



Dear Valued Exhibitor:

Thank you for your participation in Automate 2024. The Association for Advancing Automation (A3) is eager to assist you in your preparations to showcase your products and services.

The Exhibitor Service Manual contains all the basic information you will need to plan and prepare your exhibit. **This manual can save you time and money. Please read it thoroughly.**

Show rules and regulations must be strictly adhered to, so please cover those pages carefully. Don't wait until the deadline is looming or when you arrive in Chicago to order your services. Get it ordered early to save money and get the most efficient service.

If you have questions about a specific service, please call the service provider listed on that order form, they can provide the fastest assistance. Please feel free to contact Show Management if you have questions regarding Automate.

**\*IMPORTANT\***

Please make sure to route this Exhibitor Manual to the person who will be coordinating the show for your company.

Thank you for exhibiting at Automate, we look forward to working with you!

*Your Automate 2024 Team*



Show Management: +1 (734) 994-6088 or email [events@automate.org](mailto:events@automate.org)



# AUTOMATE

## General Information

### Location

Exhibits will be in the South Hall of McCormick Place, Chicago, Illinois USA.

### Show Dates & Hours

Monday, May 6	10:00 am - 5:00 pm
Tuesday, May 7	10:00 am - 5:00 pm
Wednesday, May 8	10:00 am - 5:00 pm
Thursday, May 9	10:00 am - 3:00 pm

During show dates, exhibitors are allowed onto the show floor one hour before show opening and can remain one hour after the show closes. If you have needs beyond these times, please pre-arrange it with A3 Show Management.

### Move-In Schedule

Wednesday, May 1	12:30 pm - 4:30 pm - <i>Targeted Only*</i>
Thursday, May 2	8:00 am - 4:30 pm - <i>Targeted Only*</i>
Friday, May 3	8:00 am - 4:30 pm - <i>Targeted Only*</i>
Saturday, May 4	8:00 am - 4:30 pm
Sunday, May 5	8:00 am - 4:30 pm

**\*Targeted move-in applies to both advance freight shipments and Direct-to-Show freight.** A targeted move-in plan will be posted to the exhibitor service manual upon completion. Please refer to this information prior to scheduling your arrival on-site. If you use a personally owned vehicle (POV) for your materials, see the dates and times on the next page.

All displays must be completely **installed by 4:30 pm Sunday, May 5<sup>th</sup>**. No set-up will be allowed on Monday, May 6.

### Move-Out Schedule

**\*\*Exhibitors may not dismantle displays until after 3:00 pm the last day of the show\*\***

Thursday, May 9	3:00 pm - 10:00 pm
Friday, May 10	8:00 am - 4:30 pm
Saturday, May 11	8:00 am - 4:30 pm

### Exhibitor Badge Pick Up

Thursday, May 2 to Sunday, May 5	8:00 am - 5:00 pm
Monday, May 6	7:00 am - 5:00 pm
Tuesday, May 7	7:30 am - 5:00 pm
Wednesday, May 8	7:30 am - 5:00 pm
Thursday, May 9	7:30 am - 3:00 pm

### Show Contractor

The official contractor for Automate 2024 is GES. GES, McCormick Place, and other service contractors will have service desks on the show floor for your convenience. Please carefully read the McCormick Place Exhibitor Rights section of this manual.



### Wireless Internet

McCormick Place does not provide complimentary wireless internet access in the exhibit halls. For the exhibit halls, McCormick Place offers multiple Wireless Services. Please contact McCormick Place for pricing at [technology@mccormickplace.com](mailto:technology@mccormickplace.com) or call 312-791-6113. Where high speed or stability are needed, a hard-wired service is the best way to go.

### Co-Exhibitors

Companies may share booth space with another company, but they must register and pay as a co-exhibitor (please refer to the co-exhibitor form included in this manual). ***Companies without the co-exhibitor contract will not be allowed to exhibit in a shared booth.***

### Automobile and Small Utility Vehicle (ASUV) Program – Personal Vehicle Loading/Unloading

McCormick Place allows exhibitors to unload and load small privately-owned vehicles without hiring labor at designated areas in the building during these specific hours. Nothing larger than a full-size truck or van allowed:

**Move-In:** Saturday, May 4 from 8:00 am to 4:30 pm (last car in at 4:00 – closes at 4:30 pm)  
Sunday, May 5 from 8:00 am to 4:30 pm (last car in at 4:00 – closes at 4:30 pm)  
**Move-Out:** Thursday, May 9 from 3:00 to 10:00 pm (last car in at 9:30 – closes at 10:00 pm)

### Exhibitor Appointed Contractors

Contractors for booth set up (other than GES) must be registered with GES and show management. Please refer to the Exhibitor Appointed Contractor (EAC) form included in this manual.

### Floor Covering Required

Exhibitors are responsible for providing floor covering for their full booth space, except for that space where AMR's are being demonstrated. Order carpet rental from GES or provide your own floor covering.

### Food and Beverage Services

There are concessions in the exhibit hall as well as a Food Court in McCormick Place for your convenience. ALL food and beverage served to attendees must be ordered through OVG Hospitality, the official caterer at McCormick Place.

### Booth Equipment

Each linear booth consists of 8 ft. high wall drape and 3 ft. high side drape. Each booth (300 sq. ft. or less) will be provided with a one-line black on white identification sign.

### Ceiling Height

40 feet under lights - All booth structures must be 20 ft. (6.10 m) high or lower.

### Show Management

Automate is a show of the Association for Advancing Automation (A3). A3 is the global advocate for the benefits of automating and represents over 1,100 automation manufacturers, suppliers, system integrators, end users, research, and consulting firms from throughout the world. We're here to help you have a successful show, please contact us anytime:

Association for Advancing Automation (Automate Headquarters)  
900 Victors Way, Suite 140 | Ann Arbor, Michigan 48108 USA  
Telephone: +1 734-994-6088 [www.AutomateShow.com](http://www.AutomateShow.com)  
Email: [events@automate.org](mailto:events@automate.org)



### Anchoring Orders

Anchoring orders can be placed with GES. No anchors will be allowed over any floor ports or expansion joints. The largest anchor size allowed is 5/8" diameter, accepting a 1/2" bolt. Anchors are 2" deep.

### Consideration for Other Exhibitors

Please have consideration for the other exhibitors at the show. Machines that create eye, noise, blower, or heat hazards need to be appropriately shielded or attenuated so as to not disturb surrounding exhibitors or attendees. Please read the specific guidelines below, and in the general safety/guarding document included in this manual.

### Lighting

Exhibitors should adhere to the following minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the exhibit space.
- Lighting, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting which is extremely bright or potentially harmful, such as LEDs, lasers, or ultraviolet lighting, may not interfere with attendees and exhibitors and should comply with facility rules.
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with other exhibitors or otherwise detract from the atmosphere of the event.

### Storage

Fire regulations prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly.

### Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance. Special caution should be taken when demonstrating machinery or equipment that has moving parts or any product that is otherwise potentially dangerous. See General Safety/Guarding of Equipment Rules in this manual.

### Sound/Music

Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound into the booth rather than into the aisle. Rule of thumb: sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. (Refer to OSHA at [www.osha.gov](http://www.osha.gov) for more information.) Exhibitors should be aware that music, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. Exhibitors take full responsibility for adherence to said laws.



