



ICC 
2026

**SPONSOR &
EXHIBITOR
PROSPECTUS**

September 22–24, 2026 | Sacramento, CA | SAFE Credit Union Convention Center

exhibitorsupport@inductiveautomation.com

About the Ignition Community Conference

The Ignition Community Conference is a yearly event hosted by Inductive Automation that brings the expansive community surrounding the Ignition platform together to learn, discuss, and celebrate all things industrial automation and Ignition.

Join Inductive Automation at this year’s ICC, featuring exciting sessions from the IA team and Ignition community, networking events, customer projects, and much more!

ICC By the Numbers

Here’s a look at some impressive figures from our conference:

1500+
Attendees

600+
Companies

30+
Exhibitors

65+
Speakers

Key Conference Highlights

Keynote

Breakout
Sessions

Exhibitor
Showcases

Community
Design
Challenge

Discover
Gallery

And More!

**Ignition Is Trusted by Thousands of
Companies Across the Globe**

54% of Fortune 500 Companies

69% of Fortune 100 Companies



Google



Chobani

WALT DISNEY

Coca-Cola

General Information

Event Location

The Ignition Community Conference will be held at the SAFE Credit Union Convention Center in Sacramento, CA.

Exhibitor & Sponsor Contact Info

Contact Azra Burden at exhibitorsupport@inductiveautomation.com for more information on exhibitor or sponsorship opportunities.

Exhibit Space

As an Exhibitor, you will receive the following standard booth package:

- 10'x10' Standard Exhibit Space, one 6ft table, and 2 chairs
- Wifi and Electricity
- Lead capture via Klik
- Access to all sessions
- Access to all networking events

Benefits

- Eligibility to purchase and present a 45-minute Exhibitor Showcase.
- Enhanced brand awareness through exclusive Sponsorship Activations
- Company logo and listing on the ICC 2026 mobile app, website, and promotional material.
- Welcome Reception and networking breaks held in Exhibitor Halls.



Core Packages

Diamond \$28,000

- Prime location capturing all main traffic from Grand Theater keynotes in Pre-Function A
 - Custom booth structure Booth footprint size 10 x 10
 - Includes 6 ft table with linen, 2 chairs, 1 wastebasket, and material and handling
 - Smart Lead Retrieval Licenses
 - 4 Conference Passes
 - Ability to purchase additional conference passes at the Early Bird rate
 - Inclusion in “Exhibitor Explorer” scavenger hunt gamification.
 - 1 Appreciation Dinner Invite
 - A dedicated social media post from Inductive Automation featuring your company, with tagging across X, Instagram, Facebook, and LinkedIn
 - Inclusion on a social media graphic listing sponsors from all levels.
 - A branded graphic for your own use highlighting your participation in ICC as a Diamond Exhibitor/Sponsor
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Platinum \$20,000

- Premium location in Hallway A
 - Custom booth structure Booth footprint size 10 x 10
 - Includes 6 ft table with linen, 2 chairs, 1 wastebasket, and material and handling
 - Smart Lead Retrieval Licenses
 - 3 Conference Passes.
 - Ability to purchase additional conference passes at the Early Bird rate
 - Included in “Exhibitor Explorer” scavenger hunt gamification.
 - A social media graphic highlighting all Platinum-level Exhibitor/Sponsors, as well as inclusion on an all-sponsor thank you post graphic. Companies will be tagged on X, Instagram, Facebook, and LinkedIn.
 - A branded graphic for your own use highlighting your participation in ICC as a Platinum Exhibitor/Sponsor
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Silver \$12,500

- Standard location in Pre-Function B
- Custom booth structure Booth footprint size 10 x 10
 - Includes 6 ft table with linen, 2 chairs, 1 wastebasket, and material and handling
- Smart Lead Retrieval Licenses
- 2 Conference Passes.
 - Ability to purchase additional conference passes at the Early Bird rate
- Inclusion on a social media graphic listing sponsors from all levels. Companies will be tagged on X, Instagram, Facebook, and LinkedIn.
- A branded graphic for your own use highlighting your participation in ICC as a Silver Exhibitor

Exhibitor Showcase

Inductive Automation is planning a series of co-branded vendor showcases for ICC 2026. These 45-minute sessions are designed to highlight functional, real-world Industry 4.0 solutions built on an open infrastructure and deeply integrated with Ignition. Our goal is to ensure every showcase focuses on solving a real-world industrial problem.

Demonstrations must actively feature Ignition as part of the working solution, focus on real-world situations, and include a clear explanation of the overall system architecture.

As official parts of the ICC schedule, these highly-anticipated sessions will offer end-users and integrators a prime opportunity to witness the cutting-edge possibilities within the Ignition ecosystem. Attendees eager to see the exhibited technology in action are expected to give these showcases significant attention.

