

# AUTOMATION

JOIN US IN ORLANDO TO LEARN ABOUT SMART, SAFE, SUSTAINABLE AUTOMATION SOLUTIONS THAT OPTIMIZE PRODUCTION.

➤➤ To thrive in today's economic climate and competitive marketplace, manufacturers have to optimize production to increase profitability. The Automation Fair® event hosted by Rockwell Automation provides unique educational opportunities and product exhibits designed to help you leverage your automation investments and achieve your business goals.

The 19th Annual Automation Fair® event on Wednesday and Thursday, Nov. 3 and 4, at the Orange County Convention Center in Orlando, Fla. will provide an excellent opportunity for you to keep up with the newest and best automation technology available from Rockwell Automation and its PartnerNetwork™ ([www.rockwellautomation.com/partners](http://www.rockwellautomation.com/partners)). The show is **the** premier industry event on industrial automation — and attendance is free.

This year's event will feature a host of targeted industrial forums, technical sessions and hands-on labs focusing on advanced automation products, integrated control and information architecture, and value-add services and solutions. More than 100 Rockwell Automation Partner companies will display their latest innovations and products.

The week also includes the highly popular Process Solutions User Group (PSUG) Nov. 1 - 2 ([www.rockwellauto](http://www.rockwellauto)

[www.rockwellautomation.com/go/p-psug](http://www.rockwellautomation.com/go/p-psug)) and the Safety Automation Forum Nov. 2 ([www.rockwellautomation.com/go/tjsaf](http://www.rockwellautomation.com/go/tjsaf)) before the Automation Fair® event.

Many educational events are available to provide a fantastic educational experience for professionals at all levels.

## Industry Forums

All Automation Fair® event labs, sessions and forums qualify for Professional Development Hours (PDHs).

The industry forums provide real-world examples of how manufacturers have increased their productivity and improved the efficiency. Representatives and experts from

several industries will discuss their automation technology experiences and applications in six forums, including:

- Life Sciences
- Global Machine Builders (OEMs)
- Oil & Gas
- Pulp & Paper
- Water Wastewater
- Energy and Environment

Educational technical sessions will cover 15 areas of interest, and will be offered both days of the fair. Visit [www.automationfair.com](http://www.automationfair.com) for details.

The popular hands-on labs allow you to work directly with Rockwell Automation products. On-site registration for these labs is on a first-come, first-served basis. When you register for a lab, you'll receive an admission ticket, so when you're not in a lab, you're free to attend industry forums, technical sessions and the show floor. Visit [www.automationfair.com](http://www.automationfair.com) for details.

## Come for Free!

The Automation Fair® event is free, including lunch and snacks!

Visit [www.automationfair.com](http://www.automationfair.com) to register, or contact your local Rockwell Automation representative.

November 3-4 • Orange County Convention Center • Orlando, Fla.

## Automation Fair 2010

Wednesday, Nov. 3: 8 a.m.-5:30 p.m.  
Thursday, Nov. 4: 8 a.m.-4 p.m.

Register FREE at [www.automationfair.com](http://www.automationfair.com)  
or contact your local Rockwell Automation representative.



# FAIR 2010



Courtesy of the Orange County Convention Center

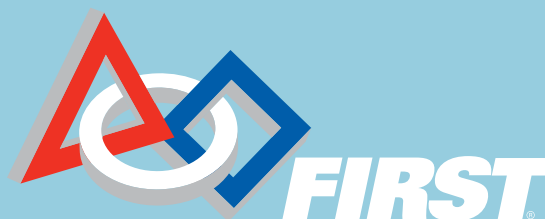
## >> Rockwell Automation Exhibits\*

Energy Management	Information Solutions ..... 517	Safety Solutions ..... 537
Industrial GreenPrint™ ..... 528	Integrated Architecture™ ..... 409	Solutions & Services ..... 435
Essential Components ..... 819	Intelligent Motor Control ..... 809	Automation Fair
FIRST Robotics ..... 100	Process Solutions ..... 529	Merchandise Store ..... 1001
Global Lounge ..... 201	Rockwell Automation Theater ... 109	<i>*Current as of July 2010.</i>