## Tips for New Exhibitors

### First Time Exhibitors

Exhibiting for the first time can seem complicated. GES (the show general contractor) can help make your ordering process as simple as possible. GES will also be on-site at the show to assist you in coordinating any last-minute services and answer any questions you may have. Save money by ordering early! Order by the **Discount Deadline of April 10, 2024** for best pricing.

### Shipping and Material Handling

Material Handling is the unloading of your exhibit materials. The service includes unloading from your carrier and delivery to your booth, handling of empty containers to and from storage and removal of your materials from your booth for reloading onto your outbound carrier.

The cost to transport your exhibit material to and from the event is different. Your freight carrier does not unload your materials or deliver them to your booth or reload when they pick up at the end of the show.

- Your material handling order form is considered an estimate of your exhibit materials. GES will invoice at the actual weight.
- Save by combining shipments. A minimum charge applies for each shipment under 200 lbs.
- Make sure that a Bill of Lading is filled out completely for each shipment.
- Confirm that your driver/freight carrier has the correct dates and times that your shipment needs to be delivered and picked up.
- Make sure your freight carrier understands that they must provide a Certified Scale Ticket upon arrival at the convention center marshalling yard.
- Use the shipping labels in the Exhibitor Kit and make sure show name, company name, booth number and other vital information is provided.

Consider shipping to the Advance Warehouse. This can save you time and hassle. The price is the same as delivering to show site and it includes storing your materials and transporting them to the show before the direct to site shipments start coming in. You'll be able to schedule your booth labor more accurately with this method!

### No Tipping

Please do not attempt to offer gratuities in cash, products, or gifts of any kind to any personnel working for Automate, its partners and contractors. Employees are paid appropriate wages denoting professional status; therefore, tipping of any kind is prohibited.

### Empty Crates

You must place "empty" stickers on your empty containers for storage during the show. These stickers are available onsite from GES at the service desk. GES will clear the floor of all "empty" stickered containers and store them during the show.

Be sure to write your booth number and company name on the sticker and place the container in the aisle. Place a sticker on all 4 sides of the container for easy location by the GES team. All containers will be returned to your booth after the show closes. GES works hard to get containers out as soon as possible, but please be prepared for a wait time.



### Electrical Not Included

If you need power or air in your booth, you need to order it separately from GES Electrical. Be sure to indicate if the wiring should run under your booth carpet or over it. Your booth layout – make a hand drawn version if you must – is required to process your electrical orders. Carefully read the electrical labor rules. Some outlets do not include labor in pricing.

### Booth Cleaning

Don't forget to order cleaning service through GES if you want your booth carpet vacuumed and trash bins emptied at night.

Note: all exhibitors, regardless of booth size, may vacuum your own booth space if desired. This must be done by an employee of the exhibiting company, not a contractor.

If trash bins/bags are placed near the aisle at the end of each day, they will be emptied/removed at no charge.

### Tear Down

If labor is needed for your booth space at the time of move-in, you will also need labor for move-out. Pre-order your labor to save money.

### Food and Beverage

All food or beverage served to attendees of the Automate show must be ordered through McCormick Place's exclusive provider, OVG. Get your orders in early for best service. Alcohol is permitted at Automate. If you are planning a before or after show hours get together with food or beverage, you must obtain show management approval first. Email [events@automate.org](mailto:events@automate.org) with your details to get clearance. No show floor parties are permitted Monday, May 6 during the Automate Networking Party (5:15 PM to 7:30 PM).



## Deadline Dates

The following **DEADLINES** represent important reminder dates, or the last day that orders must be received with payment, to be eligible for **discounted rates**. Always check specific order forms for final deadlines.

ACTION ITEM		DONE
Thursday, February 15	CDS Lead Retrieval Order Form – Early Bird Discount	
Friday, March 1	Drawings, Plans, Renderings for Booths 20 ft. by 20 ft. or Larger	
Tuesday, March 26	First Day for Freight Shipments and Hanging Sign at Advance Warehouse	
Thursday, March 28	CDS Lead Retrieval Order Form – Advance Rate	
Monday, April 1	Exhibitor Appointed Contractor (EAC) Form & Certificate of Insurance	
Saturday, April 6	Eco Exhibit Systems & Packages	
Wednesday, April 10	GES Furnishings / Carpet / Signs / Rental Exhibits Order Forms	
Wednesday, April 10	GES Electrical Form/ Plumbing/Compressed Air/Anchoring	
Wednesday, April 10	GES Installation & Dismantle Labor Order Form	
Variable cut-off dates	Deadline to Reserve Housing – Specific Hotel Deadline Dates are Available Here: <a href="https://www.automateshow.com/travel/hotels">https://www.automateshow.com/travel/hotels</a>	
Tuesday, April 16	Wi-Fi & Internet	
Monday, April 22	Convention Data Services (CDS) Exhibitor Badge Ordering	
Weds, April 24 <sup>th</sup> – 2:30 pm	Last Day to Receive Hanging Sign Shipments at Advance Warehouse	
Weds, April 24 <sup>th</sup> – 2:30 pm	Last Day to Receive Freight Shipments at Advance Warehouse	
Tuesday, April 30	OVG Food & Beverage Services – Increases and/or New Orders Made Within 3 Business Days of Show Subject to 20% Additional Fee	
Wednesday, May 1	First Day for Direct Shipments to Convention Center ( <b>Targeted only</b> ) Refer to the Show Schedule and Targeted Floor Plan for Your Correct Move-in Date and Time.	
Saturday, May 4	First Day for POV Unloading - 8:00am-4:30pm (Last Car at 4:00pm)	



## Contacts for Official Automate Vendors

CONTACT	CAN ASSIST WITH....
<b>OFFICIAL GENERAL CONTRACTOR</b> GES Phone: (800) 801-7648 International: +1 (702) 515-5970 Contact GES: <a href="https://www.ges.com/contact-us/">https://www.ges.com/contact-us/</a>	Booth Furnishings / Carpeting / Rental Exhibits Installation & Dismantle Labor Hanging signs Forklift / Rigging Install & Dismantle Machinery Handling Rigging Shipping Cleaning
<b>MCCORMICK PLACE IN-HOUSE SERVICES</b> Customer Service: Phone: 312-791-6113 Email: <a href="mailto:Technology@mccormickplace.com">Technology@mccormickplace.com</a>	Wi-Fi / Internet
<b>UTILITIES: ELECTRICAL/PLUMBING</b> GES Electrical Phone: (800) 801-7648 International: +1 (702) 515-5970 Contact GES: <a href="https://www.ges.com/contact-us">https://www.ges.com/contact-us</a>	Electrical Lighting Rigging Compressed Air Anchoring
<b>CATERING</b> OVG Hospitality Phone: 312-791-7250 Email: <a href="mailto:infoovg@mccormickplace.com">infoovg@mccormickplace.com</a>	Food & Beverage Services
<b>AUTOMATE BADGES, TICKETS</b> A3 Phone: 734-994-6088 Email: <a href="mailto:events@automate.org">events@automate.org</a>	Exhibitor Badges Tickets for Automate Networking Party Tickets for Engelberger Awards Dinner
<b>LEAD RETRIEVAL</b> CONVENTION DATA SERVICES Phone: 800-746-9734 Email: <a href="mailto:xpressleadpro@cdsreg.com">xpressleadpro@cdsreg.com</a>	Lead Retrieval
<b>AUDIO/VISUAL</b> TBD Phone: TBD Email: TBD	Monitors and Stands Other Audio/Visual Needs
<b>FLORAL</b> TBD Phone: TBD Email: TBD	Flowers and Plants



## EXHIBITOR BILL OF RIGHTS

An Exhibitor Employee may perform work in a booth of any size. They can work within the booth using their own ladders or hand tools, cordless tools, power tools and other tools designated by McCormick Place/OVG360. **An exhibitor and exhibitor employees are prohibited, at all times, from using scooters, forklifts, genie lifts, pallet jacks, condors, scaffolding, scissor lifts, motorized dollies, or similar motorized or hydraulic equipment on Authority premises.**

“Exhibitor Employee” is defined as any person who has been employed by the exhibitor as a full-time employee for a minimum of 6 months before the show’s opening date. Proof of employment in the form of a W-2, payroll document or other documentation may be required upon request if deemed necessary by McCormick Place management. Documentation must be furnished within 24 hours of notification.