There are 23 exhibitor demo showcases available on a first-come, first-served basis.

Prime Showcase \$7,000 - 7 Available

- Gateway Theatre (Right Next to Grand Theatre)
- 3 Showcases on Day 1 Tuesday
- 3 Showcases on Day 2 Wednesday
- 1 Showcase on Day 3 Thursday

Standard Showcase \$5,500 - 16 Available

- Central or Edge Theater
- 6 Showcases on Day 1 Tuesday
- 6 Showcases on Day 2 Wednesday
- 4 Showcases on Day 3 Thursday

Elevate your demonstration by opting for a collaborative showcase that highlights the power of the Ignition Ecosystem through a real-world, integrated solution. This optional format allows you to move beyond a standalone product demo by bringing additional companies onto the stage to show how your diverse technologies work in tandem with the Ignition platform to solve complex industrial challenges.

By presenting a unified ecosystem, you provide attendees with a comprehensive vision of interoperability that drives deeper engagement and underscores the collective value of your joint-solution within the Ignition community. **This collaborative option is limited to a maximum of three additional companies per showcase at a cost of \$1,000 per company.**

Exhibitor Showcase Abstract

Inductive Automation is excited to introduce the Technology Ecosystem Showcase at ICC 2026. This new 45-minute format highlights how your solution integrates with Ignition and other ecosystem tools to solve real-world industrial problems.

Presentation Guidelines

- Title: [Please provide a title for your presentation]
- Description: [Provide a brief description (max 4 sentences) outlining the industrial problem, your solution, and how it benefits Ignition users].
- Speakers: [List names, job titles, and provide headshots for each speaker].

Showcase Requirements & Format

- **Live Demo Required:** You must demonstrate a working system that shows a meaningful change within Ignition (e.g., real-time data flow).
- **Presentation Structure (45 Min):**
 - **Problem & Solution (4 min):** State a real industrial problem and a high-level explanation of your solution.
 - **Architecture (5 min):** Provide a simple diagram highlighting interactions with other ecosystem tools and open standards (OPC UA, MQTT, etc.).
 - **Live Demo (20 min):** Show the solution in action and demonstrate the value compared to traditional methods.
 - **The "Complication" (5 min):** The host will introduce a pre-vetted problem scenario (e.g., lost connection) for you to resolve live.
 - "Better Together" (5 min): Answer the "1+1=3" question—how your tool pairs with others to create exponential value.
 - **Q&A (5 min):** Audience questions and closing.

Important Rules & Deliverables

- **Slides:** Limited to a maximum of 3 slides (two must be "before and after" architecture diagrams).
- **Integrations:** Must focus on an Ignition integration and reference at least one other exhibitor/tool.
- **Setup:** 15-minute setup time provided; presenters must arrive 10-15 minutes early. Ensure your laptop supports HDMI.
- **Support:** Inductive Automation provides licenses and a cloud-based Ignition environment, will validate the requirements of the showcase, but does not assist in building the demo.

Interested in applying for an Exhibitor Showcase? Select "Yes" and leave your brief showcase description when you apply.

Brand Awareness and Experiences

Tuesday Eat & Greet Sponsor \$10,000 - 1 Available

- Be the host of the highly anticipated "Eat & Greet," where attendees reconnect with old colleagues and forge new partnerships.
- Includes table-top signage and branded napkins.

"Powered by" Coffee Sponsor \$4,000 - 3 Available

- Be the hero of the morning! Every attendee needs their caffeine fix and your brand will be the official coffee provider.
- Includes table-top signage and branded napkins.

Breakfast Sponsor \$3,000 - 3 Available

- Own the most important meal of the day in a relaxed, communal setting before the sessions begin.
- Includes table-top signage.

Exhibitor Explorer Scavenger Hunt \$500

- Drive more traffic to your booth. Attendees will be incentivized to check in at your booth with this scavenger hunt-style game.
- Includes promotion in marketing materials.
- Included in Diamond and Platinum packages.

Booth Engagement (Tuesday Eat & Greet Only)

- Welcome attendees during the Tuesday Eat & Greet by promoting your booth with food and beverage options such as freshly baked cookies, popcorn, root beer floats, and an assortment of beverages.
- Sponsor is responsible for all coordination and direct payment to the official venue caterer for food, beverage, or specialized service equipment.

Level Up Your ICC Experience

Sponsor the 3rd Annual Golf Tournament

Date: Monday,
September 21st

Time: 8:00 AM
Shotgun Start

Location:
Big Maloney Golf Course,
Sacramento, CA

Event Details

18-hole scramble format tournament at the well-regarded Big Maloney Golf Course.

