



Automation Fair®

Automation Fair 2023

Preview Guide

BOSTON, MASSACHUSETTS, USA

rok.auto/automationfair | [#ROKevents](https://twitter.com/ROKevents)



Boston Convention &
Exhibition Center

Nov 6 - 9

Registration, housing,
session catalog open

Mid-**August**

discover what's

possible

We help you **discover what's possible**
in industrial automation and digital
transformation to achieve real results.
And we're just getting started...

About Automation Fair 2023

At Rockwell, we're expanding human possibilities - connecting the imaginations of people with the potential of technology to make the world work better.

We've been hard at work putting into action the priceless input and ideas from you - ultimately creating a new, more enhanced event experience.

After 31 years as a source of industry-leading technology and innovation, the Automation Fair event is once again set to deliver a jam-packed schedule of training, thought leadership, an expo show floor and invaluable networking and connections. And this year, we're inviting you - the problem solvers, the builders, the makers - to join us for a completely new Automation Fair experience!

We have kept everything you love about Automation Fair, ROKLive, Process Solutions User Group and PowerPlex, and added new opportunities for expert-led training, inspiring keynote presentations, and a more interactive show floor, complete with guided tours and discovery theaters.

Introducing an expanded 4-day event program, Automation Fair is now your single source to earn professional development hours for ongoing technical training, hear from world class industry leaders from Rockwell Automation and our powerful partner ecosystem, and explore more than 500,000 sq ft of innovation on our expo floor.

Discover what's possible at Automation Fair.

Transforming Automation Fair: Discover What's Possible

Honoring the priceless input and ideas from our many stakeholders over the last few months, we're introducing a new, exciting Automation Fair experience for our community.

We invite you to join us to **Discover What's Possible** at a new, reimagined Automation Fair experience – bigger and better than ever before. More days. More training. More technology. More inspiration. And more ways to connect.

More inspiration

- Be our guest for three keynote sessions, open to all attendees, featuring Rockwell leaders, technology visionaries, customers, partners and guest speakers to energize, inspire and inform.
- Easy to follow tracks and personalized agendas packed full of insights and education including industry forums, partner solutions, customer stories, what's new technology overviews, panel discussions and more.

More training

- Dive into four full days of technical training and interactive labs, including all the valuable content you've come to rely on at ROKLive, Process Solutions User Group, PowerPlex and Automation Fair – under one roof.
- Double the content means double the opportunity for Professional Development Hour credits. You won't have to choose between classroom learning and the Expo with two full days of sessions prior to Expo opening.

More experiences

- Explore the Expo for the newest innovations from Rockwell and our partners, interact with a virtual production line, get inspired in one of our Discovery Theaters, or join a guided tour.
- Off-site tours take you to Rockwell, partner and/or customer locations to see technology and applications in action firsthand.

More connections

- More days means more connections with subject matter experts, industry leaders, and our community to problem solve and share experiences.
- More new activities will create new ways for everyone to interact, collaborate and fuel up for what's next on their agenda.



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4 days

reimagined, engaging content and programming



Keynotes

Energize, engage, inspire

Open to all-attendees

Mix of Rockwell leaders, partners, customers and 3rd party speakers

3 days (Tues-Thurs)



Expo

Show floor built around the customer journey

Heightened focus on new product launches, introduction of discovery theaters

Formalized tour program

2 days (Wed/Thurs)



Sessions

Industry forums, what's new and info talks, panels, customer stories and partner solutions

Introductory-level technical training and labs

Create your personalized agenda by persona, industry, topic

4 days (Mon-Thurs)



Advanced Training

(include Professional Development Hour credits)

All sessions that offer PDH certificates

Advanced-level hands-on labs and product & technology training

ROKLive, Process Solutions User Group and Automation Fair technical content

4 days (Mon-Thurs)



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Event agenda overview

MONDAY, NOV 6

General access pass

Training pass

Off-Site Tours

Sessions

Hands-On Labs & Technical Training

Lunch

Off-Site Tours

Sessions

Hands-On Labs & Technical Training

TUESDAY, NOV 7

General access pass

Training pass

Off-Site Tours

Sessions

Hands-On Labs & Technical Training

Lunch

Sessions

Keynote

Hands-On Labs & Technical Training

WEDNESDAY, NOV 8

General access pass

Training pass

Keynote

Sessions

Hands-On Labs & Technical Training

Lunch

Expo & Expo Tours

Sessions

Hands-On Labs & Technical Training

THURSDAY, NOV 9

General access pass

Training pass

Keynote

Sessions

Hands-On Labs & Technical Training

Lunch

Expo & Expo Tours

Sessions

Hands-On Labs & Technical Training



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