

THE Automation CONFERENCE

MANUFACTURING • PROCESSING • PACKAGING

May 22-23, 2012 • Hilton Rosemont



Join us!

as we create the best educational and networking event for today's industrial automation professionals!

The *Automation World* and *Packaging World* team that produced the annual Packaging Automation Forum have expanded PAF's acclaimed program to launch a comprehensive industrial automation event called The Automation Conference, on May 22 and 23 at the Hilton Rosemont.

Three content tracks – Packaging Automation Forum, Process Automation Forum and Manufacturing Automation Forum – will offer timely, relevant information with practical takeaways.

The Automation Conference will be developed by and for the end-users of automation technology, from management to operations. End-user event partners from the process industries, packaging and manufacturing will provide content guidance to ensure that The Automation Conference features the critical topics that matter now to engineering and management professionals.

Here's why you'll want to be a charter sponsor of this groundbreaking event:

- interact with your best customers - our end-user event partners offer critical insight and experience to help shape a conference program that will attract their peers and your most valued customers and prospects
- see more of your customers - two days of programming and three breakout tracks deliver more content to draw a wider universe of attendees
- enjoy face-to-face networking at a well-appointed venue, conveniently located a short shuttle ride from O'Hare International Airport
- be part of the excitement - The Automation Conference will be moderated by well-known industry journalist, *AW's* Media and Event Director, David Greenfield. David's substantial online following and our aggressive promotional plan will place The Automation Conference front and center for months!
- commit at a level that matches your marketing goals and budget; choose from a variety of sponsorship packages
- extend your branding and lead generation timeline, by participating in our companion virtual event later in 2012

The Automation Conference is the one event you can't afford to miss in 2012!

produced by **AutomationWorld**

PACKAGING
WORLD

Healthcare Packaging™

Proposed Agenda

Monday, May 21 - Executive Day Event - Platinum Sponsors and end-user event partners will gather at 3 pm for private discussion, followed by cocktails and dinner.

Agenda for Tuesday, May 22 *(program runs 8 am until 5:30 pm)*

7:00 - 8:00 am Breakfast in Expo Area

General Session Keynotes: Energy as a Production Variable | Post-Stuxnet Security Strategies | Automation System Deployment: Getting to Yes with the Operators

Break in Expo Area

Packaging Automation Forum:

Packaging Machine Control Application Trends

Manufacturing Automation Forum:

Developing a Mechatronic Mindset

Process Automation Forum:

Dealing with Undocumented Field Device Changes

Lunch - Leadership in Automation announcements

Make2Pack and Connect-and-Pack Workshop
ISA88 Technical Report (PackML and PackTags)

OEE (Overall Equipment Effectiveness) Best Practices
How Deterministic Does Your Ethernet Network Need to Be?

Wireless Sensor Network Best Practices
Establishing a Remote Diagnostics and Workflow Strategy

Break in Expo Area

ISA88 Part 5 Standard (Make2Pack)
Example Implementations on control and supervisory platforms, (HMI, MES)

Machine Safety Standards Impact on OEMs and End Users
Ethernet for I/O and the Enterprise

Integrating Physical and Operation Systems Security
Mobile Operator Technology and Workflow Realities

5:30 - 7:00 pm Cocktail Reception in Expo Area

Agenda for Wednesday, May 23 *(program runs 8 am until 3 pm)*

7:00 - 8:00 am Breakfast in Expo Area

General Session: Visibility: What Should Be On Your Dashboard? | Effectively Connecting Orders to Production | Sustainability as an Operations Cost Management Strategy

Break in Expo Area

Packaging Automation Forum:

PC/PLC Hybrid Approach

Manufacturing Automation Forum:

MES and ISA95: Creating a Manufacturing Intelligence Strategy

Process Automation Forum:

Integrated Safety at the Device and System Level

Lunch - Dave Harvey Scholarship awarded

PackML Modeling for OEMs and Users
OEE (Overall Equipment Effectiveness) Best Practices

What's The Difference? A Examination of the Fieldbus
and Ethernet Network Protocol Options
What's the Difference? continued

Continuous Process: What's ISA88 Got to Do With It?
Process Automation Factors on Energy Management



