Create meaningful conversations and connections with prospects

Six Events, Infinite Opportunities

Introducing six topic-focused conferences for industrial automation and advanced manufacturing professionals

ISA IIoT & Smart Manufacturing Conference

15–16 April
Galveston, TX

- Data Driven Design Engineering
- Real-time Production Optimization
- Cybersecurity
- Artificial Intelligence
- Remote Maintenance
- System Integration

ISA Analysis Division Symposium

27–29 April
Long Beach, CA

- Chemical Analyzers
- Gas Detectors
- Systems Integration
- Sampling Systems
- Emerging Technologies
- Validation/Calibration
- Spectroscopy
- Chromatography

ISA Cybersecurity Standards Implementation Conference

May/June
Galveston, TX

- Industry/Organization/Change Management
- Risk assessment and prioritization determination
- Implementing a Security Development Lifecycle
- System Design and Architecture

ISA Energy & Water Automation Conference

August/September
San Antonio, TX

- Control System Strategies
- SCADA Systems Design Execution
- Data Analytics & Work Order Reporting
- Smart Cities Initiative/Intelligent + Expert Systems
- Operational Efficiency

ISA Subsea Automation Conference

September
Galveston, TX

- Dynamic Digital Twin
- Remote Inspection/Certification of Equipment
- Machine Learning
- Safety and Cybersecurity
- Through Sea Communications/Resident AUVs

ISA Process Industry Conference

November
Houston, TX

- Process Control
- Safety & Cybersecurity Systems
- Open Architecture/Infrastructure
- Robotics & Industrial Applications
- Operator Performance

Each event offers a high-quality, standards-based technical program, peer-reviewed presentations, engaging networking activities, exhibit and sponsorship opportunities, and coordinated training course offerings. Presenters have real-world experience applying technology and uniquely understand the challenges faced by attendees.

Let's talk!

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Why ISA?
Discover why becoming an ISA sponsor or exhibitor is the best strategy for your business

Since 1945, the International Society of Automation has set itself apart as the leading non-profit professional association through the development of vendor-neutral global standards, certifying industry professionals, publishing industry-leading books and articles, hosting conferences and exhibits, and providing networking and career development programs for its 40,000 members and 400,000 customers across the globe.

Becoming an ISA sponsor and partner means joining a passionate community dedicated to advancing the field of automation. As the professional home for engineers, technicians, business leaders, and students within the automation profession – ISA offers sponsors and exhibitors the opportunity to expand their business goals and objectives and create connections that will last a lifetime.

ISA Sponsor Benefits:

Meet Industry Leaders:
Network with industry leaders, sponsors, and exhibitors to discuss strategies to grow business priorities and drive desired results.

Target Decision-Makers and Quality Prospects:
Meet face-to-face with senior decision-makers and prospective clients during ISA event networking sessions, roundtable discussions, and more.

Demonstrate Thought-Leadership:
Establish your company as a thought-leader in your niche and extend your reach through our client base.

Sponsor Packages Tailored to your Business Needs:
Enhance your brand's visibility prior, during, and after the conference with a custom package designed to meet your business goals and create long-lasting relationships with your desired audience.

Decision-makers leverage ISA technical conferences to find solutions they need to achieve maximum operational excellence

Attendees:

- Get current on the latest industry standards through participation in technical sessions

- Gain insight on technology applications, market data, and best practices from peer-reviewed technical content

- Gain a unique understanding of larger automation trends and share information across industries

- Establish connections with like-minded peers who speak a common language and share different perspectives

- Participate in a forum where successes and failures are shared and a greater understanding of the bigger picture is achieved

Sponsors & Exhibitors :

- Cultivate awareness of your products and solutions

- Drive your lead generation efforts

- Achieve visibility in front of a target audience that is collaborating on best practices and market results

- Join the conversation and gain credibility as a trusted resource

- Engage with current customers and prospects and create lasting industry partnerships

- Highlight your brand to select audiences with a customized package

- Leverage the option to exhibit at multiple events to achieve maximum impact

This event will encompass topics regarding advances in connectivity, automation, and security within the operational context of hybrid manufacturing applications across multiple vertical industries. The impact of these overarching technologies will be emphasized by focusing on real-world applications that examine the challenges that come with adoption, integration, and implementation of new technology.

