

March 21-24, 2011
McCormick Center – Chicago, Illinois USA

The Automate 2011 Integrated Solutions Center is a pavilion featuring demonstrations of actual automation solutions for a broad range of industries. This highly visible pavilion will show Automate 2011 visitors that robotics, machine vision, motion control and the other technologies on display can help them solve their specific challenges, no matter what industry they work in, no matter what their actual application needs are. As the closest connection to the end user, system integrators are essential to helping us make this case, which is why we're prepared to offer you free floor space in Automate 2011! Everyone benefits from creating a larger demand for automation technologies. You will benefit from access to customers looking for solutions, and attendees will benefit from finding qualified, experienced integrators. Participating in the pavilion is an investment by all of us in the growth of these technologies in manufacturing and non-manufacturing industries alike. Space in the pavilion is limited.

To be considered for a free booth in the Integrated Solutions Center, your company must first meet the show's system integrator definition:

A system integrator is a company that integrates components that are primarily manufactured by others to create a system for the specific needs of an individual customer. Work is performed by integrators on a project by project basis instead of creating standard products for groups of customers. This includes vision integrators, robotics integrators and automation integrators with at least 65% of overall sales derived from system integration.

Requirements for Integrated Solutions Pavilion

1. Free space is available to any integrator meeting the integration definition of the Automate 2011 show.
2. Integrators who agree to demonstrate an actual moving solution can have up to 20 x 20 booth at no charge (does not include carpet, furniture, electrical or other costs). A \$7500 deposit is required; it will be applied to charges by general contractors as long as the integrator brings a solution to the show and demonstrates as agreed.
3. Integrators who choose to show videos or bring other examples of their work can have a 10 x 10 or 10 x 20 booth at no charge (does not include carpet, furniture, electrical or other costs). A \$6000 deposit is required for a 10x20 booth and a \$3000 deposit is required for a 10x10 booth; it will be applied to charges by general contractors as long as the integrator demonstrates as agreed.
4. Members of RIA, AIA, and MCA who exhibit in this pavilion will receive additional promotional benefits to be determined by Automate 2011. Non-members who join one of the associations during 2010 will be eligible for these additional member benefits as well.
5. Integrators may not share their free booth space with suppliers – no co-exhibitors are allowed in the pavilion.
6. Integrators may purchase additional space if needed at rates specified on the regular Automate 2011 contract.
7. Automate 2011 reserves the right to assign space in the pavilion at its discretion in order to achieve its goals of showing a broad array of solutions.
8. Automate 2011 reserves the right to discontinue or change the eligibility rules of this offer at any time (space is limited and will be allocated on a first-come first-served basis with current members of RIA, AIA, and MCA receiving priority).
9. Integrators are required to submit their deposit with the space reservation form. All deposits will be forfeited if the integrator does not appear as scheduled.
10. In the unlikely event that the show is not held, Automate 2011 and its sponsors will refund all deposits and will not be subject to any additional liability.

In order to be considered for free booth space in the Integrated Solutions Center for AUTOMATE 2011, please provide the following information:

Company Name: _____ **Contact Name:** _____

Address: _____

City: _____ **State/Prov:** _____ **Zip:** _____ **Country:** _____

Phone: _____ **Email:** _____ **Website:** _____



Sponsored by:
Robotic Industries Association, Automated Imaging Association and Motion Control
Association

Phone: 1-734-994-6088 • Fax: 1-734-994-3338 • Email: kstraight@robotics.org

Exhibit Space Contract – Integrated Solutions Center

EXHIBITOR COMPANY INFORMATION

Company Name _____ Division _____
Street _____ P.O. Box _____
City _____ State _____ Zip _____ Country _____
Contact Name _____ Title _____
Telephone _____ Fax _____ E-mail _____
Signature: _____ Title _____

The individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract, which includes the rules, and regulations appearing on the back.

BOOTH SPACE

Please indicate your requested booth space: 10x10 10x20 20x20

PAYMENT INFORMATION

- We are enclosing a \$7,500 deposit for a 20x20 booth, which represents a non-refundable deposit which will be applied to charges by the general contractors if the exhibitor demonstrates as agreed.
- We are enclosing a \$6,000 deposit for a 10x20 booth, which represents a non-refundable deposit which will be applied to charges by the general contractors if the exhibitor demonstrates as agreed.
- We are enclosing a \$3,000 deposit for a 10x10 booth, which represents a non-refundable deposit which will be applied to charges by the general contractors if the exhibitor demonstrates as agreed.

