



Dear Valued Exhibitor:

Thank you for your participation in Automate 2026. 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 approaching 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 2026 Team*



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



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## General Information

### Location

Exhibits will be located in the North and South Halls of McCormick Place.

### Show Dates & Hours

Monday, June 22	10:00 am - 5:00 pm
Tuesday, June 23	10:00 am - 5:00 pm
Wednesday, June 24	10:00 am - 5:00 pm
Thursday, June 25	10:00 am - 3:00 pm

During show dates, exhibitors are allowed onto the show floor two hours 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, June 17	12:30 pm - 4:30 pm - <i>Targeted Only*</i>
Thursday, June 18	8:00 am - 4:30 pm - <i>Targeted Only*</i>
Friday, June 19	8:00 am - 4:30 pm - <i>Targeted Only*</i>
Saturday, June 20	8:00 am - 4:30 pm
Sunday, June 21	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, June 21. No set-up will be allowed on Monday, June 22. Please plan your flights accordingly.*

### Move-Out Schedule

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

Thursday, June 25	3:00 pm - 10:00 pm
Friday, June 26	8:00 am - 4:30 pm
Saturday, June 27	8:00 am - 4:30 pm

### Exhibitor Badge Pick Up

Friday, June 19	8:00 am - 4:30 pm
Saturday, June 20	8:00 am - 4:30 pm
Sunday, June 21	8:00 am - 4:30 pm
Monday, June 22	7:00 am - 5:00 pm
Tuesday, June 23	7:30 am - 5:00 pm
Wednesday, June 24	7:30 am - 5:00 pm
Thursday, June 25	7:30 am - 3:00 pm

**Children** No one under the age of twelve (12) years will be permitted on the show floor during show hours, and no one under the age of eighteen (18) will be permitted on the show floor during set-up or tear down.



### Advance Freight Shipment Benefits

Exhibitor freight shipments that are **crated or skidded, weight less than 5,000 lbs. each, and do not come on a flatbed trailer** can be shipped to the advance warehouse between May 14 – June 12. Advance freight shipment arrival can be confirmed before move-in starts and labor can be scheduled more accurately as your freight will be placed in your booth prior to your arrival on-site. If you ship to show site and your carrier is delayed or there are back-ups in the marshaling yard, it will minimize the time you have to set up. Material handling rates are the same either way, and there is no charge for storage at the advance freight warehouse, so take advantage of these benefits to ensure a smoother move-in for your company.

### Show Contractor

The official contractor for Automate 2026 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.

### 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 1,300 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)

### Co-Exhibitors

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

### Wireless Internet

McCormick Place has complimentary wireless internet access available throughout the complex. Where high speed or stability are needed, you can order a dedicated internet line, please refer to the McCormick Place Internet order forms.

### 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 (refer to the ASUV form in the kit for additional information).

**Move-In:** Saturday, June 20 from 8:00 am to 4:30 pm (last car in at 4:00 pm)

Sunday, June 21 from 8:00 am to 4:30 pm (last car in at 4:00 pm)

**Move-Out:** Thursday, June 25 from 3:00 pm to 10:00 pm (last car in at 9:30 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 AMRs 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 at 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. (2.44 m) high back drape and 3 ft. (.91 m) high side drape. Each inline booth will be provided with a one-line black on white identification sign. Inline booth displays cannot exceed 8' (2.44 m) in height. **Exceptions granted in 2025 will not be approved at Automate 2026. Please plan accordingly so your booth structure is compliant.**

### Exhibitor Badge Scanning

Exhibitors are required to use the designated lead retrieval equipment and cannot scan exhibitor badges or QR codes with their own equipment.

### Ceiling Height

Ceiling heights in the North and South buildings are 40 ft. (12.2 m). Booth structures and product must be 20 ft. (6.1 m) high or lower for split island or island booths.

### Hanging Signs

Hanging signs will be hung at 18 ft. (5.5 m) from the floor to the bottom of the sign.