Exhibit Features

- Package includes: pipe and drape booth space with backdrop and siderails, 6' table, 2 chairs, wastebasket
- Leverages a location where IIoT and smart manufacturing conversations are driven, and challenges and solutions are discussed

DAY 1
System Design/Preparation

- Big data
- Concurrent engineering
- Data driven design and engineering
- IIOT/IOT
- Artificial intelligence
- Intelligent lots
- Batch size 1
- Real time production optimization
- Data driven quality management
- Simulation (Digital Twin)
- Rapid experimentation and simulation
- Cybersecurity
- Cloud computing
- IIoT Architecture
- Smart Sensors
- Edge/Fog Computing

DAY 2
System Integration/Implementation

- Smart performance management
- Data driven demand prediction
- Virtually guided self services
- Customer co creation and open innovation
- 3-D printing
- Cobot
- Robots
- Smart energy consumption
- System integration
- Augmented reality
- Advance control
- Statistical process control
- Predictive maintenance
- Remote maintenance
- Flexible manufacturing
- Flexible routing and production scheduling
- Remote control

2020 CONFERENCE CHAIR
Carlos Mandolesi
Project Manager, Trinity College
Dublin, Ireland

Industrial Internet of Things (IIoT) has emerged as a major technology with a big impact on industrial automation systems—and on the automation professionals involved with the design and maintenance of such systems. One of the biggest challenges in the adoption IIoT technologies is Cybersecurity.

ISA recently created the IIoT and Smart Manufacturing Committee to establish a forum for the automation community to discuss the adoption and challenges of applying these technologies in industries globally. With its multitude of members, volunteers, and subject matter experts, ISA contributes a vast amount of expertise in IIoT and industrial cybersecurity. This new conference will be an important vehicle for content sharing on such critical topics.

Explore the future of analytical processes, techniques, and applications at this internationally recognized annual technical conference and exhibition. Leading industry experts deliver peer-reviewed technical papers, provide critical updates, highlight trends and innovations, and review best practices and success stories in the process analytical arena.

Exhibit Features

- 10,000 square feet of exhibit space with nearly 100 booths
- Vendor opportunity to conduct hands-on training workshop
- Unrivaled value—the cost includes a fully-suited 10' x 10' booth package

Past Attendee Primary Job Functions

- Engineering Management
- General or Corporate Management
- Engineering Consulting
- Instrument Engineering
- Engineering (other)
- Plant Engineering, Operations and Maintenance
- Research & Development
- Technical or Engineering Support
- Marketing or Sales
- **Other** (Includes: Product Design Engineering including applied R&D, Integrator/Re-seller, Automation Engineering, Systems Integration, Systems Design Engineering, Measurement, Testing, Quality, or Standards Engineering, Project Management, Control Systems Engineering, Production Engineering, Process Engineering, Software Engineering, Education

Past Attendee Industry Classifications

- Engineering Services
- Systems Integration
- Instrument & Control Apparatus Sales & Service
- Instrument/Measurement/Analysis & Control Apparatus
- Electronic & Other Electric Equipment
- Petroleum Refining & Related Industries
- Chemicals
- Oil & Gas Extraction
- **Other** (Includes: Research, Development & Testing, Semiconductors & Electronic Components, Management Consulting, Utilities–Water/Wastewater, Medical Instrumentation & Systems, Utilities–Electrical, Pharmaceuticals, Industrial Machinery & Equipment Including Computers, Rubber & Miscellaneous Plastics, Valves, Fittings, Fabricated Metal Prods, Education)

2019 CONFERENCE CHAIR
Cynthia Cauthen
Director, ISA Analysis Division
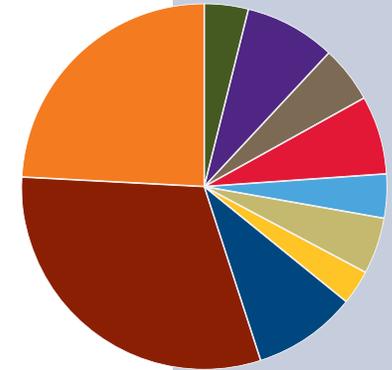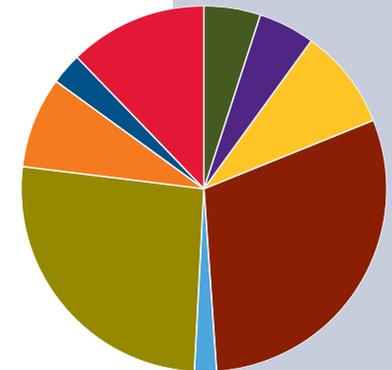Account Manager, Siemens Industry US

"Each year speakers and attendees come to the AD symposium from all over the world to participate in informal discussions, see exhibited new technology, and hear the latest information about analytical science in the industry. Your company's support of AD is vital for its success. Be involved with technical sessions, networking and promotions to maximize brand exposure and increase your booth traffic."