In addition to the work currently performed, exhibitors may also perform the following work within their booth:

- > Setting-up and dismantling exhibits
- > Assembling and disassembling materials, machinery, or equipment
- > Installing all signs, graphics, props, other decorative items, and drapery, including the skirting of tables
- > Delivering, setting-up, plugging-in, interconnecting and operating electrical equipment, computers, audio-visual devices, and other equipment
- > Skidding, positioning, and re-skidding all exhibitor materials, machinery and equipment using their own non-motorized hand trucks, non-hydraulic hand trucks and dollies

Exhibitors can load/unload materials from automobiles and small utility vehicles (ASUV) at designated McCormick Place docks using their own non-motorized, non-hydraulic hand trucks and dollies. For more information on the ASUV program, and to register, visit the Exhibitor section of the McCormick Place website:  
[www.mccormickplace.com](http://www.mccormickplace.com).

**Please call 312-791-7299, if you have any questions or need clarification regarding the Exhibitor Bill of Rights. Leave a detailed message including Your Name, Company Name, Telephone Number, Date and Time of the call. Your call will be promptly returned between the hours of 7:00am – 6:30pm**



## EXHIBITOR RIGHTS “DO NOT APPLY” TO

To: McCormick Place Registered Contractors

Re: Exhibitor Rights **do not** apply to contractor personnel

All registered companies and contractors operating at McCormick Place must follow the State of Illinois Legislation regarding display installation/dismantling.

One of the significant changes in the legislation is that it allows “Full Time Exhibitor Personnel” to perform work on their display without any size limitation. This work includes the use of tools both hand and power tools and electrical work.

### **IT IS IMPORTANT TO NOTE THAT THE LEGISLATION DOES NOT ALLOW EXHIBITORS TO TRANSFER THEIR RIGHTS TO CONTRACTOR PERSONNEL.**

Any registered contractor who attempts to take advantage of these changes, created by the legislation, by posing as an exhibitor employee will incur serious consequences including the possible revocation of the “Right of Entry” agreement. It is the contractor’s responsibility to have a complete understanding of all jurisdiction rules and McCormick Place rules that apply to any specific work.

For more information visit the McCormick Place website:  
[www.mccormickplace.com](http://www.mccormickplace.com) or you may contact the following personnel:

John Race	<a href="mailto:jrace@mccormickplace.com">jrace@mccormickplace.com</a>	773-709-7076
Pat Allen	<a href="mailto:pallen@mpea.com">pallen@mpea.com</a>	312-791-6551
Alichia Johnson	<a href="mailto:ajohnson@mpea.com">ajohnson@mpea.com</a>	312-791-7186



## **Display Rules and Regulations**

- Linear Booth and Corner Booth
- Split Island Booth
- Island Booth
- Canopies & Ceilings / Towers / Multi Story Exhibits
- Structural Integrity / Ceiling Heights / Hanging Signs (overhead)
- General Booth Regulations (all booth types)



## Display Rules and Regulations

### Linear Booth

Linear Booths, also called “in-line” booths, are booths arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

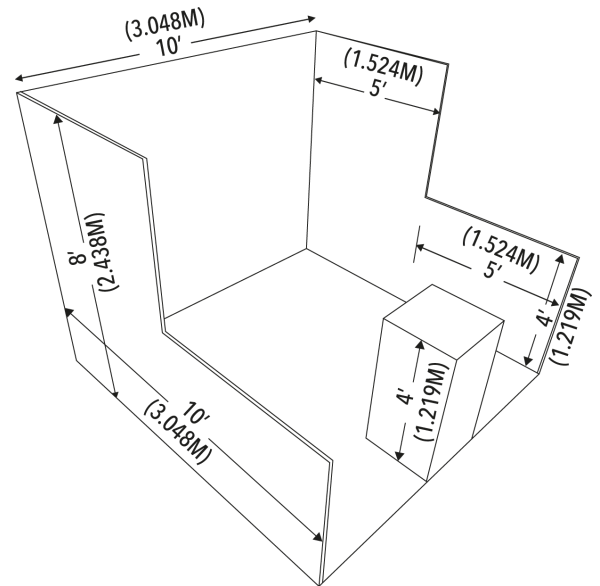
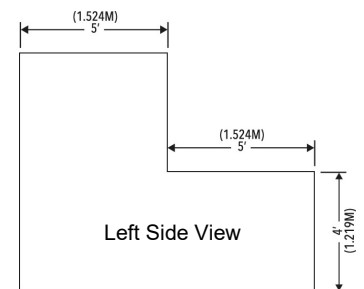
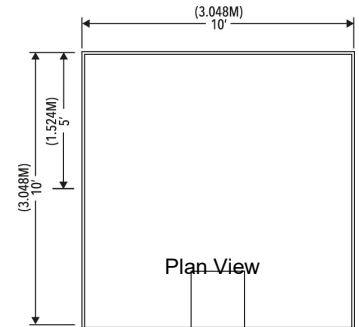
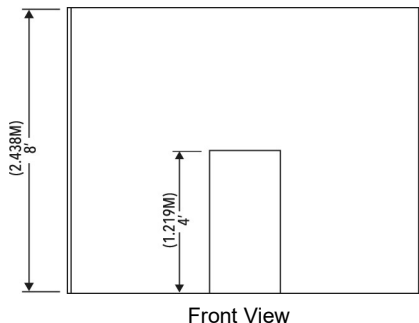
#### Dimensions

Linear Booths are most commonly 10 ft. (3.05 m) deep x some dimension in increments of 10 ft. (3.05m) wide, i.e., 10 ft. by 10 ft. (3.05 m by 3.05 m), 10 ft. by 20 ft. (3.05 m x 6.10 m), 10 ft. x 30 ft. (3.05 m x 9.14 m), and so on. **The maximum back wall height limit for all linear booths is 8 ft. (2.44 m).**

#### Use of Space

Display materials (including signs, displays, products, machinery, fixtures, furniture, and decorations) should be arranged in such a manner as to not obstruct sight lines of neighboring exhibitors. For booths that are 10 ft. x 20 ft. (3.05 m x 6.10 m) or smaller, the maximum height of 8 ft. (2.44 m) is allowed only in the back half of the booth space, with a 4 ft. (1.22 m) height restriction imposed on all materials in the remaining (front) space forward to the aisle.