### 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. For AMRs, beeping sounds should be turned down or muted altogether if you have the capability to do so. Please read the specific guidelines below, and in the general safety/guarding document included in this manual.

### 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.
- 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 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.
- 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 do not allow certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with show management.



### 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 ensures 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.) For AMRs, beeping sounds should be turned down or muted altogether if you have the capability to do so.

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.



## Exhibitor Tips

### First Time Exhibitors

Exhibiting for the first time can seem complicated. GES (the general service 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 May 27, 2026, 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 of transporting 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.
- For outbound shipments, add your contact name and mobile number to the Bill of Lading so you can be contacted for further instructions if your carrier does not arrive for your freight pick-up.
- 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, 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 freight direct to show site and it includes storing your materials and transporting your freight to the show. You'll be able to schedule your booth labor more accurately with this method as your freight will be placed in your booth prior to your arrival.

### 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 considerable wait time.

### 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.



### Electrical Not Included

If you need power or air on your booth, you need to order it separately from GES. Be sure to indicate if the wiring should run under your booth carpet or over it. Your booth layout marked with locations of each of your electrical outlets (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 from 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. Submit your orders 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, June 22 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
First Come First Served Basis	Meeting Room Rental Form: <a href="https://www.automateshow.com/form.cfm?form_id=210">https://www.automateshow.com/form.cfm?form_id=210</a>	
Thursday, April 2	Maritz (CDS) Lead Retrieval Order Form - Early Bird Pricing	
Friday, April 17	Drawings, Plans, Renderings for Booths 20 ft. by 20 ft. or Larger	
Thursday, May 14	Maritz (CDS) Lead Retrieval Order Form - Advance Pricing	
Thursday, May 14	First Day for Freight Shipments and Hanging Sign at Advance Warehouse	
Monday, May 18	General Liability Certificate (COI) due to <a href="mailto:kmonier@automate.org">kmonier@automate.org</a>	
Tuesday, May 19	Exhibitor Appointed Contractor (EAC) Form & COI due to GES	
Tuesday, May 26	OVG Hospitality Food & Beverage Services Order Form Due	
Wednesday, May 27	GES Furnishings / Carpet / Signs / Rental Exhibits Order Forms / Cleaning	
Wednesday, May 27	Last Day to Order Display Labor at Advance Rate	
Wednesday, May 27	GES Electrical / Compressed Air Order Form	
Monday, June 1	Floral Exhibits Order Form	
Wednesday, June 3	McCormick Place: Wi-Fi / Internet	
Friday, June 5	Maritz (CDS) Exhibitor Badge Ordering	
Tuesday, June 9	LSAV AV Order Form	
Friday, June 12	Last Day to Receive Freight Shipments at Advance Warehouse	
Friday, June 12	Last Day to Receive Hanging Sign Shipments at Advance Warehouse	
Wednesday, June 17	First Day for Direct Shipments to Convention Center (Targeted only) Refer to the Show Schedule and Targeted Floor Plan for Your Correct Move-in Date and Time.	
Saturday, June 20	First Day for POV Unloading - 8:00am-4:30pm (Last Car at 4:00pm)	