Building a Cybersecurity Culture: People, Processes, and Technology

Over the last two decades, cybersecurity gaps in industrial automation and control systems (IACS) have been targeted by criminals and nation states. These bad actors exploit often outdated and sensitive systems involved in every operational facet of critical infrastructure and industrial processes.

Join ISA, the thought-leader and developer of the world's only consensus-based industrial cybersecurity standards (ISA/IEC 62443), for a rapid-fire, elevated two-day conference event, focusing on expert discussions surrounding awareness and solutions for organizational threats/vulnerabilities with the implementation of a standards-based cybersecurity program.

Who Should Attend?

Asset owners, suppliers, operators and any process personnel involved in the planning, execution, maintenance, or delivery of process control systems operation and output.

Topics will include:

- Industry/Organization Change Management
- Specific Defensive Measures Implemented Through People and Processes
- System Design and Architecture
- Risk Assessment and Prioritization Determination
- Implementing a Security Development Lifecycle
- Relevant Product/Personnel Certificate and Certification programs
- Cybersecurity in Non-Process (Traditional) Industry Environments

"The ISA/IEC 62443 series of standards and technical reports is rooted in a set of principles and concepts for industrial systems security that have been vetted over a period of several years. It is important to remain consistent with these principles while responding to a rapidly changing threat environment. This is how we achieve standards that can stand the test of time."

**2020 ISA PRESIDENT
Eric Cosman**

This combined industry event highlights infrastructure supporting power generation and municipal water systems which are at the heart of "Smart City" initiatives. The alignment of municipal and industrial water and energy sessions offers a robust technical scope and encourages experts to share their experiences while identifying novel solutions to complex problems.

Exhibit Features

- The limited number of available booth spaces (30) creates an intimate experience that provides maximum vendor exposure
- Package includes: pipe and drape booth space with backdrop and siderails, 6' table, 2 chairs, wastebasket
- The carpeted exhibit hall means that no additional expense is required for booth flooring

Attendee Primary Job Functions

- Control Systems Engineering
- Engineering Consulting
- Marketing & Sales
- Plant Engineering, Operations and Maintenance
- Engineering Management
- General or Corporate Management
- Automation Engineering
- Project Management
- Technical or Engineering Support
- Other

Attendee Industry Classifications

- Utilities-Water/Wastewater
- Engineering Services
- Utilities-Electrical
- Systems Integration
- Instrumentation/Measurement/Analysis & Control Apparatus
- Utilities
- Instrument & Control Apparatus Sales & Service
- Research, Development & Testing
- Government
- Other

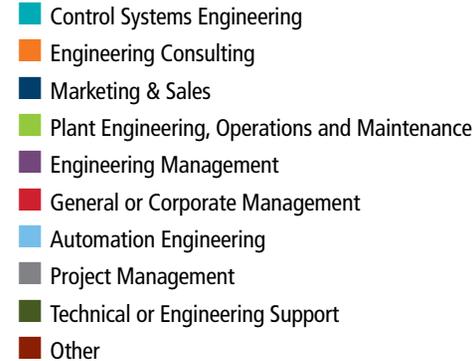2019 CONFERENCE CHAIR

Manoj Yegnaraman
Associate Vice President and Principal Instrumentation & Control Engineer, Carollo Engineers

We're excited to offer attendees a meaningful and comprehensive technical program that brings expertise from multiple industries to bear on today's most pressing challenges. This approach gives us an opportunity to identify and discuss new solutions from a holistic perspective, learning from each other and widening our professional networks.

Digital Transformation in Deep Water Production

An abundance of recoverable reserves offshore has presented its own challenges to the upstream oil and gas industry. The new watch word is "efficiency," as operators focus less on discovery and more on efficient, uninterrupted production.

It will take a digital transformation to make deep water production sustainable in the current price environment. This two-day, single-track event looks at applications of technology that accelerate the facilities design process, while improving safety and efficiency. Better data handling will work to speed commissioning and start up, which the dynamic digital twin, combined with machine learning, will improve uptime and minimize the risk to personnel.

Operators will discuss real-world applications of enabling technology that have made deep water projects viable at $40 and even $30/bbl.

Topics will include:

- Dynamic Digital Twin
- Remote Inspection/ Certification of Equipment
- Machine Learning
- Predictive Maintenance and Production Optimization
- Through Sea Communications and Resident AUVs
- The Critical Role of Service Providers
- Safety and Cybersecurity

2020 CONFERENCE CHAIR
Ken Nguyen
Upstream IT Program Manager - Major Projects, BP

"In deepwater production, the pressure is to constantly evolve, adapt and improve; as well as becoming safer and more efficient. This event will bring together oil & gas operators, vendors, and service providers to share case studies on new initiatives and collaborate on new ideas. Be a part of this exciting new event and network with key players in the transformation of the oil & gas industry."

