

AUTOMATE CONFERENCE PRESENTATION GUIDELINES

As you prepare your presentation for the Automate Conference, please remember that this is a paid educational event running alongside the Automate Show. With nearly 200 speakers across more than 20 topic areas, the conference offers courses designed for engineers, machine builders, system designers, integrators, automation decision-makers, and sales professionals. Attendees range from organizations beginning their automation journey to those seeking to advance mature systems.

To maintain the educational integrity of the conference, all presentations must be non-commercial and focused on delivering practical, educational value. Presentations that do not meet these guidelines may be returned for revision.

DOs: What We Encourage

- Focus on education and real-world value: Share technical insights, best practices, lessons learned, and practical frameworks.
- Explain the 'why' and 'how': Discuss decision-making, tradeoffs, implementation challenges, and outcomes.
- Show rather than tell: Use diagrams, workflows, photos, and non-promotional videos to demonstrate how technologies are applied in real-world environments.
- Use video effectively: Short, non-promotional videos that show systems in operation; deployments on the factory floor, or real-world use cases are strongly encouraged.
- Use case studies thoughtfully: Frame examples around the problem, approach, and results—not the product.
- Design for a broad audience: Define acronyms, explain terminology, and balance technical depth with clarity.
- Leave attendees with takeaways: Include lessons learned or actionable insights participants can apply.

DON'Ts: What to Avoid

- Do not deliver a sales pitch or product demo.
- Do not include pricing, sales offers, discounts, or calls to action (e.g., 'Visit our booth' or 'Contact sales').
- Avoid promotional language such as 'best,' 'leading,' or 'unique.'
- Avoid marketing-style videos, commercials, or product highlight reels.
- Avoid heavy branding, marketing templates, or excessive logos (a logo on the title slide is sufficient).
- Do not focus exclusively on your company's products or roadmap.
- Do not assume a narrow technical background—avoid unexplained jargon or proprietary terms.



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What Makes a Great Automate Session

- A clear problem statement followed by approach, implementation, results, and lessons learned.
- Visual storytelling helps attendees understand how systems work in practice.
- Honest discussion of challenges, limitations, and tradeoffs.
- Content that helps attendees make better technical or strategic decisions.
- Insights that go beyond marketing materials and product brochures.