## Contacts for Official Automate Vendors

CONTACT	CAN ASSIST WITH....
<p><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></p>	<p>Booth Furnishings / Carpeting / Rental Exhibits            Installation &amp; Dismantle Labor            Hanging signs            Forklift / Rigging Install &amp; Dismantle            Machinery Handling            Rigging            Shipping            Cleaning</p>
<p><b>MCCORMICK PLACE IN-HOUSE SERVICES</b>            Customer Service:            Phone: 312-791-6113            Email: <a href="mailto:Technology@mccormickplace.com">Technology@mccormickplace.com</a></p>	<p>Wi-Fi / Internet</p>
<p><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></p>	<p>Electrical            Lighting            Rigging            Compressed Air            Anchoring</p>
<p><b>CATERING</b>            OVG Hospitality            North Hall Exhibitor Contact: Victoria Lockett            Email: <a href="mailto:vlockett@mccormickplace.com">vlockett@mccormickplace.com</a>            South Hall Exhibitor Contacts: Janelle Williams &amp; Sarah View            Email: <a href="mailto:jwilliams@mccormickplace.com">jwilliams@mccormickplace.com</a> Booths 100 - 2491            Email: <a href="mailto:sview@mccormickplace.com">sview@mccormickplace.com</a> Booths 2801 or higher</p>	<p>Food &amp; Beverage</p>
<p><b>AUTOMATE BADGES, TICKETS</b>            A3            Phone: 734-994-6088            Email: <a href="mailto:events@automate.org">events@automate.org</a></p>	<p>Exhibitor Badges            Tickets for Automate Networking Party            Tickets for Engelberger Awards Dinner</p>
<p><b>LEAD RETRIEVAL</b>            CONVENTION DATA SERVICES            Phone: 800-746-9734            Email: <a href="mailto:xpressleadpro@maritz.com">xpressleadpro@maritz.com</a></p>	<p>Lead Retrieval</p>
<p><b>FLORAL</b>            FLORAL EXHIBITS            Phone: 773-277-1888            Email: <a href="mailto:order@floralexhibits.com">order@floralexhibits.com</a></p>	<p>Flowers and Plants</p>
<p><b>AV</b>            LSAV            Phone: 312-491-0123 x104            Email: <a href="mailto:kjohnson@lsav.tv">kjohnson@lsav.tv</a></p>	<p>Monitors            Screens            Computer            Audio, Equipment</p>



- 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.

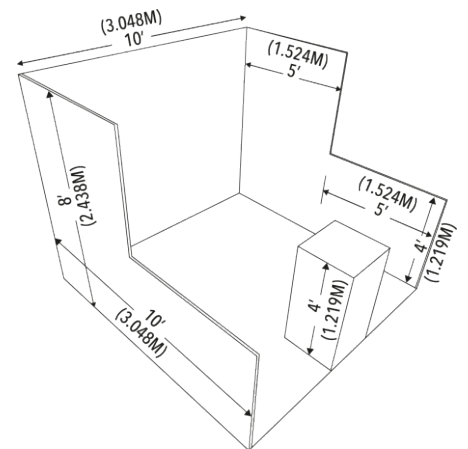
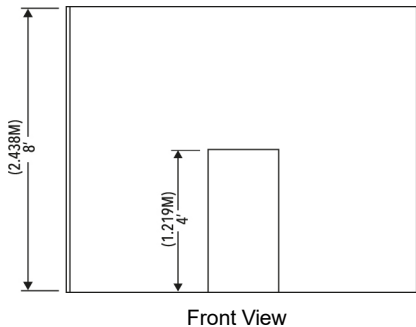
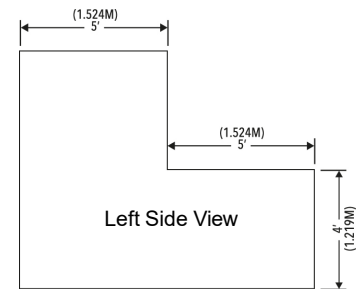
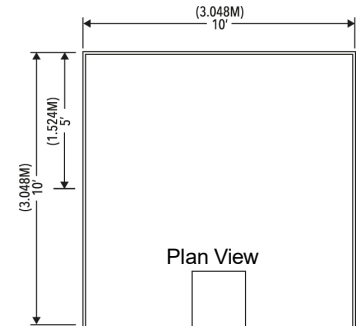
#### Dimensions

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. The corner siderail may be removed if desired.

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 (see exception in red below) may be used, up to the maximum allowable height of 20 ft. (6.10m), including company product, without any back wall line-of-sight restrictions. Refer to page 6 for hanging sign maximum allowable height.