For booths that are 10 ft. x 30 ft. (3.05 m x 9.14 m) or larger, or **corner** booths that are 10 ft. x 20 ft. (3.05 m x 6.10 m) or larger, the 4 ft. (1.22 m) height limitation is applied only to that portion of exhibit space which is within 10 ft. (3.05 m) of an adjoining booth.



10' x 10' Linear Booth

### Corner Booth

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.

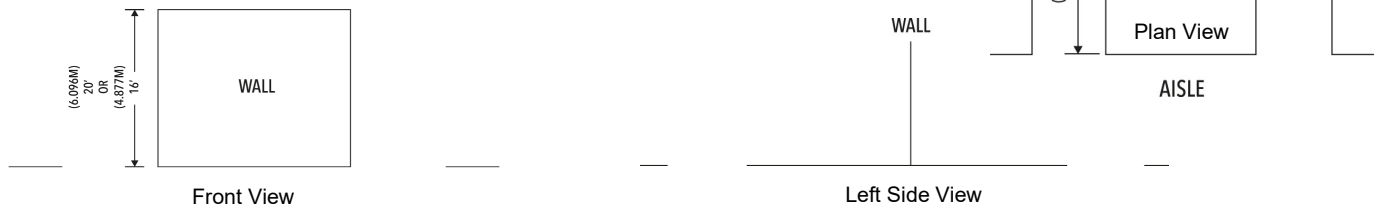
Hanging signs are NOT permitted for Linear Booths.

## Display Rules and Regulations

### Split Island Booth

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall line-of-sight restrictions.

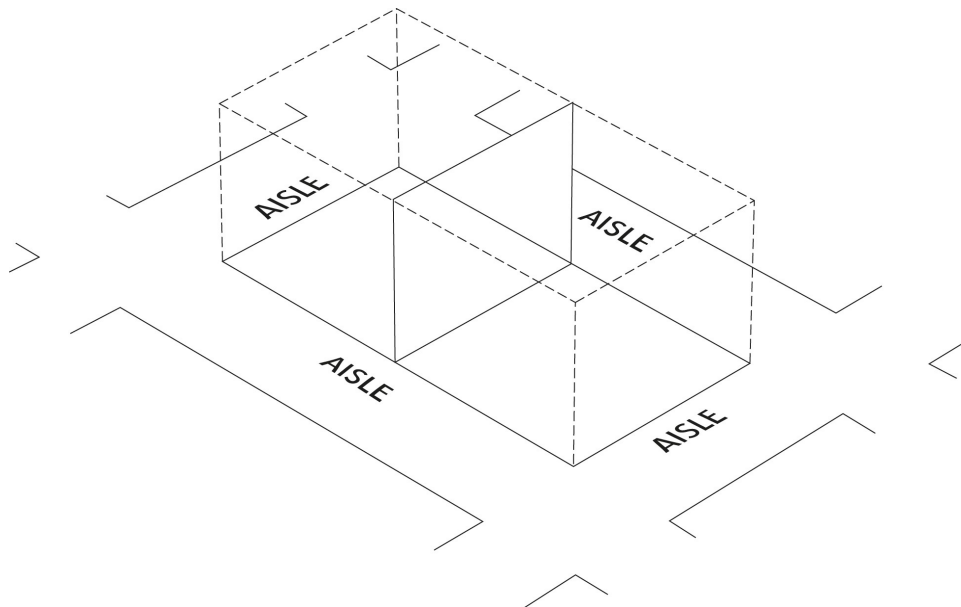
The maximum height for the common back wall is 20 ft. (6.10 m). See diagram for further information.



The back side of a back wall (that is facing the adjoining booth) must be “finished” and must not have logos, graphics, or branding. No exposed structure or extrusion materials are allowed.

Any double-sided signs, logos and graphics shall be set back 5 ft. (1.52 m) from adjacent booths.

Please see specific Hanging Sign Guidelines that pertain to this booth type.





## Display Rules and Regulations

### Island Booth

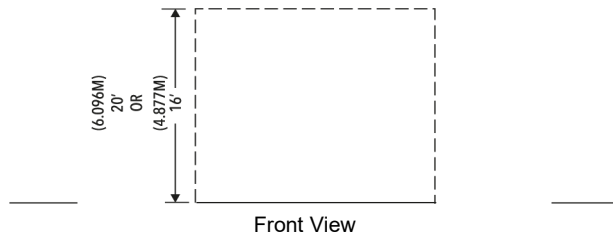
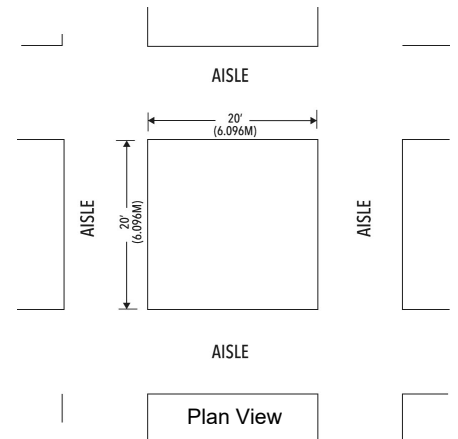
An Island Booth is any size booth exposed to aisles on all four sides.

#### Dimensions

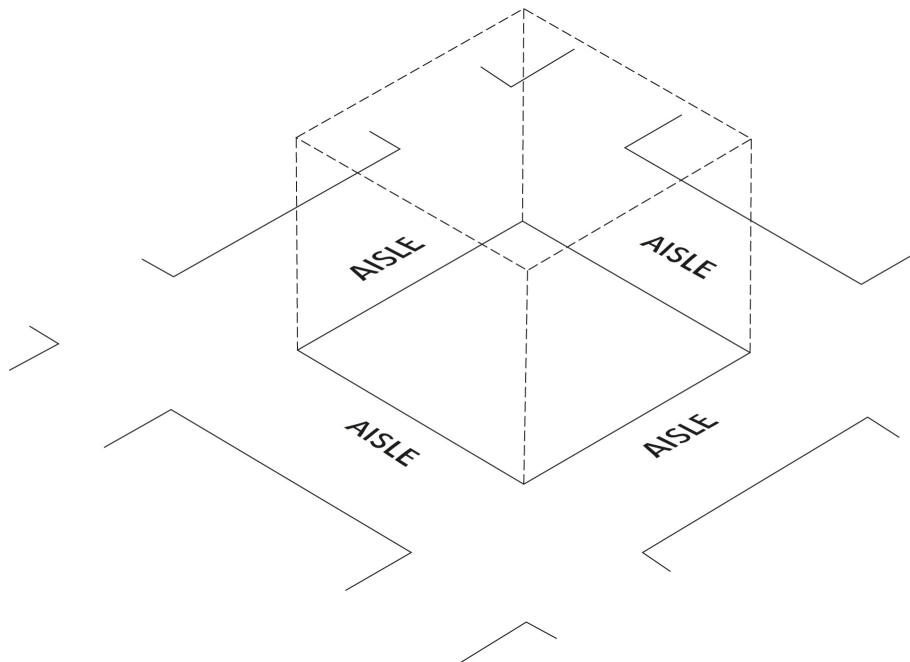
An Island Booth is generally 20 ft. x 20 ft. (6.10 m x 6.10 m) or larger. The entire cubic content of the space may be used up to the maximum allowable height.

