



EXHIBITOR & SPONSOR PACKET

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

exhibitorsupport@inductiveautomation.com

Conference Dates

Welcome Reception
Tuesday, September 22

ICC
Tuesday, September 22–
Thursday, September 24

Event Location

SAFE Credit Union Convention Center
1401 K St, Sacramento, CA 95814, West Lobby Entrance

Inductive Automation would like to thank you for your exhibitor participation at ICC 2026 in Sacramento, CA.

We look forward to working with you and your team to ensure your exhibitor experience at this event is a success!

Please review the information and details below. It is filled with important details for your team. It covers booth logistics, key contacts, deadlines, shipping information, and more.

If you have any questions, please do not hesitate to reach out.

Azra Burden

Alliances Co-Marketing Manager

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Mariah Taloa

Conference Program Specialist

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Please Note: Inductive Automation strictly adheres to privacy regulations and **does not share attendee registration lists with exhibitors.** This policy ensures the privacy and security of all conference participants. We encourage you to utilize the included Klik Lead Retrieval system to seamlessly capture the contact details of attendees who connect with your booth.

Expectations

- Estimated Attendance: Up to 800–1,500 attendees.
- Exhibitors are not required to be present or working their booths during the Eat and Greet (Networking Reception) and ICC Dinner.
- **Appointed Contractor:** American Expo is the exclusive, appointed contractor for all exhibitors. (No outside contractors will be permitted.)

Booth Amenities

- 6' x 2' table top and black table cloth
- 2 Chairs and 1 Wastebasket
- WiFi and Electricity
- Hardwired internet connections, including options for purchase, will NOT be available. *Note: We highly recommend that exhibitors bring their own hotspot as a back-up.*
- Show floor will have standard carpet
- Lead capture licenses via Klik by Bizzabo
- Instructions and download links will be provided by Bizzabo prior to the event.

Booth Restrictions

- Signage: Use of hanging signs on walls will not be permitted.
- Displays & Equipment: Demos, pop-ups, TVs, and small backdrops are welcome, provided they are placed on the table, behind the table, or in place of your table.
- Contractor Policy: The use of outside contractors within booth spaces is strictly prohibited. All exhibitor services must be fulfilled by American Expo, the official appointed contractor.

Bizzabo Partner Portal Information

*Deadline:
Friday, August 8th*

- Company Logo (SVG, EPS, or Adobe Illustrator “.ai” preferred)
- Contact Information (Public-facing company email and phone number)
- Company Website Link
- Company Description
- Social Media Links (e.g., LinkedIn, X, Facebook, YouTube)

Exhibitor Explorer Information

- Scavenger hunt-style game will be connected to your lead retrieval touchpoint at your booth.
- The touchpoint can be placed behind any materials EXCEPT metal.
- Attendees will receive extra points and an “Exhibitor Explorer” Badge as they stop by, driving traffic to your booth!

Important Resources

- Know Before You Go Webinar: **Thursday, August 27, 11:00 AM–12:00 PM**
 - Webinar link: meet.google.com/kde-pvjc-xdj
- Travel and Lodging: Plan your trip via the ICC [webpage](#)
- All booth representatives must adhere to the event [code of conduct](#).

DAY 1

Tuesday, September 22

7:30 AM - 4:45 PM

Exhibit Hall Opens

4:45 PM–8:00 PMEat & Greet
(Networking Reception)**DAY 2**

Wednesday, September 23

7:30 AM–5:00 PM

Exhibit Hall Hours

DAY 3

Thursday, September 24

7:30 AM–4:30 PM

Exhibit Hall Hours

Move-In: Mon, Sept 21, 1:00–5:00 PM | **Move-Out:** Thurs, Sept 24, 4:30 PM**Check-In:** West Lobby Entrance, SAFE Credit Union Convention Center. Proceed to the Exhibitor Registration Desk for badges and booth directions.

Onsite Contact

Azra Burden
(408) 806-4607 (if no answer, leave a text)

**Official Material
Shipping & Handling**

Contractor: American Exposition Services | **Main Contact:** Samantha Wilkinson
Email: info@american-expo.com | **Phone:** (916) 925-3976, opt 1

AES Storefront Portal: Each exhibitor will receive a Welcome Email from American Exposition Services (AES) to access their personalized Storefront Portal. This portal will contain comprehensive instructions and tracking for your booth customization, materials shipping, and handling logistics.

**Lead Retrieval
Contact/Lead
Retrieval Information**

Main Contact: Paul Nguyen
Email: paul.n@bizzabo.com
Phone: (514) 867-4097

If you'd like to learn more about Klik Lead Retrieval and how it works, feel free to reach out to Paul to set up a 15-minute call.

Each Exhibitor will receive a Welcome email to access and set up their Klik Exhibitor Portal prior to the conference.

**Booth Enhancement
Add-On Contact
Information**

Sodexo Main Contact: Annalisa Merino | annalisa.merino@sodexo.com

Sodexo will coordinate with you on your booth enhancement items for the day of, including any additional fees if you decide to add more items. You can also update the food and drink servings with Sodexo if needed.