Sponsorship Levels

Contact: Azra Burden, aburden@inductiveautomation.com

Contest Hole Sponsor \$1,200

- Contest hole selection is first-come, first-served. (*Contact Azra Burden to secure your preferred contest.*)
- High-Visibility Placement: Signage at a designated contest hole (Longest Drive, Closest to the Pin, Hole-in-One, Straightest Drive).
- Direct Interaction: Opportunity to set up a table and interact with participants.
- On-Course Presence: Signage at a designated hole.
- Recognition: Acknowledgment in the tournament program and website.

Hole Sponsor \$600

- On-Course Presence: Signage at a designated hole.

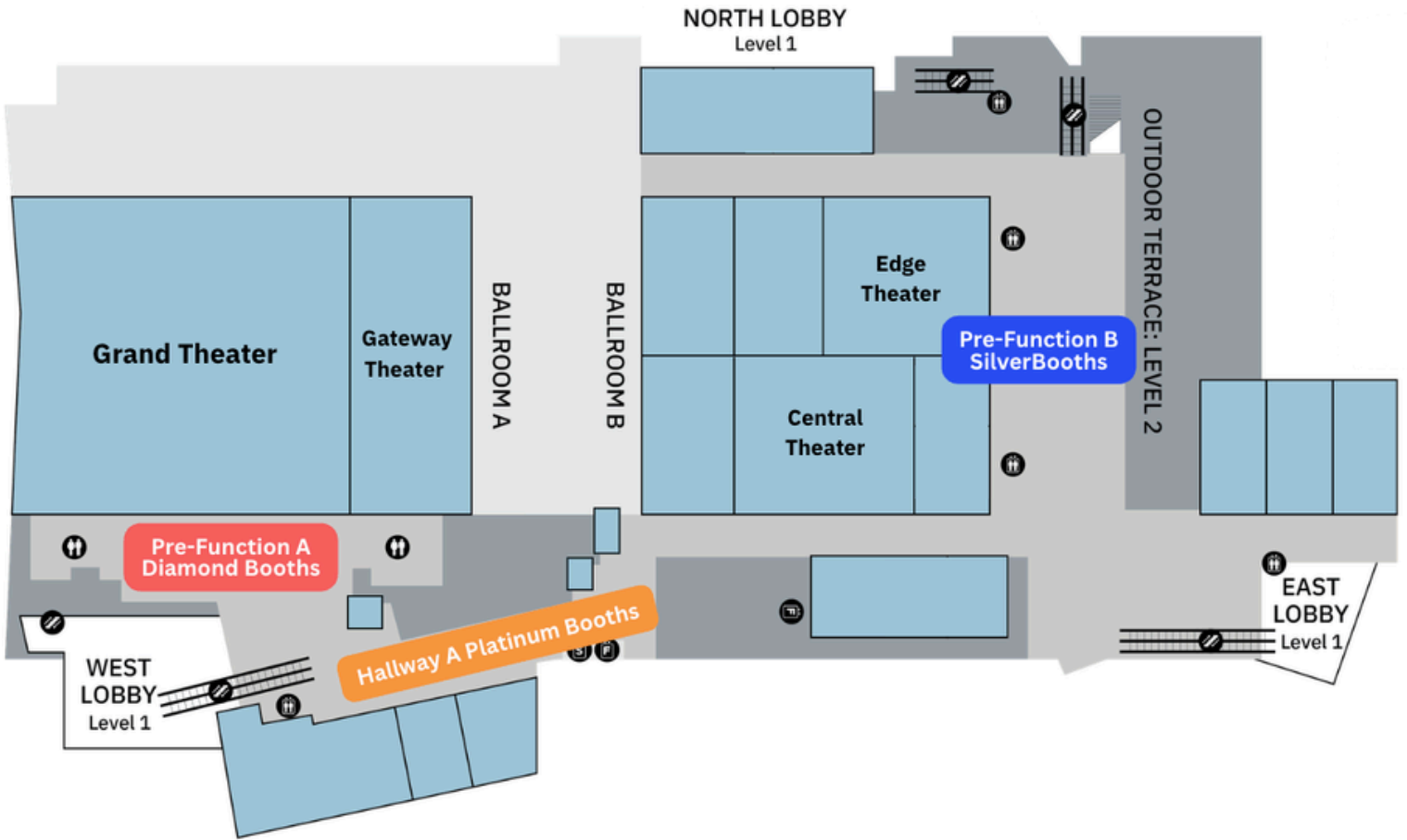
Participation Option

Can't Sponsor, but Want To Attend?

- Individual Golfer: \$175
- Foursome (\$100 off): \$600 total

Head over to our ICC website to purchase your tickets: icc.inductiveautomation.com

Don't miss this opportunity to Level Up your presence at the 3rd Annual ICC Golf Tournament!



**Contact the ICC Exhibitor Team
for availability or to discuss customized
sponsorship opportunities.**

Main IA Exhibitor Contact
exhibitorsupport@inductiveautomation.com