The maximum height is 20 ft. (6.10 m). See diagram for further information.

The back side of any wall facing an aisle must be “finished”. No exposed structure or extrusion materials are allowed.



Please see specific Hanging Sign Guidelines that pertain to this booth type.





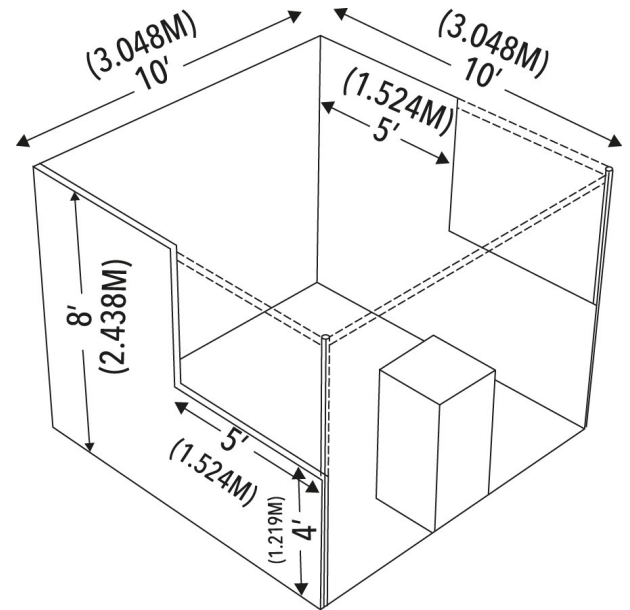
## Display Rules and Regulations

### Canopies and Ceilings

Canopies, including ceilings, umbrellas, and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths should comply with line-of-sight requirements.

The bottom of the canopy should not be lower than 7 ft. (2.13 m) from the floor within 5 ft. (1.52 m) of any aisle. Canopy supports should be no wider than three inches (3 inches (.08 m)). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth.

Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings, and other similar coverings. Check with the facility rules.



### Towers

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that of the exhibit space configuration being used. Towers more than 8 ft. (2.44 m) should have drawings available for inspection. Fire and safety regulations in many facilities strictly govern the use of Towers. A building permit or safety lines may be required.

### Multi-Story Exhibits

A Multi-Story Exhibit (sometimes called a "Double-Decker") is a booth where the display fixture includes two or more levels. A Multi-Story Exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as show management because it is deemed to be a "structure" for building purposes. Please submit full drawings at least two months prior to move-in.

All Multi-Story Exhibits or structures with closed solid ceilings must have hardwired electric powered smoke detectors. Electrically powered smoke detectors with a backup battery power source must be hardwired to a circuit that is powered 24 hours per day and must be installed in the ceiling of all multi-level booths and all rooms or storage areas that have ceilings. *One (1) smoke detector must be installed for no more than 900 square feet of continuous ceiling.* The placement of smoke detectors must be 30 feet on center. Please be sure to advise the convention center's electrical contractor that you will need 24-hour circuits when placing your electrical order. In cases where a Multi-Story Exhibit blocks building fire pull stations or strobe lights, additional approvals, and measures to rectify such blockage of fire safety systems may be necessary.

**All double deck booth plans must have a stamped seal from a State of Illinois licensed Engineer.** Egress plan for emergency egress must be included. All plans must be submitted to the Event Manager for building review and Fire Marshal for approval. Please check regarding the prevailing fees.



## Display Rules and Regulations

### Structural Integrity

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as when freight doors are open. Refer to local building codes that regulate temporary structures.

All 20 ft. by 20 ft. (6.10 m by 6.10 m) and larger exhibits require a drawing, plans or renderings, preferably digital, to be submitted to the show organizer, and to the show's general service contractor by Friday, March 1, 2024.

Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

### Ceiling Heights

All Automate halls at McCormick Place have a ceiling height of 40 feet under lights.  
All booth structures must be 20 ft. (6.10 m) high or lower.

### Hanging Signs (Overhead)

Hanging signs are only allowed for booths 20 ft. x 20 ft. (6.10 m x 6.10 m) or larger. Hanging signs will be hung at 18' (5.49 meters) from the floor to the **bottom** of the sign. **Hanging signs are not allowed for Linear Booths regardless of size.**

All hanging signs must be pre-ordered at least 60 days prior to installation and approved through GES. Exhibitors must provide drawings for inspection. Variances may be issued at the show management's sole discretion. See the Hanging Sign order section of the exhibitor manual.

All hanging signs must be centered above the contracted booth space and must be at least 2 ft. (.61 m) away from any aisle or 5' (1.52 m) away from a neighboring booth.





## **Display Rules and Regulations**

**General Booth Regulations** - For all booth types.

### **Floor Covering/Carpet**

Exhibitors are responsible for providing floor covering for their full booth space, except in that area where they are demonstrating an AMR. Order carpet rental from GES or provide your own floor covering.

### **Flammable and Toxic Materials**

All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

### **Storage**

Fire regulations prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly.

### **Electrical**

Every exhibit facility has different electrical requirements. However, minimum guidelines are suggested:

- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be "SO" cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for "extra hard usage."
- Cord wiring above floor level can be "SJ" which is rated for "hard usage."
- Using zip cords, two-wire cords, latex cords, plastic cords, lamp cords, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps should be prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load surge protectors.

### **Lighting**

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to exhibition management for approval.
- Should not project onto other exhibits or exhibition aisles.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights or flashing or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by exhibition management.



## **Display Rules and Regulations**

### **General Booth Regulations** - For all booth types.

- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with exhibition management.

### **Demonstrations**

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback and/or install hazard barriers as necessary to prevent accidental injury to spectators. Please refer to Automate's General Safety & Guarding Rules. Additionally, demonstrations should only be conducted by qualified personnel.

### **Sound/Music**

Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. (Refer to OSHA at [www.osha.gov](http://www.osha.gov) for more information.)

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music. Exhibitors take full responsibility for adherence to all laws related to sound/music.

### **Vehicles**

Any vehicle on the show floor must have prior written approval from show management. Vehicles on display have no more than two gallons of gas and shall further be equipped with locking gas caps. All batteries must be disconnected. External chargers are usually recommended for demonstration purposes. Keys must be surrendered to show management while participating in Automate.

### **Welding**

All welding requests must be approved by the Fire Marshal and a permit obtained at a nominal fee.



## Display Rules and Regulations

**General Booth Regulations** - For all booth types.

### Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301, and from the ADA website at [www.ada.gov](http://www.ada.gov).

Some examples of how to design an exhibit for ADA compliance:

- Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length).
- Avoid double-padded plush carpet to ease mobility device navigation.
- Provide the same attendee experience on both levels of a two-story exhibit.
- Offer a signer or other auxiliary hearing-impaired apparatus for sound presentations or have a printed copy of the presentation available.
- Run an audio presentation for people with sight problems.
- Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair, or have personnel available to assist with touch screen displays.

Exhibits are not exempt from ADA requirements and exhibitors must adhere to the ADA rules.