## >> Process Solutions Users Group (PSUG) Annual Meeting

When it comes to solving problems, nothing beats talking with your peers to share ideas and learn best practices. You can do this by participating in the Annual Rockwell Automation Process Solutions User Group (PSUG) Nov. 1-4 at the Orange County Convention Center. PSUG begins on Monday and Tuesday, Nov. 1 and 2, with voting sessions and customer application stories. The week continues with available PlantPAx™ Labs, workshops, backrooms and Technical Sessions on Wednesday and Thursday, Nov. 3 and 4, at the 2010 Automation Fair® event.

The registration fee is \$399. This covers all sessions, meals, refreshments, and the Monday Night Networking Event and Party that includes networking and bowling with a Twist at Anaheim 300. On-site registration will be available. Register today at [www.rockwellautomation.com/go/p-psug](http://www.rockwellautomation.com/go/p-psug).



## >> FIRST Robotics BREAKAWAY at the Automation Fair® Event

Rockwell Automation and members of FIRST (For Inspiration and Recognition of Science and Technology) will feature its Robotics Competition 2010 BREAKAWAY™ at the 2010 Automation Fair® event. This exciting game will showcase robots built by area teams in a challenge to see who can score the most points. Stop by the FIRST booth #100.

Also, kids and mentors from various FIRST Robotics Competition, Tech Challenge and LEGO® League teams will demonstrate their projects.

FIRST is part of the Rockwell Automation Engineering Our Future™ STEM education pillar programs intended to build a global pipeline of students and internship opportunities. The program inspires young people to be leaders in science and technology by engaging them in exciting, mentor-based programs that build engineering and technology skills, inspire innovation and foster well-rounded life capabilities including self-confidence, communication and leadership.

Learn more at [www.facebook.com/USFIRST.org](http://www.facebook.com/USFIRST.org).



Visit *The Journal* at booth #321!



## >> Safety Automation Forum™

Mark your calendar for Safety Automation Forum™ 2010, scheduled for Nov. 2 at 8:00 a.m. at the Orange County Convention Center in Orlando. This annual event offers professionals the opportunity to join industry speakers and experts to learn about safety's continued importance within manufacturing, its affect on the top and bottom lines, and how changing standards can best be leveraged. The Safety Automation Forum focuses on best practices and education for the next-generation manufacturer.



Registration fee is \$399 and includes sessions, meals, refreshments and the Monday Night (Nov. 1) Safety Automation Forum and PSUG event at Universal Orlando®. On-site registration will be available. Register today at [www.rockwellautomation.com/go/tjsaf](http://www.rockwellautomation.com/go/tjsaf).

## >> Partner Companies are There for You

The Automation Fair® event is the best place to examine all the Rockwell Automation and complementary technologies and services in one place! The show provides you with a convenient and enjoyable way to talk to suppliers and peers, see product demonstrations and learn how these solutions can help improve your operations.

In addition to Rockwell Automation, exhibitors include participating Encompass™ Product Partners, Solution Providers, Machine Builders and Strategic Alliance Partners in the Rockwell Automation PartnerNetwork™ ([www.rockwellautomation.com/partners](http://www.rockwellautomation.com/partners)). Visit [www.automationfair.com](http://www.automationfair.com) to see who will be exhibiting, and be sure to visit these companies at the show to see how they can help you!

## >> Join Us via Social Media!

You can stay connected with the Automation Fair® event using your preferred social media channels:



The Journal: @thejournal\_RA



LinkedIn: Automation Fair 2010 Group



Automation Fair: @automationfair



YouTube: [www.youtube.com/user/AutomationFair10](http://www.youtube.com/user/AutomationFair10)



Safety Automation Forum: @RAGuard



SlideShare: [www.slideshare.net/RockwellAutomation](http://www.slideshare.net/RockwellAutomation)



Facebook: Automation Fair