Combining the technical expertise, knowledge and experience of ISA—the global leader in process automation standards, with the subject-matter expertise of leading industry professionals, this event offers a cutting-edge technical program and discussion forum that addresses the demands of a changing world for engineers, automation professionals, industry leaders, business owners, and others from major oil, gas, and chemical companies in midstream and downstream sectors.

Exhibit Features

- The limited number of available booth spaces (30) creates an intimate experience that provides maximum vendor exposure
- Package includes: pipe and drape booth space with backdrop and siderails, 6' table, 2 chairs, wastebasket
- The carpeted exhibit hall means that no additional expense is required for booth flooring
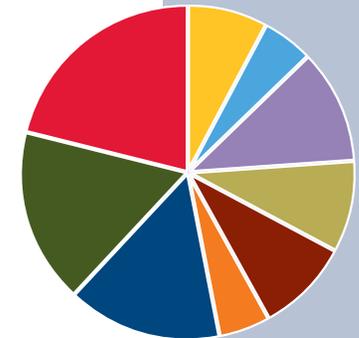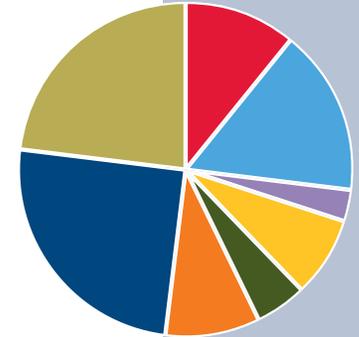
Past Attendee Primary Job Functions

- Oil & Gas Extraction
- Petroleum Refining & Related Industries
- Electronic & Other Electric Equipment
- Instrument/Measurement/Analysis & Control Apparatus
- Instrument & Control Apparatus Salves & Service
- Systems Integration
- Engineering Services
- Other

Past Attendee Industry Classifications

- Engineering Management
- General or Corporate Management
- Engineering Consulting
- Environmental Controls
- Automation Engineering
- Instrument Engineering
- Control systems Engineering
- Marketing or Sales
- Other

2019 CONFERENCE CHAIR
Edward Naranjo
Director, Fire & Gas Systems, Emerson
Automation Solutions, Rosemount
Flamed Gas Detection

"Automation professionals realize they simply can't get all the technical information they need—and their critical questions answered—just by going online. To gain quality technical content and really improve their knowledge, they need to interact directly with subject matter experts and standards developers that help them solve their process control challenges. Young engineers will find the event particularly valuable as it's a single gathering where they can network, and gain the foundational knowledge and training essential to their professional development."

Conferences and Events Sponsorship Packages*

Increase awareness, cultivate brand interaction and foster loyalty with a targeted and influential audience

REACH YOUR TARGET AUDIENCE
Gain access to a wide range of process industry decision-makers. Sponsorship brings attendees who are interested in learning more about your business directly to you.

CREATE LONG LASTING CONNECTIONS
Nurture customer relationships during networking opportunities available at the conference.

DRIVE SALES
Showcase your products and services, distribute samples and/or offer trials to a targeted audience.

GENERATE LEADS
Continue your conversations beyond the event with the provided list of conference attendees.

PUT YOUR BRAND IN THE SPOTLIGHT
Generate additional media exposure through ISA print and digital channels.

BE RECOGNIZED AS A THOUGHT LEADER
Differentiate yourself from competitors. In addition to educating conference attendees, gain exposure to their connections as well.

Choose Your Sponsorship Package

Top Level · Social Events · Merchandise · Exhibitor

*Not all sponsor packages offer the same level of exposure. Depending on date of submitted contract some benefits associated with our sponsorship packages may have passed. Recommended sponsorship commitment is 6 weeks prior to event date.