PAYMENT METHOD

Check should be made payable to ATC. All funds should be drawn on a U.S. Bank in U.S. dollars and mailed to ATC, 900 Victors Way, Suite 140, Ann Arbor, Michigan 48108 USA.

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

Type of Credit Card: _____ Card # _____ Exp. Date: _____ CSC#: _____

Name on Card _____ Authorized Signature: _____

Call: 1-734-994-6088 to receive information about wire transfers. There is an additional \$20 charge for this service.

Booth # _____ Dimensions: _____ Date: _____ Show Management: _____



I. Contract for Space: This application for space in Automate 2011, and the resulting assignment constitutes a contract for the Exhibitor's right to use of the space in accordance with show regulations. All exhibitors located in the integrated solutions center on the show floor must pay a \$7500 deposit for a 20x20 space, a \$6,000 deposit for a 10x20 space or a \$3000 deposit for a 10x10 space. Deposits will be used to apply to charges by general contractors if the exhibitor demonstrates as agreed.

II. 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 2011 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 2011 Show, its sponsors, and management or the sponsors and managers of the Show.
- C. Exhibitor agrees to indemnify and save Automate 2011 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, except that the Exhibitor shall be entitled to a refund of the amount paid for space for that portion of the Show that is either canceled or disrupted.
- 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.

III. 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 deposit 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.

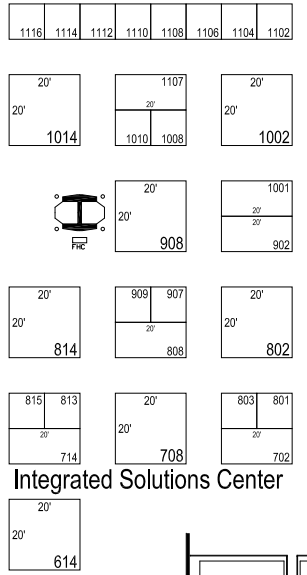
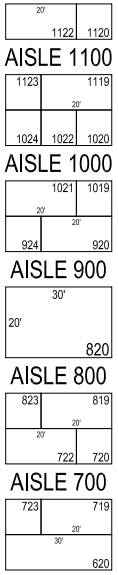
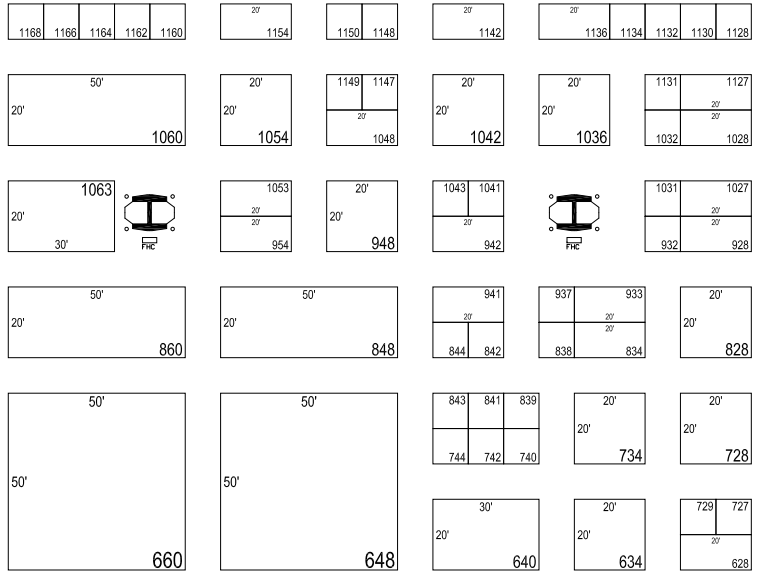
IV. Conditions for Exhibit and Displays: Automate 2011 Show reserves the right to restrict exhibits which, because of noise, method of operation, or any other reason, become objectionable, or otherwise detracts from or are out of keeping with the Show. Exhibitors are responsible for meeting all building 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.

V. Additions and Amendments to the Rules: The Automate 2011 Show and/or its sponsors or managers may from time to time issue such additional rules as it deems necessary for the orderly presentation of the Show. The Automate 2011 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.

VI. 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.

30'
New Product Theater
80'
RIA/AIA/MCA
Headquarters and
Book Store
972



Integrated Solutions Center

Integrated Solutions Center

FHC

Restaurant

Cyber Cafe

Emerging Robotics Demo Area

