



2023

EXHIBITOR GUIDE



OVERVIEW

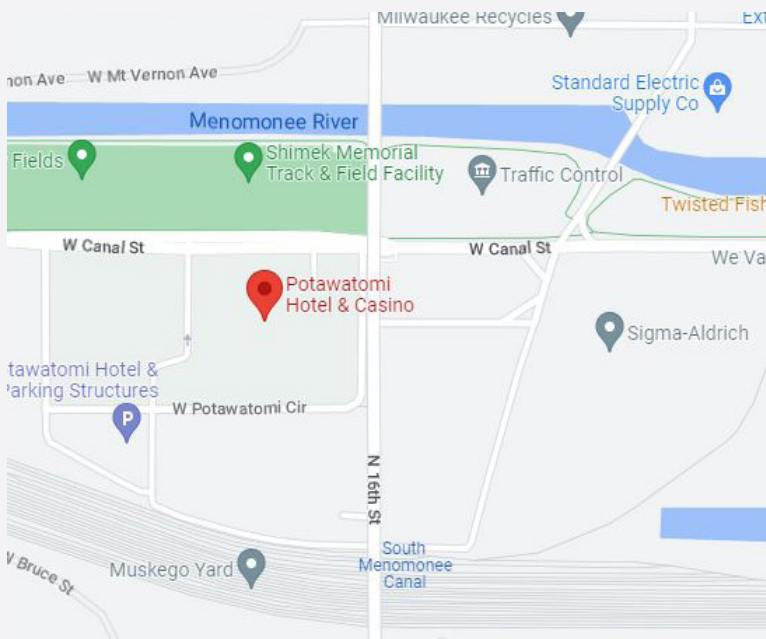
Automation Express is the industry's leading Trade Show focusing on automation, plant maintenance, and safety solutions. In addition to viewing the latest in products and solutions, attendees will enjoy educational seminars provided by our supplier partners. Your participation gives you the opportunity to develop relationships with our customers, as well as increase market awareness and obtain leads that will help us meet our mutual goals for growth in 2023.

LOCATION

[Potawatomi Hotel & Casino](#)

[1721 W. Canal St.](#)

[Milwaukee, WI 53233](#)



SET UP DAY

Tuesday, September 19, 2023

- 10:00 AM - 5:00 PM → Exhibitor Move in
- 5:00 PM - 5:30 PM → Exhibitor Meeting
- 5:30 PM - 7:00 PM → Exhibitor Reception

SHOW DAY

Wednesday, September 20, 2023

- 7:30 AM → Continental Breakfast
- 8:00 AM → Morning Class Rotation
- 11:00 AM - 1:00PM → Buffet Lunch
- 1:30 PM → Afternoon Class Rotation
- *5:00 PM → Customer / Exhibitor Reception
- 7:00 PM → Exhibitor Move Out

*This year our customer reception will be held on the show floor to allow for more networking and opportunities to showcase your products.



IMPORTANT DETAILS

If you would like to be an exhibitor at our show [you must register for a booth!](#)

Booth assignments will be made by June 15, 2023. Let us know how many booths your company needs. The booth fee for Automation Express 2023 is \$2,000 per booth and includes the following:

- 10'x10' space
- 8' tall x 10' wide backline pipe and drape
- 3' tall x 10' deep side pipe and drape
- 6' table (includes tablecloth)
- 2 chairs
- Wastebasket
- Printed sign with your name on it
- Access to WiFi

If you would like to be placed next to another manufacturer, please let us know! Please fill out your Exhibitor Booth Registration using the link below:

<https://www.surveymonkey.com/r/Z9WCYM9>



HOTEL INFORMATION

We have a reserved block of rooms on site at Potawatomi Hotel & Casino. The rate is \$150 per night. We will send out the hotel information in a separate email.

[Potawatomi Hotel & Casino](#)

[1721 W. Canal St.](#)

[Milwaukee, WI 53233](#)

Additional Hotel Options:

Courtyard by Marriott Milwaukee Downtown
300 W. Michigan St.
Milwaukee, WI 53203
414-291-4122
(1.3 miles / 4 minutes from Potawatomi)

Ambassador Hotel Milwaukee
308 W. Wisconsin Ave.
Milwaukee, WI 53233
414-207-8971
(1.4 miles / 6 minutes from Potawatomi)

The Westin Milwaukee
550 N. Van Buren St.
Milwaukee, WI 53202
414-224-5224
(1.9 miles / 8 minutes from Potawatomi)



Please provide your own transportation to Potawatomi Hotel & Casino if you are off-site.



SHIPPING INFORMATION

Standard Electric **will NOT** be accepting shipments to our facility. PLEASE SHIP ONLY TO POTAWATOMI. Items can be shipped directly to Potawatomi between September 11 - September 19, 2023.

Please address all freight exactly as written below:

Potawatomi Hotel & Casino

Attn: Tammy G
c/o Automation Express 2023 (Sept 20)
1721 W Canal St
Milwaukee, WI 53233
Box _____ of _____

The tradeshow is on the third floor in the Exhibit Hall. Please take note of the freight elevator capacity:

- 20'0" deep
- 10'0" wide
- 9'3" tall
- 10,000 lb weight limit

Return Freight deadline pick-up/shipment is **12:00 PM on Friday, September 21, 2023**. We are not responsible for freight not picked up after the show. The earliest a return shipment can be picked up is 7:30 PM after the show.



SPONSORSHIP OPPORTUNITIES

Event App Sponsorship: \$1,000 (5 available)

- Full list of event registrations prior to event to promote your attendance at AE2023
- Logo pushed to attendees during event
- Logo on all event materials (including event program guide, website, signage, and slideshow)
- Sponsorship logos displayed on signage in each presentation room
- Sponsorship Ribbon on name badge
- Inclusion in event promotion and social media outreach

If you're interested in being an app sponsor, please contact Joanne Moss

SOCIAL PROMOTION

Help us promote Automation Express and your booth! The exhibitor who engages with us the most will receive a \$100 Potawatomi voucher! Follow the steps below for a chance to win:

1. Must be following Standard Electric on all of social platforms
2. Tag us in your posts and photos on LinkedIn, Facebook, Instagram, and Twitter
3. Use the the hashtag #AutomationExpress2023 in all posts



TECHNICAL CLASS OFFERING

We want to offer the latest classes and seminars to our attendees. Do you have someone who can offer a great class on the latest code changes, innovations, or solutions in the area of manufacturing, predictive maintenance, sustainability, electric vehicles, IIoT, cyber security, or anything else trending in our industry today? If the answer is YES, please let us know!

If you are interested in submitting a class, please let us know when you register or use the survey link below:

<https://www.surveymonkey.com/r/Z9WCYM9>



QUESTIONS?

If you have questions about Automation Express 2023, please contact:

Joanne Moss
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414-231-2537