## General Safety/Guarding of Equipment Motion & Hazards

**\*Note to all exhibitors, please read\***

Safety on the show floor is of paramount importance, and that includes the personal safety of all attendees and exhibitors beyond the normal considerations of fire and slip/trip events. Industrial expositions present a number of potential hazards from exposure to operating machinery and processes throughout the hall. The following requirements are designed to minimize the exposure to potential hazards and apply to all exhibitors in the Automate show.

**All demonstrations involving any machine motion (robots, machine vision system, conveyors, index tables, etc.) or any equipment or process operation that could create a hazard to persons shall have appropriate safeguarding installed.**

### Enforcement

Show Management will inspect displays to ensure that the hazard barrier guidelines are followed. If your display is found in violation of the rules or deemed an injury or safety hazard, you must disable all movement and/or make the recommended changes immediately (at your own expense).

### General Guarding Provisions

- Barriers shall be installed in a position which prevents a person from inadvertently coming into contact with a hazard in the exhibit area.
- Barriers shall be designed and constructed to withstand people pushing or shoving against it (i.e., solid panels, rails or fencing). **Flexible exhibit materials such as drapes, chains or rope shall not be used as barriers.**
- Barriers should be at least 36 inches (0.9 meters) high and shall be installed so that a person cannot reach over, under, around or through the barrier and reach any portion of the hazard or hazardous motion area.

### Robot Specific Guarding

- Robots which will not be operating at any time during the show (no power available) may be displayed in an open area.
- Robots which will only be operated in the manual reduced speed mode under the direct control/supervision of an exhibitor may be guarded per the General Guarding Provisions above.
- Robots which will operate in the automatic mode, or travel faster than reduced speed (250mm/sec) shall be properly guarded per one of the three options below:
  - A) The running robot demonstration shall be under the direct supervision AT ALL TIMES of designated exhibitor personnel. While not running, it must be deactivated in a safe manner that prevents unauthorized personnel from activating it. The General Guarding Provisions also apply for this option.

- B) Safeguarding devices (such as light curtains or sensors) shall be installed to prevent or detect access to the hazardous motion area and shall be positioned at the proper safety distance so that the guarded hazard will be completely stopped (safe) prior to access being gained by a person entering the area. The General Guarding Provisions also apply for this option.
- C) The entire perimeter of the robot's operating space shall be enclosed with barriers. The barrier shall be positioned so that the bottom of the barrier is no higher than 12 inches (0.3 meters) above the floor and the top of the barrier is no lower than 60 inches (1.5 meters) above the floor. Any opening in the barrier must be sized so that a person cannot access the hazard through the barrier.

Note - Operating space is defined as the space that is actually used by the robot while performing its task program.

- For exhibits displaying collaborative robot operations (i.e. safety-rated monitored stop, hand guiding, speed and separation monitoring, or power and force limiting by design or control), exhibitors may demonstrate a robot which complies with ISO/TS 15066:2016 or RIA TR R15.606-2016 on collaborative robot safety. The collaborative robotic equipment shall be free of pinch points, sharp edges, trip hazards, or other physical hazards. Robots demonstrating collaborative operations shall be operated only in the presence of badged exhibitor personnel. Please contact show management with questions.

## Mobile Robots

- For exhibits displaying mobile robots in operation, care shall be taken to avoid hazardous contact between operating mobile robots and show attendees and other exhibitors. Such hazardous contact includes but is not limited to, for example: mobile robot tripping or striking a person and causing him/her to fall; mobile robot crushing or trapping a person's body part (e.g., foot); mobile robot equipped with an attachment that strikes a person.
- Mobile robots that are intended to move among show attendees without guarding as described above shall be free of pinch points, sharp edges, and other physical hazards, and shall be equipped with sensors and safety functions to enable them to detect persons and avoid hazardous contact with them.
- Mobile robots that do not meet these requirements, or are equipped with hazardous attachments, shall remain behind guarding as described above.

## Special Provisions

- Machines that create eye, noise, blower, or heat hazards shall be appropriately shielded or attenuated (i.e., flash curtains on arc welding equipment).
- Any machine that produces metal chips, sparks, dust, or liquid spray or other process hazard must be shielded to prevent any harmful material from reaching a bystander.
- Applications that emit dust or fumes (i.e., spray paint and welding) must use exhaust venting to prevent dust or toxic fumes from escaping into the show area.
- All exhibitors must adhere to all applicable fire and safety codes for the exhibit hall and instructions from show management.



## Exhibitor Badge Ordering

**Deadline: Monday, April 22, 2024**

Please register your exhibitor booth personnel **online** to receive an exhibitor badge for the show. All exhibitor badges will be picked up on site. Badges will NOT be mailed. Simply bring in your registration confirmation to the registration area at the show and scan it to obtain your badge.

All exhibitor badges will be issued under the exhibiting company name only. All personnel working in exhibitor booths must have an exhibitor badge and must wear it at all times during the show, and show events, including setup and tear down.

Exhibitors are provided a generous allotment of badges:

Up to 100 sq. ft. booth (10x10):	10 badges
101 to 300 sq. ft. booth (10x20, 10x30):	15 badges
301 to 400 sq. ft. booth (20x20):	20 badges
401 to 1200 sq. ft. booth (20x30, 20x40, 20x50, 30x30, 30x40):	40 badges
1201 to 2500 sq. ft. booth (30x50, 40x40, 40x50, 50x50):	50 badges
2501 to 5000 sq. ft. booth:	Inquire

### How to register for exhibitor badges:

Please note that **one person** from your company will be given a login and password to order all exhibitor badges for your company. **Each registrant MUST have his/her own unique email address – no exceptions.**

- Access the exhibitor badge portal (you will receive an email from A3 with portal access)
- Enter in your username and password (this information was sent to your main booth contact via email)
- Follow the menu to register your staff.

### Use the Exhibitor Portal to:

- Order tickets for the Automate Networking Party and Engelberger Awards Dinner
- Register any of your exhibit staff for the Automate conference

For assistance, please contact Ashlei Davis at +1 (734) 994-6088 or [adavis@automate.org](mailto:adavis@automate.org)

### Looking for Lead Retrieval Rental?

Order hardware and/or software [here](#):

SHOWCODE: auto0524

For assistance, please contact Convention Data Services at +1 (800) 746-9734 or [xpressleadpro@cdsreg.com](mailto:xpressleadpro@cdsreg.com)





## ASUV Program

Exhibitors are allowed to unload/load from automobiles and small utility vehicles at designated docks using only non-motorized, non-hydraulic, hand trucks and dollies. The ASUV Program is available on predetermined dates and times only as listed below. It is free to use the ASUV program. Exhibitors may participate in the ASUV program in one of two options:

### 1. Hand Carry Items from Parking Lot Option

Exhibitors may park in one of the parking facilities and transport items (hand carry or by using luggage cart or rolling in pop-up booth crates with built-in wheels) to and from their booths via the public entrance of the exhibit halls. Material handling equipment is not available to borrow.

**Security will not allow vehicles to be unloaded at the main entrance to the convention center.**

### 2. Self-Loading/Unloading ASUV at Exhibition Hall

- Only a registered Exhibitor is qualified to participate in the ASUV program.
- Check-in for exhibitors will take place at the Marshalling Yard Office (3050 S. Moe Drive) where drivers will receive an ASUV Pass and will be directed to the designated ASUV dock in the correct exhibit booth building. You will not be allowed access to the dock without a dock pass.
- While parked in the dock, Exhibitor staff must work as team of at least two people and one person must always remain with the vehicle.
- Vehicles must be unloaded within a 20-minute period.
- Exhibitor or Exhibitor's employees are defined as any person who has been employed by the exhibitor as a full-time employee for a minimum of six months before the show's opening (be prepared to provide proof of full-time employment status upon request).
- If your vehicle does not meet the criteria below, you will need to follow Marshaling Yard instructions for truck check-in (material handling charges will be based on published kit rates).

