

Ignition! Community
Conference 2025

LEVEL UP

EXHIBITOR PACKET

Conference Information

Conference Dates

Welcome Reception
Tuesday, September 16th

ICC
Tuesday, September 16th -
Thursday, September 18th

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 for ICC 2025 in Sacramento, CA.

We look forward to working with you and your team to ensure your exhibitor experience of 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

Ecosystem Co-Marketing Manager
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Mariah Taloa

Conference Program Specialist
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ICC 2025 Exhibitor Details

Expectations

- Estimated up to 800-1,500 attendees
- Exhibitors are not required to be present or working their booths during the Welcome Reception and ICC Dinner
- American Expo is the exclusive, appointed contractor for all exhibitors. No outside contractors will be permitted.

Booth Amenities

- 6 foot by 2 foot table top and black table cloth
- 2 Chairs and 1 Wastebasket
- Access to electricity
- Internet service will be provided at no charge through ICC Wi-Fi. 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

- Use of hanging signs on walls will not be permitted
- Demos, pop ups, TVs and small backdrops are welcome as long as they are either placed on the table, behind the table, or in place of your table.
- 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 15th

- Company Logo (SVG or EPS or Adobe Illustrator “.ai”)
- Company Email and Phone Number (public facing)
- Company Website Link
- Company Description
- Social media links (e.g., LinkedIn, X/Twitter, Facebook, YouTube)

ICC 2025 Exhibitor Details

Know Before You Go Webinar

Thursday, Aug 28th at 10 AM PST

Travel and Lodging

ICC - Plan your trip [webpage](#)

Code of Conduct

All booth representatives must adhere to the [code of conduct](#)

Safe Credit Union Convention Center WiFi

Wi-Fi will be available at the Safe Credit Union Convention Center; no wired internet connections are provided. Details on how to access the Wi-Fi will be shared at the event.



Important Contact List

Onsite Contact

Azra Burden
(408) 806-4607

Official Material Shipping & Handling Contractor

American Exposition Services
Main Contact for American Exposition Services: Samantha Wilkinson
info@american-expo.com or call 916.925.3976, opt 1
www.american-expo.com

AES Information

- Each Exhibitor will receive a Welcome Email to access their Storefront Portal and will have more information on your booth customization, shipping, and handling.

Lead Retrieval Contact

Bizzabo - Klik
Main Contact: Paul Nguyen
paul.n@bizzabo.com or call 514-867-4097

Lead Retrieval Information

- 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.
- Additionally, we will have a "Know Before You Go" Webinar scheduled for August 28th at 10 am PST
- Each Exhibitor will receive a Welcome email to access and set-up their Klik Exhibitor Portal prior to the conference.

Exhibitor Explorer Contact

Bizzabo - Klik
Main Contact: Paul Nguyen
paul.n@bizzabo.com or call 514-867-4097

Exhibitor Explorer Information

- This scavenger hunt style game will be connected to your lead retrieval touch point at your booth
- 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 Contact List

Booth Enhancement Contact

Sodexo

Main Contact: Eden Olrich | eden.ohlrich@sodexo.com

Sodexo Information

- Estimated 125 food servings and/or 75 drink servings for 1 hour during the Tuesday 9/16 Culinary & Connection Event at 4:30 PM

Menu Items to Select:

- Popcorn Machine
 - Rootbeer Floats
 - Crostini Bar
 - Hors Dourves (Crab Cakes or Veggie Samosas)
 - Rose or Sauvignon Blanc
- Sodexo will coordinate with you on your booth enhancement items for the day of and any additional fees if you decide to add more items.
 - You can update the food and drink servings with Sodexo if needed.

Booth Examples from previous ICC's



Exhibitor Schedule

Monday
9/15/2025

2:00 PM - 5:00 PM
Exhibitor Move-In

Tuesday
9/16/2025

7:30 AM - 4:00 PM
Exhibit Hall Hours

Wednesday
9/17/2025

7:30 AM - 4:00 PM
Exhibit Hall Hours

Thursday
9/18/2025

7:30 AM - 4:00 PM
Exhibit Hall Hours

4:00 PM – 6:00 PM
Exhibitor Move-Out