TOP LEVEL SPONSORSHIP PACKAGES

	Platinum	Gold	Silver
ON-SITE VISIBILITY			
• Sponsor-level recognition from the podium and on slides prior to the conference opening keynote	✔	✔	✔
• One promotional item given to attendees at registration	✔	✔	✔
• Keynote address by senior-level company representative (must be presented with an end-user case study)	✔		
• Host a workshop or product demonstration (including site tour, if applicable) in conjunction with the conference	✔		
• Exclusive sponsorship of one Networking Cocktail Reception, including an exclusive 20-minute speaking opportunity before the reception (includes wine, beer, and hors d'oeuvres, does not include full open bar)	✔		
• Exclusive Sponsorship of conference lunch on day one or of the main program, including a 20-minute welcome address to attendees during/before lunch		✔	
• Exclusive table reserved for sponsor's invited contacts and clients at lunch		✔	
LOGO VISIBILITY			
• Logo on primary conference and exhibition signage	✔	✔	✔
• Logo on conference website with direct link to your home page	✔	✔	✔
• Logo on front cover and within the onsite event program	✔	✔	✔
• 150-word company description and logo in onsite event program	✔	✔	
• 100-word company description and logo in onsite event program			✔
• Logo on ISA's promotional materials	✔		
CONFERENCE BENEFITS			
• Number of full-conference registrations	4	3	2
• Provide 20% discount on full-conference registrations to clients (ISA will provide an HTML file with a discount registration code and link)	✔	✔	✔
• Number of passes to all conference networking events for customers, clients, or staff who are not registered as conference attendees	4	–	4
• Number of exhibitor registrations	–	2	2
• List of conference attendees including name, company, job function, title	✔	✔	✔
BOOTH			
• One (1) standard 10x10 exhibition booth space; two (2) chairs, waste basket, and standard electric	✔	✔	✔
POST-EVENT VISIBILITY			
• Provide up to a five-page company promotion in the post event presentation package	✔	✔	✔

SOCIAL EVENTS SPONSORSHIP PACKAGES

	Networking Luncheon	Welcome Cocktail Reception	Networking Cocktail Reception	Networking Breakfast (2 available)	Networking Refreshments/ Break (4 available)
ON-SITE VISIBILITY					
• Exclusive sponsor of the social event	✔	✔	✔	✔	✔
• Provide a 20-minute welcome address by a senior-level company representative to the attendees before/during the social event	✔	✔	✔		
• Exclusive table reserved for sponsor's invited contacts and clients at lunch	✔				
• Designated table at the social event for distribution of marketing materials	✔				
LOGO VISIBILITY					
• Logo on signage at the social event	✔	✔	✔	✔	✔
• Logo on conference website as the social event sponsor with a direct link to your home page	✔	✔	✔	✔	✔
• Logo in onsite event program	✔	✔	✔	✔	✔
• 100-word company description next to company logo in onsite event program	✔	✔	✔	✔	✔
CONFERENCE BENEFITS					
• Number of full-conference registrations	1	2	2	1	1
• Number of exhibitor registrations	2	2	2	–	–
• Provide 20% discount on full-conference registrations to clients (ISA will provide an HTML file with a discount registration code and link)	✔	✔	✔	✔	✔
• List of conference attendees including name, company, job function, title	✔	✔	✔	✔	✔
BOOTH					
• One (1) standard 10x10 exhibition booth space, two (2) chairs, and waste basket	✔	✔	✔	✔	✔
POST-EVENT VISIBILITY					
• Provide up to a five-page company promotion in the post-event presentation package	✔	✔	✔	✔	✔

MERCHANDISE SPONSORSHIP PACKAGES

	Conference Supply Package	Name Badge Lanyard	Tote Bag	Water Bottle
ON-SITE VISIBILITY				
• Opportunity to supply all conference participants with company's notepads, pens, and other promotional items	✔			
LOGO VISIBILITY				
• Exclusive logo visibility on sponsored merchandise distributed to attendees	✔	✔	✔	✔
• Logo recognition on conference website with direct link to your home page	✔	✔	✔	✔
• Logo visibility in onsite event program as merchandise sponsor	✔	✔	✔	✔
• 100-word company description next to company logo in onsite event program	✔	✔	✔	✔
CONFERENCE BENEFITS				
• One (1) full-conference registration that can be distributed to company's employees or clients	✔	✔	✔	✔
• Offer a 20% discount on full-conference registration to clients; ISA will provide an HTML file with a discount registration code and link	✔	✔	✔	✔
• List of conference attendees including name, company, job function, title	✔	✔	✔	✔
POST-EVENT VISIBILITY				
• Provide up to a five-page company promotion in the post-event presentation package	✔	✔	✔	✔

BOOTH EXHIBITOR PACKAGE

LOGO VISIBILITY

- Logo on conference website in exhibitor listing with direct link to your home page

- Logo in onsite event program

- 100-word company description next to company logo in onsite event program

CONFERENCE BENEFITS

- Two (2) exhibitor registrations

- Offer a 20% discount on full-conference registration to clients (ISA will provide an HTML file with a discount registration code and link)

BOOTH

- One (1) standard 10x10 exhibition booth space (or comparable dependent upon venue); two (2)chairs, and waste basket

POST-EVENT VISIBILITY

- Provide up to a five-page company promotion in the post event presentation package