*The types of vehicles shown below are the ONLY type that will be allowed to deliver or pick-up trade show equipment at McCormick Place.*





How to move material from my ASUV Vehicle to my booth on the show floor:

Only certain sizes of boxes and equipment can be unloaded from an automobile or small utility vehicle and only exhibitor owned hand carts may be used for transportation within the building.



#### Designated POV Dates & Times

*Move-In:* Saturday, May 4 from 8:00 am to 4:30 pm (last car in at 4:00 – closes at 4:30 pm)  
Sunday, May 5 from 8:00 am to 4:30 pm (last car in at 4:00 – closes at 4:30 pm)

*Move-Out:* Thursday, May 9 from 3:00 to 10:00 pm (last car in at 9:30 – closes at 10:00 pm)





## Hotel Information

**Stay at the Automate 2024 Headquarters Hotel and extend your networking!**

The Marriott Marquis is connected to McCormick Place via skybridge and located minutes away from many celebrated destinations in Chicago.

### **HOTEL SCAM ADVISORY**

Beware of third-party hotel room brokers. They are not affiliated with us and can be a scam. Automate has arranged for hotel blocks that you can book directly. We urge you to be especially diligent to avoid scams. If you receive a solicitation and are unsure of the vendor's affiliation with A3 or Automate, please email [events@automate.org](mailto:events@automate.org) or call us at +1 734-994-6088.

See the **FULL LIST Automate Hotels:** <https://www.automateshow.com/travel/hotels>



## Shuttle Bus Service

Complimentary shuttle buses will run mornings and afternoons between McCormick Place and many of the downtown Chicago designated Automate 2024 hotels from May 6 – 9, 2024. For the most up to date list, visit the show website at: [www.automateshow.com/travel/shuttle-bus/](http://www.automateshow.com/travel/shuttle-bus/)

### **Monday, May 6**

7:00 am – 11:00 am

3:00 pm – 8:00 pm

### **Tuesday, May 7**

7:00 am – 11:00 am

3:00 pm – 8:00 pm

### **Wednesday, May 8**

7:00 am – 11:00 am

3:00 pm – 8:30 pm

### **Thursday, May 9**

7:00 am – 11:00 am

2:00 pm – 5:00 pm

The buses will drop off and pick up from the Gate 3 entrance to McCormick Place, adjacent to the Grand Ballroom S100. Proceed up to level 3 for access to the show. For your convenience, bus schedules will also be posted at McCormick Place.



May 6-9, 2024 • McCormick Place – South Hall • Chicago, Illinois USA



Telephone: 1-734-994-6088 • Fax: 1-734-994-3338 • Email: [jhamilton@automate.org](mailto:jhamilton@automate.org) • [www.AutomateShow.com](http://www.AutomateShow.com)

### Co-Exhibitor Space Contract

If you are sharing booth space with another exhibitor, you must have a co-exhibitor contract. You receive specific benefits as a contracted exhibitor. Co-exhibiting companies will be listed in the online and printed show directories.

#### CO-EXHIBITOR COMPANY INFORMATION

Company Name \_\_\_\_\_  
Street \_\_\_\_\_ P.O. Box \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
Contract Signer Name \_\_\_\_\_ Job Title \_\_\_\_\_  
Email \_\_\_\_\_ Telephone \_\_\_\_\_  
Authorized Signature \_\_\_\_\_  
Main Contact \_\_\_\_\_ Job Title \_\_\_\_\_  
Email \_\_\_\_\_ Telephone \_\_\_\_\_  
Billing Contact \_\_\_\_\_ Job Title \_\_\_\_\_  
Email \_\_\_\_\_ Telephone \_\_\_\_\_  
Marketing Contact \_\_\_\_\_ Job Title \_\_\_\_\_  
Email \_\_\_\_\_ Telephone \_\_\_\_\_  
On-site Booth Contact \_\_\_\_\_ Job Title \_\_\_\_\_  
Email \_\_\_\_\_ Mobile/Cell \_\_\_\_\_

*The contract signer warrants that they are authorized to execute this binding contract, which includes the rules, and regulations on back.*

MAIN EXHIBITING COMPANY \_\_\_\_\_ BOOTH NUMBER \_\_\_\_\_

#### CO-EXHIBITOR PRICING

Membership dues must be current (through the show) to receive the discounted member rate. Call 1-734-994-6088 or email [events@automate.org](mailto:events@automate.org) to confirm your membership and/or status if you are unsure.

**Association for Advancing Automation (A3) Member Co-Exhibitor Fee:** ☐ \$2,000.00 per company

**Non-Member Co-Exhibitor Fee:** ☐ \$2,500.00 per company

**The co-exhibitor fee includes:** Company listing on the Automate website; Company listing in the printed Automate Show Directory; Company Listing in mobile app; Exhibitor badges with your company name; Receipt of an exhibitor manual; Booth sign; Advertising and sponsorship opportunities; Individual billing for contractor services

#### PAYMENT METHOD

Make checks payable to: **Association for Advancing Automation.** All funds should be drawn on a U.S. Bank in U.S. dollars

**Mail to:** Association for Advancing Automation, 900 Victors Way, Suite 140, Ann Arbor, MI 48108 USA

**Payment Options:** ☐ Credit Card ☐ Check Enclosed ☐ Send Invoice, PO # \_\_\_\_\_ **Amount to be Charged \$** \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CSC#: \_\_\_\_\_

Name on Card \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

**I. Contract for Space:** This application for space in Automate 2024 and the resulting assignment constitutes a contract for the Exhibitor's right to use of the space in accordance with show regulations. Membership discounts are available. You must be an Association for Advancing Automation (A3) corporate member with dues current through the end of the show to receive the member discount.

**The payment schedule for all exhibitors is as follows:**

25% due with contract to reserve space; 50% of total payment due by July 10, 2023; 100% with application if after November 6, 2023

**II. Late Payments:** Payment is required to hold booth space. Payment schedule must be adhered to in order to hold booth space. Late payments may result in releasing exhibit space; possible booth re-location or forfeiting of total funds paid.

**III. Cancellation of Exhibit Space:** All cancellations of space must be received in writing. Show Management will accept cancellation of this contract by Exhibitor subject to the following schedule, Exhibitors owe the percentage amount due regardless of whether or not it is paid at the time of cancellation:

Cancellation prior to July 10, 2023 - exhibitors are liable for 25% of total booth cost. Any payment over 25% will be refunded.

Cancellation between July 11, 2023 and November 6, 2023 - exhibitors are liable for 50% of total booth cost. Any payment over 50% will be refunded.

Cancellation on or after November 7, 2023 – exhibitors are liable for 100% of booth cost.

**Please Note: Any refunds due will be made after the completion of the Show.**

**IV. Reduction of Exhibit Space:** At any time, the Exhibitor may request a reduction of exhibit space, however, this may require a reassignment of booth location. All reductions will follow the same refund schedule for original exhibit space as cancellations listed above.