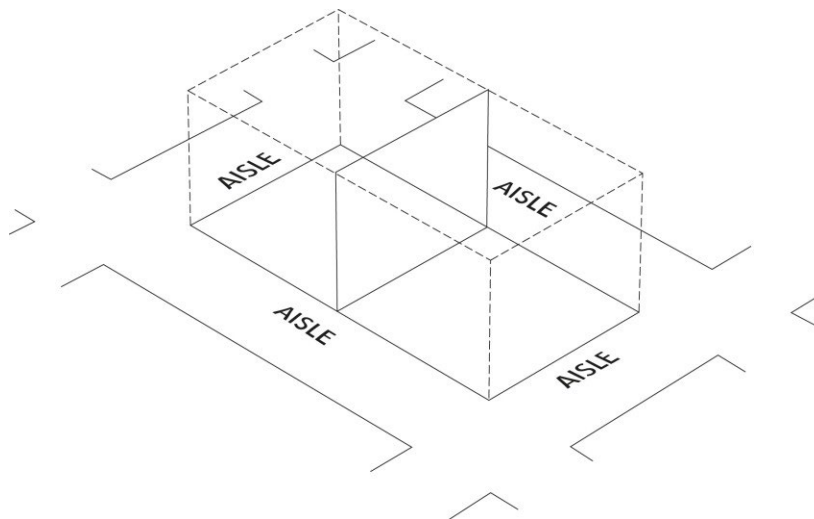
The maximum height for the common back wall is 20 ft. (6.10 m). See diagram for further information.



The back side of an exhibit structure along the common back wall that is over 8 ft. (2.44 m) high and facing the adjoining booth) must be “finished in white” and must not have logos, graphics, or branding. Exposed structure or extrusion materials over 8 ft. (2.44 m) high must be covered or draped off at the exhibitor’s expense.

Local code requires access to all electrical cords and connections along the back wall of split island booths. If your booth incorporates an exhibit structure along the shared back wall, the back 1 ft. (30.5 centimeters) of booth space must remain clear and accessible for this purpose.

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.



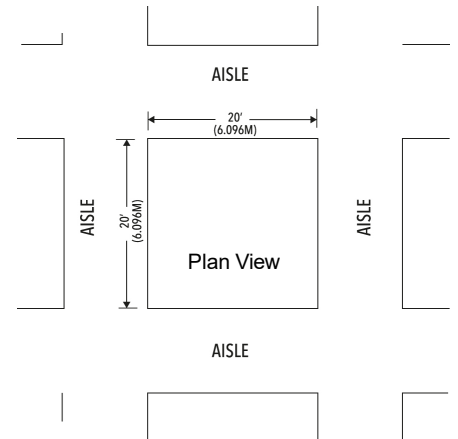
## Display Rules and Regulations

### Island Booth

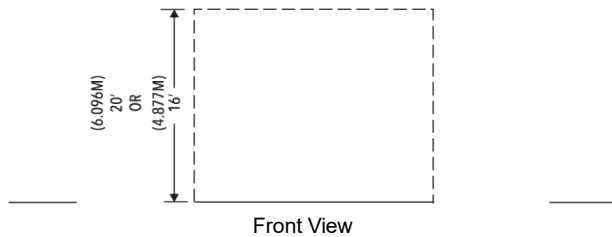
An Island Booth is any size booth exposed to aisles on all four sides.