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Sponsorships At-A-Glance

Sponsor Level	Advisory Council Member	Executive Day Event and Private Executive Suite	Comp Registrations	Presentation featuring Client	Opening Cocktail Reception Signage	Acknowledgement via Table Placards	Logo in Event Marketing	Tabletop Exhibit	Dave Harvey Foundation Scholarship Recognition	Attendee List	Post-Conference Virtual Event & Summary PDF with lead-gen
Platinum limited to 3	•	•	3 sponsor + 7 client	Keynote and Track Session	•	Lunch Sponsorship	•	•	•	advance receipt	sponsorship included
Gold limited to 3	•		3 sponsor + 5 client	Track Session	•	Breakfast Sponsorship	•	•	•	post event	sponsorship included
Silver limited to 3	•		2 sponsor	Track Session		Break Sponsorship	•	•	•	post event	sponsorship included
Bronze limited to 11			2 sponsor				•	•	•	post event	

The Automation Conference offers four sponsorship types that feature branding and networking opportunities for a variety of commitment levels. Top-tier sponsors will also participate in our post-event virtual conference, which includes additional long term lead generation. All sponsors may also upgrade their sponsorship to gain additional exposure via a la carte promotional giveaways. Please see a complete description of sponsor benefits on the next page.

Platinum Sponsorship	\$40,000 net
Gold Sponsorship	\$30,000 net
Silver Sponsorship	\$20,000 net
Bronze Sponsorship	\$10,000 net

Sponsor Benefits, in detail

Advisory Council Member - As a Platinum, Gold or Silver Sponsor, one representative from your company is invited to provide input about The Automation Conference program, as it is developed by the end-user partners and event moderators, during the months leading up to the event.

Executive Day Event - Platinum Sponsors are invited to a private knowledge exchange and dinner with The Automation Conference's end-user partners, on Monday, May 21, beginning at 3 pm at the Hilton. Sponsors send an executive from their company to speak at this exclusive meeting. Presentations should focus on factors affecting industry, global economics, technology development, etc. Powerpoints and commercial presentations are not allowed. Presentations will be followed by cocktails and dinner. Attendance is limited to 25 professionals, (including the sponsor companies, end-user partner companies and Summit Media Group). See additional details on sponsor contract.

Private Executive Suite - Each Platinum Sponsor will also receive one guest room suite at the Hilton, for two nights, arriving on May 21.

Comp Registrations - All sponsors will receive at least two complimentary conference registrations for their representatives. Top-tier sponsors may also bring their customers at no charge; see individual sponsorship levels for details.

Presentation featuring Client - Top-level sponsors can ensure that attendees know about their company's capabilities. We'll feature one of your clients in a Key-note and/or Track Session presentation, offering a powerful platform for positioning your company and products via an end-user case study.

Opening Cocktail Reception Signage - After the first full day of the conference, May 22, attendees will gather for a cocktail reception following the afternoon sessions. Platinum and Gold Level Sponsors will be acknowledged via prominent signage.

Acknowledgement via Table Placards - Top-tier sponsors will automatically be acknowledged as a lunch, breakfast or break sponsor. Sponsor logos will be displayed on table tents during the meal or break.

Logo in Event Marketing - All sponsors will be recognized on event marketing, including Web, email, print and direct mail, as well as on-site at the live event. (Top-tier sponsors will also be recognized on our virtual event website and PDF.)

Tabletop Exhibit - All sponsors receive a draped 6 ft. table (with power), suitable for a tabletop display and literature. (Tabletop not required.) See contract for additional details.

Dave Harvey Foundation Scholarship Recognition - All sponsors will be recognized as a contributor to the Dave Harvey Foundation scholarship. \$10,000 will be awarded to a college-level engineering student. \$500 of your sponsorship dollars will fund this tribute to tomorrow's industry leaders.

Attendee List - All sponsors will receive a list of the registered attendees with contact information. Platinum sponsors will receive this list in advance of the event.

Post-conference Virtual Event & Summary PDF with lead-generation - Top-level sponsors will automatically be sponsors of our Virtual Event and Summary PDF. Our Virtual Event website will house on-demand webcasts of the event presentations. Our summary PDF will feature take-away advice from all presenters, with links to the full presentations on the virtual event site. Visitors will be required to register to view the content on the Website and the PDF, offering extended lead-generation for sponsors. Sponsors will gain additional branding as we promote these post-event products, beginning later in the summer of 2012.

Upgrade your sponsorship for additional branding:

Ask about adding a personalized event bag, notepad, Welcome Basket, water bottle and other giveaway, for outstanding exposure that will last long after The Automation Conference ends.

Contact your representative for details and to reserve your sponsorship!

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