - For a complete listing of PartnerNetwork companies, visit our partner locator at [Partner Locators · Rockwell Automation PartnerNetwork Portal](#)
- Partners providing a demonstration or machine within their booth will provide a Bill-of-Material (BOM) to Rockwell Automation for review. The BOM will provide manufacturers' part numbers and description of both Rockwell Automation and third-party products on the demonstration or machine equipment. Preferred format for the BOM is Excel.
- Representatives from the PartnerNetwork team will visit their partner booths the day before the Fair opens to review/audit booth content, and you will be required to remove or cover any competitive signage or product(s). To avoid issues on-site, questions concerning what can be included in your booth should be addressed with your sales or program representative prior to Automation Fair®.

### **3. You may not sublet or host another third-party company within your booth space. Any third party who is helping to staff your booth must be approved by Rockwell Automation prior to Automation Fair. Your partner relationship with Rockwell Automation does not include vendor or partner relationships you may have with outside third-party companies.**

### **4. Third-party contractors hired by the exhibitor for marketing purposes such as hired models, character actors, or organizations must not be offensive to attendees based on their sex, race, national origin, ancestry, religion, age, physical or mental disability, sexual orientation, or attire. Please see the *Automation Fair Rules and Regulations for Exhibit Space Rental* found on the exhibitors' portal ([rok.auto/exhibitor](http://rok.auto/exhibitor)) for complete details. Discuss any plans with your Rockwell Automation sales or program representative.**

### **5. No alcohol is permitted in your booth or anywhere on the show floor. Due to potential health and safety restrictions, small giveaway items such as candy or gum and food or beverages that you would like to have in your booth need to be coordinated with Rockwell Automation show management. This is subject to change based on EHS protocols.**

### **6. Display of your applicable Rockwell Automation partner program logo is expected. Signs will be provided at the show (8x11 on foam core). See your PartnerNetwork Co-marketing Guidelines for details.**