#### Dimensions

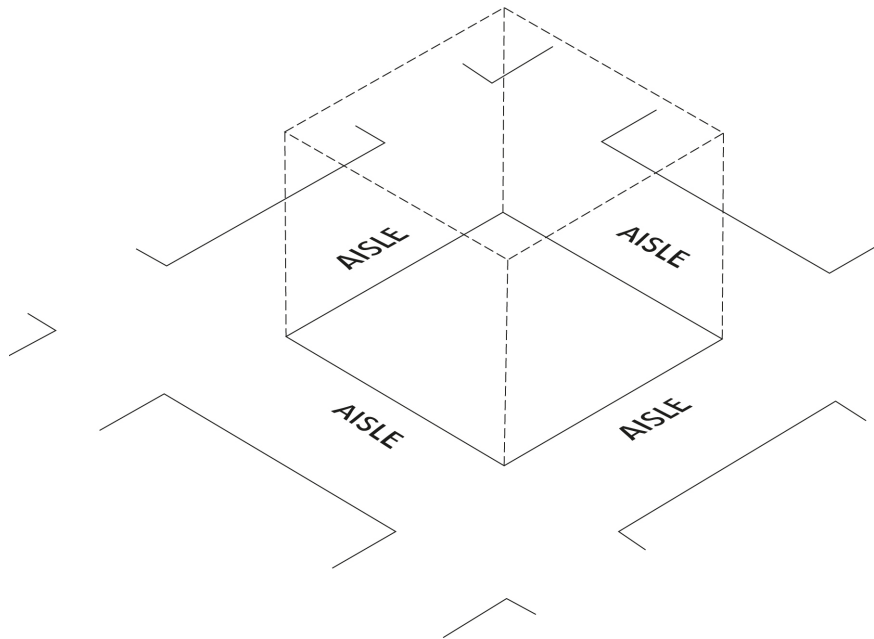
An Island Booth is generally 20 ft. x 20 ft. (6.10 m x 6.10 m) or larger. The entire cubic content of the space may be used up to the maximum allowable height of 20 ft. (6.10m) including company product. See diagram for further information. Refer to page 6 for hanging sign maximum allowable height.



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 3 inches (7.62 cm). 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.

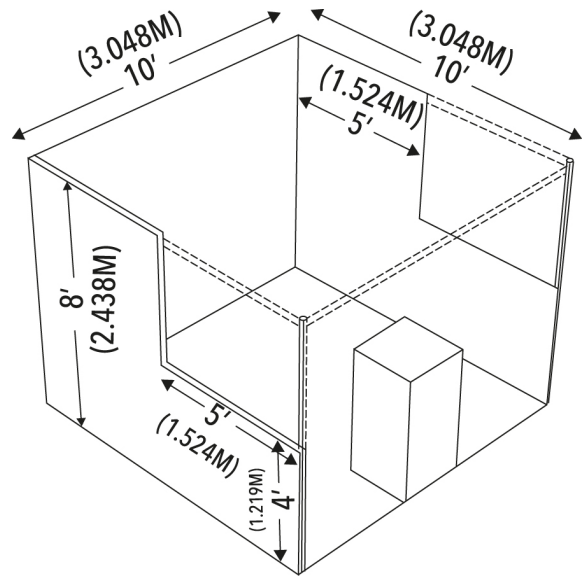
### Towers

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 in excess of 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 double-deck booths or structures with closed solid ceiling booths must have hardwired electric powered smoke detectors and sprinkler system installed in their display. A sprinkler system may not be required, subject to Fire Marshal approval, if the exhibitor provides 24-hour security at their own expense.
- Electrically power smoke detectors with a backup battery power source must be hardwired to a circuit that is powered 24-hours-a-day. It must be installed in the ceiling of all multi-level booths and all rooms or storage areas that have ceilings.
- One smoke detector must be installed for no more than 900 sq. ft. of continuous ceiling.
- The placement of smoke detectors must be 30 ft. (9.14 m) on center. Be sure to advise Electrical Services that you will need 24-hour circuits when placing your electrical order. All hard-wired detectors must be wired to a Fire Alarm Panel. This panel must be accessible at all times.
- In the case where a double-decker booth is blocking building fire pull stations or strobe lights, additional approvals, and measures to rectify such blockage of fire safety systems may be necessary.
- Maximum height of a double deck booth structure is 20 ft.
- All double deck booth plans must have 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 approvals. 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 forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

### Booth Renderings Required

All 20 ft. by 20 ft. (6.10 m by 6.10 m) and larger split island and island exhibits require a drawing, plans, or renderings, preferably digital, to be submitted to Craig Boehmke, Tradeshow Operations Manager by Friday, April 17, 2026 [cboehmke@automate.org](mailto:cboehmke@automate.org). This applies to booth layout and hanging signs only, not your utility requirements, which should be sent to GES.

