



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 5th**. 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 Saturday, May 4	8:00 am - 5:00 pm
Sunday, May 5	8:00 am - 2:00 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 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
Email: 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 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.