



all about
automation

Detroit

20-21 October 2027

Vibe Credit Union Showplace, Novi,
Michigan, USA



Event Overview

165
Exhibitors

2,500
Visitors



Connect with a **focused audience** of automation, engineering and production specialists



Find buyers in a time and cost-efficient manner, thanks to the **2-day format and all-in stand concept**



Meet with local manufacturers at a **regional event**



Benefit from a **proven event format**, built on the success of 11 events across 4 countries



Enjoy **complimentary food and drink** in the exhibition hall



Compete on a **level playing field**, with standardized booths of similar sizes

Exhibitor Profiles



Robotics, Handling & End-of-Arm Tooling



Industrial Communication & Networking



Electrical Components, Connectivity & Control Panels



Control Systems, PLCs, HMIs & Industrial PCs



Motion, Drives & Actuators



Sensors, Measurement & Machine Vision



Machine Safety



Industrial Software, IIoT & Smart Manufacturing



Systems Integration, Engineering & Custom Automation

Visitor Profiles

Core visitor profiles



Automation/
Robotics Engineers



Controls Engineers



Electrical Engineers



Industrial Engineers



Production
Managers



System Integrators

Core decision-makers and operational leaders



Plant Managers



Manufacturing
Operations Leaders

Additional relevant profiles



Mechanical
Engineers



Maintenance and
Reliability Leaders

Covering all manufacturing sectors



Automotive



Electronics



Industrial
Machinery



Aerospace



Metalworking



Plastics & Rubber



Chemicals



Medical Devices

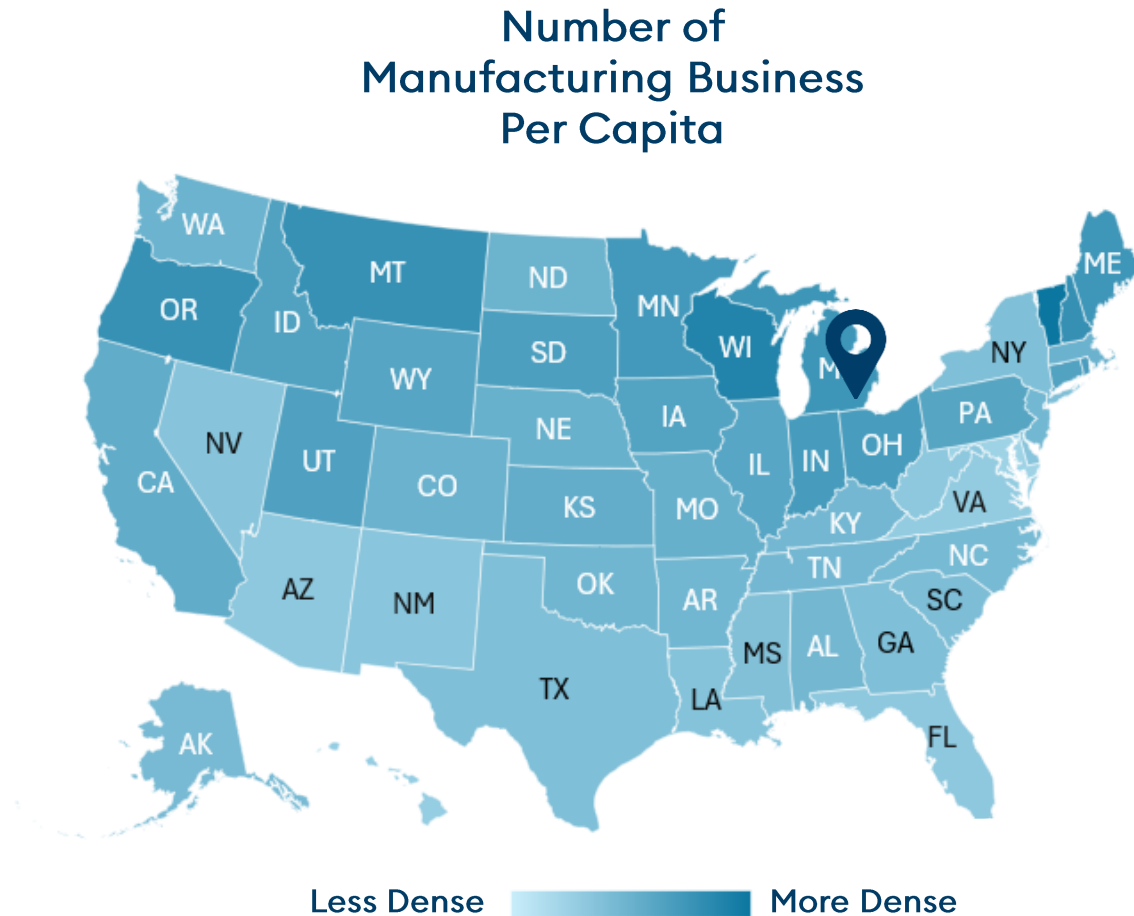


Food & Beverage



Pharmaceuticals

Why Detroit?



- **Heart of US manufacturing:** Michigan's largest city, in one of America's most manufacturing-dense states
- **Robot capital:** More industrial robots than any other US state
- **Audience hotspot:** More of our target job titles than any other US metro area
- **Industry's pick:** Ranked #1 host city from 100+ exhibitor and visitor interviews

Stand Packages

Size	Rate	Discounted Rate
100 SQFT	\$6,600	\$5,610
200 SQFT	\$11,600	\$9,860
300 SQFT	\$16,600	\$14,110
400 SQFT	\$21,600	\$18,360

Included in all stand packages:

- Pipe & Drape
- Carpet
- Lighting
- Basic Furniture
- Company ID Sign
- Power
- Cleaning Services
- Exhibitor Catering
- Lead Capture
- Visitor Marketing

Graphics, additional furniture and AV equipment will be available to book via our online portal

Other Events



No. 1

European regional
automation show



11

AAA events, in 4
countries



2014

Year first event was
launched



97%

Exhibitors rating
atmosphere as
good or very good



23k+

Visitors
per year



1.7k+

Exhibitors
per year



Contact Us

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