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

Exhibit Halls at McCormick Place have a ceiling height of 40 ft. under lights. All island or split island booth structures must be 20 ft. (6.10 m) high or lower. Inline booths must be no higher than 8' (2.44m) in all exhibit halls.

### 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 cannot extend out further than the contracted booth space. For split island booths, hanging signs must be hung a minimum of 5' (1.52 m) away from a neighboring booth.

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

### 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.



## Display Rules and Regulations

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

### 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.
- 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 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.
- 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 show management.

### Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which ensures 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.



## Display Rules and Regulations

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

### 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.) For AMRs, beeping sounds should be turned down or muted altogether if you have the capability to do so.

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.

### 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). Ramps should have a minimum width of 36 inches.
- 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.

To avoid potential fines by the U.S. Department of Justice, exhibitors must adhere to the ADA rules. Exhibits are not exempt from ADA compliance.



## 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).

### (1) 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 persons 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.

### (2) Robot Specific Guarding

- Robots which will not be operated 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 (item (1) above).
- Robots which will operate in the automatic mode, or travel faster than reduced speed (250mm/sec), and are not designed as a display of collaborative operation, shall:
  - AT ALL TIMES WHILE OPERATING be under the direct supervision of designated exhibitor personnel; and
  - While not running, be deactivated in a safe manner that prevents unauthorized personnel from activating the equipment; and
  - In addition to the General Guarding Provisions (in (1) above), such robot displays shall also be properly guarded per one of the two options (A) or (B) below:



- A) 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, OR,
- B) 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. Please contact [cfranklin@automate.org](mailto:cfranklin@automate.org) with questions. Displays of collaborative robot operations shall, at a minimum:
  - be free of pinch points, sharp edges, trip hazards, or other physical hazards, and
  - be operated only in the presence of badged exhibitor personnel.

### (3) 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 in the General Guarding Provisions (in (1) above).

### (4) 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.

## 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.*



**Passenger Automobile**

**Mini Van**

**SUV**

**Pick-up Truck**

**Full Size Van**

Trailers of any kind are **NOT** allowed



**NO Trailers**

Trucks like the one illustrated to the right are **NOT** allowed.



**NO Step Van / Box Truck**

No vehicles larger than a full size van or pick-up truck are allowed to deliver exhibit material.

# AUTOMATE

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 ASUV Dates & Times

**Move-In:**      Saturday, June 20 from 8:00 am to 4:30 pm (last car in at 4:00 pm – closes at 4:30 pm)  
                     Sunday, June 21 from 8:00 am to 4:30 pm (last car in at 4:00 pm – closes at 4:30 pm)

**Move-Out:**    Thursday, June 25 from 3:00 to 10:00 pm (last car in at 9:30pm – closes at 10:00 pm)



## Hotel Information

### 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 2026 hotels from June 22 - 25, 2026. For the most up to date list, visit the show website at: <https://www.automateshow.com/travel/hotels>

Monday, June 22

7:00 am - 11:00 am

3:00 pm - 8:00 pm

Tuesday, June 23

7:00 am - 11:00 am

3:00 pm - 6:00 pm

Wednesday, June 24

7:00 am - 11:00 am

3:00 pm - 8:30 pm

Thursday, June 25

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.



## Exhibitor Badge Ordering

Deadline: **Friday, June 5, 2026**

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 set up and tear down.

Exhibitors are provided with 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 5500 sq. ft. booth: (50x60, 60x60, 60x70, 60x90):	60 badges

How to register for exhibitor badges:

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

- You will receive an email from the A3 Events team with access to the exhibitor badge registration portal.
- Enter in your username and password provided in the registration email to register your staff.
- Select “Add New Booth Staff” to begin the registration process.

Use the CDS Exhibitor Portal to:

- Order tickets for the Automate Networking Party and Engelberger Awards Dinner
- Register any of your exhibit staff for the Automate conference
- Order lead retrieval units
- Invite customers to Automate
- See and review if the customer registered
- Find your link to the Automate exhibitor resources
- Review your staff roster
- Review and print confirmations and receipts/invoices

For registration assistance, please contact [events@automate.org](mailto:events@automate.org) or +1 (734) 994-6088.