**V. Liability Limitation and Indemnification:**

A. Insurance: All property of the Exhibitor is understood to remain under Exhibitor's custody and control in transit to, from and within the confines of the exhibit area and each Exhibitor shall maintain insurance covering such property. Exhibitor is responsible for general liability coverage of at least \$1,000,000.00. Appropriate Certificates of Insurance shall be furnished by Exhibitor and made available to Show Management upon request.

B. Exhibitor waives all claims of every kind against the Automate Show, its sponsors or management, their directors, officers, stockholders, agents, and employees including, without limitation, all claims for damages based on personal property damage, destruction, loss or theft, personal injury, cancellation of the Show, failure or refusal to provide space for any exhibit, preventing the display, operation, removal or dismantling of any exhibit, and other act or failure to act of Automate Show, its sponsors, and management or the sponsors and managers of the Show.

C. Exhibitor agrees to indemnify and save Automate Show, its sponsors and management harmless from claims by Exhibitor's agents or employees or by any other person, arising out of any act or omission in any way related to Exhibitor's participation in the Show, whether negligent or not.

D. In the event of cancellation or disruption of the Show for any cause, the Agreement shall be terminated, and the Exhibitor waives any claim for damages or compensation. The Show shall have the right to retain such part of Exhibitor's space payments as may be required to reimburse the Show for expenses incurred in connection with the Show.

E. Show management reserves the right to change the venue, show dates and pricing if it is determined to be to the benefit of the show. Any monies and booth space reserved will be applied to new venue or dates. Exhibitor has the right to decline the change and all monies will be refunded.

F. Force Majeure: The Show shall not be responsible for any loss, damage, or delay due to strikes, lockouts, acts of nature, government restrictions, enemy action, terrorist activity or threat thereof, civil commotion, unavoidable casualty, or other causes similar or dissimilar beyond the control of the Show.

**VI. Failure to Occupy Rented Space and Subleasing:** In the event that Exhibitor fails to use all, or part of any space contracted for, no part of any payment made with respect to unused space will be returned to Exhibitor or applied to amounts due with respect to space actually used or any future contract. Exhibitor shall not sublease any part of the exhibit space.

**VII. Co-exhibiting Fee:** Any company sharing an exhibitor's booth will be charged a **\$2,000.00 co-exhibiting fee (A3 members); \$2,500 co-exhibiting fee for non-members.** The co-exhibitor form and payment in full must be completed and submitted to Show Management. This fee allows the co-exhibitor to distribute its products and/or material in the booth; have a separate listing in the show directory; exhibitor badges with their company name; receipt of an exhibitor service manual; booth sign; advertising and promotion opportunities; individual billing for contractor services. The Co-exhibitor Form can be obtained in the Exhibitor Service Manual or by calling Show Management. Co-exhibitors are not allowed in the "Integrated Solutions Center" section.

**VIII. Conditions for Exhibit and Displays:** Automate Show reserves the right to restrict exhibits which, because of noise, method of operation, or any other reason, become objectionable, or otherwise detracts from or are out of keeping with the Show. Exhibitors are responsible for meeting all building rules & regulations and any subsequent amendments.

- Exhibitors shall comply with state and local "health and safety" standards and applicable rules and regulations of local fire authorities in the City of Chicago, Illinois and safety guidelines issued by show management.
- Exhibitors are to surrender spaces occupied by them in the same condition they were at the time they were first occupied. Exhibitors are liable for any damage to floors, walls, columns, or other parts of exhibit hall property.
- The distribution of any material or literature is restricted to the exhibitor's booth area.

**IX. Additions and Amendments to the Rules:** The Automate Show and/or its sponsors or managers may from time-to-time issue such additional rules as they deem necessary. The Automate Show may amend any rules at any time, provided that such amendment shall not substantially diminish the rights or increase the liability of the Exhibitor.

**X. Music Licensing:** No copyrighted music may be played in the exhibition area in any fashion (including but not limited to background music on video or audio tape presentation) without appropriate licensing. The exhibitor is solely responsible for obtaining these licenses for music originating in the exhibitor's booth/display area. The exhibitor is also responsible for any fines, court fees, and all other costs that may arise from failure to comply with these licensing requirements.



## Liability Insurance Certificate

ALL EXHIBITORS, at their own expense, must obtain liability insurance of no less than \$1,000,000 (USD) naming:

- Association for Advancing Automation/Automate
- GES
- McCormick Place

as additional insured. **All exhibiting companies must provide a certificate of insurance by April 1, 2024.**

Certificate should show a policy **effective date of April 30, 2024 (or earlier) and a policy expiration date of May 12, 2024 (or later).**

Neither Show Management, Automate, the Association for Advancing Automation, nor their agents are responsible for any property loss or injury that may occur to the person or property of exhibitors or their guest, invitees, employees, or agents from any cause whatsoever, including cancellations or impediments to the conduct of the event. The exhibitor, upon signing the contract expressly holds harmless and releases the aforementioned from any and all claims for such loss, damage, or injury. The exhibitor agrees to pay for any damage to the facility, its equipment, or to that of another exhibitor (incurred through carelessness or caused by the exhibitor, his employees, or agents).

The exhibitor assumes entire responsibility and agrees to protect, indemnify, defend, save, and hold harmless the Automate Show and its agents, officers and employees against all claims, losses and damages, including attorney's fees arising out of or caused by: exhibitor's installation, removal, maintenance, occupancy or use of exhibition premises or a part thereof; the use of any patents, trademarks, copyrights or other rights owned or processed by a third party.

Insurance certificates can be mailed or emailed to [cboehmke@automate.org](mailto:cboehmke@automate.org) **no later than April 1, 2024.**

### Mailing address:

Automate Headquarters  
Association for Advancing Automation  
900 Victors Way, Suite 140  
Ann Arbor, Michigan 48108 USA

### Addresses of the additional insured:

GES, 7000 S Lindell Rd #4702, Las Vegas, NV 89118 USA  
McCormick Place, 2301 S King Dr, Chicago, IL 60616 USA



## Security of Your Booth and Contents

### Responsibility and Liability

Exhibitors are responsible for the security of their own booth and its contents; everything should be properly insured. In the event of a loss, make a written report immediately with Show Management. A copy of this report will be delivered to the local police with a request for an immediate investigation. Keep copies of all reports for submission to your insurance company. Show Management, the general contractor, subcontractors, and the convention center are not liable for any losses you may experience.

Show Management will provide third party security from move-in of freight until all crates and materials have been removed at the end of the show. The guard service is stationed at fixed posts at the entrance as well as walking posts throughout the exhibit hall on a 24-hour basis. To help provide a secure exhibit hall, all exhibitors must wear badges during move-in, the show, and move-out.

### Suggestions for Booth Security

- Remove all small items, laptops, cell phones, etc. on a nightly basis
- Hire a private duty security guard (Show Management can provide contact information for our security vendor)
- Mark all small items and easily transportable items with your company name
- Don't list the contents on the outside of boxes
- Don't leave merchandise in your stored empty crates. Contact GES if you require secure storage.
- Carry a detailed list of what you ship by box/crate and repack it in the same way. Keep a copy in your office and check your shipment when it returns.
- Report any suspicious activity to Show Management immediately