Lead Retrieval Rental:

Order hardware and/or software here:

<https://xpressleadpro.com/fe2/expick.php?showcode=AUT00626> SHOWCODE: AUT00626

For assistance, please contact Convention Data Services at +1 (800) 746-9734 or

[xpressleadpro@maritz.com](mailto:xpressleadpro@maritz.com)



## 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 McCormick Place Public Safety Department 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.



## Liability Insurance Certificate

ALL EXHIBITORS, regardless of whether they are utilizing an exhibitor appointed contractor (EAC), and at their own expense, must obtain general liability insurance of no less than \$1,000,000 (USD each occurrence and \$2,000,000 general aggregate) in the form of a certificate of insurance (COI) by **May 18, 2026**.

- Certificate holder is:
  - Association for Advancing Automation
- Name as additional insured:
  - Association for Advancing Automation/Automate
  - GES
  - McCormick Place

Certificate should show a policy effective date of June 17, 2026 (or earlier) and a policy expiration date of June 27, 2026 (or later).

Neither Show Management, 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 Association for Advancing Automation 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 [kmonier@automate.org](mailto:kmonier@automate.org) **no later than May 18, 2026**.

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

# Example Certificate of Liability Insurance (COI)

DATE (MM/DD/YYYY)  
**DATE**

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed, If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER  <p style="text-align: center; color: red; font-weight: bold;">NAME OF INSURANCE COMPANY</p>	CONTACT NAME: PHONE I/A/C No Extl: <span style="float: right;">FAX I/A/C No:</span> E-MAIL ADDRESS: INSURER(S) AFFORDING COVERAGE <span style="float: right;">NAIC#</span> INSURER A: INSURERS: INSURERC: INSURERD: INSURER E: INSURERF:
INSURED  <p style="text-align: center; color: red; font-weight: bold;">NAME OF EXHIBITING COMPANY</p>	

**COVERAGES** **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADD	SUBR	POLICY NUMBER	POLICY EFF IMM/DD/YYYY	POLICY EXP IMM/DD/YYYY	LIMITS	MINIMUM
	<b>GENERAL LIABILITY</b> <input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE OCCUR <input type="checkbox"/> Broad Form Property Damage <input type="checkbox"/> Blanket Contractual  GEN'L AGGREGATE LIMIT APPLIES PER: POLICYn						EACH OCCURRENCE \$ <b>1 000,000</b> DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ <b>2 000 000</b> PRODUCTS • COMP/OP AGG \$ \$	
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS  <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$	
	<b>UMBRELLA LIAB EXCESS</b> <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE OED   RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$	
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below						WC STATUTORY LIMITS \$ E.L. EACH ACCIDENT \$ E.L. DISEASE • EA EMPLOYEE \$ E.L. DISEASE • POLICY LIMIT \$	

Policy dates must cover June 17-27, 2026

**DESCRIPTION OF OPERATIONS/ LOCATIONS/ VEHICLES (Attach ACORD 101, Additional Remarks Schedule, If more space is required)**

Where required by written contact, Association for Advancing Automation/Automate, 900 Victors Way, Suite 140, Ann Arbor, MI 48108, GES, 7000 S Lindell Rd #4702, Las Vegas, NV 89118, McCormick Place, 2301 S King Dr, Chicago, IL 60616 are included as additional insured for the General Liability arising out of ongoing operations performed by the named insured.

**CERTIFICATE HOLDER** **CANCELLATION**

Association for Advancing Automation 900 Victors Way, Ste 140 Ann Arbor, MI 48108	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE
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**RAINPROTECTION.INSURANCE®**

WHERE YOUR EVENT GETS INSURED

Rainprotection is an Authorized Official Insurance  
Supplier for Association for Advancing Automation.

## Exhibitor Liability Insurance Program

As a standard requirement for all our show exhibitors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. Insurance Coverage is not optional.

This insurance must be in force during the lease dates of the event, June 17-27, 2026, naming Association for Advancing Automation (900 Victors Way, Suite 140, Ann Arbor, MI 48108) as the certificate holder. The following must be named as additional insured: Association for Advancing Automation/Automate 2026, McCormick Place and GES.

## Rainprotection Insurance Program

If you do not have insurance, or you would rather not use your own insurance, (similar to when you rent a car – so that claims would not be filed against your policy), we have set up a program with Rainprotection Insurance through which, you can purchase compliant insurance instantly online.

### **Benefits of using this program:**

- No Deductible – unlike your corporate policy, Rainprotection's policy has no deductible. Should there be a claim, you will have no out of pocket costs and your future rates will not go up since you would not need to submit a claim on your policy.
- No Hassles – you will not need to go back and forth with your broker adding additional insureds and making your insurance compliant with show requirements.
- Coverage for exhibitors who do not have an existing policy.
- Coverage for international exhibitors whose insurance will not cover them in the U.S.A.
- Easy and Inexpensive to purchase instantly online.
- Already pre-filled with all the proper show information.
- Submitted to show management for you - Once purchased, they automatically receive a copy.

## Make This Process Simple - Purchase Your Insurance Now and Forget About It

Click the link below to purchase your Liability Insurance for \$99  
(Plus any applicable taxes)

*While completing the online application, DO NOT check any boxes unless it specifically relates to what you will be doing at your booth at the event*

[https://www.totaleventinsurance.com/app/Customer/ExhibitorAnnual.aspx?eid=f8.JoejUULps\\$](https://www.totaleventinsurance.com/app/Customer/ExhibitorAnnual.aspx?eid=f8.JoejUULps$)

**After reading the above information**, if you still decide to use your own insurance, please make it compliant and then submit a copy to:

[kmonier@automate.org](mailto:kmonier@automate.org)



## Meeting Room Request

We have an inventory of meeting rooms available at Automate 2026. The meeting rooms are available June 22 – 25, 2026.

Please note: Rooms are for exhibitors only and are available on a first-come, first-served basis. Rooms are only available for a half day or full day.

Half Day Meeting Room Rental Fee: \$400

Full Day Meeting Room Rental Fee: \$700

If a room is available for your requested times, A3 will send you a Meeting Room Rental Agreement to sign. You will be invoiced upon signing your agreement and payment is due BEFORE the Automate show begins.

Request a meeting room here: [https://www.automateshow.com/form.cfm?form\\_id=210](https://www.automateshow.com/form.cfm?form_id=210)



## International Shipping & Customs - Information

LION Exhibition Freight, Inc., is pleased to provide international transportation services and U.S. import clearance to all foreign exhibitors and to any U.S. exhibitors who may be importing their valuable cargo to Chicago for the Automate 2026 trade fair. Show management at A3 has appointed our company as this year's preferred International Freight Forwarder and Customs Broker.

Contact info: LION Exhibition Freight, Inc.  
124 Park 42 Drive  
Locust Grove, GA 30248  
Tel# 312-735-6332  
Contact: Frank Rettig  
E-Mail: [fsrettig@lionexhibition.com](mailto:fsrettig@lionexhibition.com)

We have prepared Shipping Guidelines that provide easy to follow, step-by-step shipping instructions to prepare you for international transportation to the United States. These guidelines will be e-mailed to you directly upon request. It is complete with all necessary forms, our rate tariff, required shipment arrival dates, and labeling instructions for your cargo.

The guidelines will help foreign exhibitors and U.S. importers to prepare their shipments for transportation to Chicago by air or sea. For shipments out of Canada or Mexico, overland service by truck is also available. Please contact us for separate instructions.

We strongly recommend that you prepare your shipment early and create accurate documentation for U.S. Customs purposes. Our overseas partners and agents are available to assist you with the shipping process. Please contact us for further details regarding our partner/agent in your country.

We wish you all great success at AUTOMATE 2026!