

On the Move

Partner Disclaimer for Channel

Rockwell Automation does not direct or expect its authorized Allen-Bradley distributors to carry partner referenced products in their stock or represent the companies who produce these products. Allen-Bradley distributors are free to independently evaluate these products and their manufacturers both for the appropriateness of the product's sale and with regard to stocking decisions in their own businesses. However, any resulting relationship would be independent of the distributor's relationship with Rockwell Automation or its Distributor Appointment.

Partner Engagement in RAOTM - FAQs for RA Sales and Channel

1. How do we decide who exhibits at the RAOTM event?
 - The RAOTM is a Rockwell Automation event. The local Rockwell Automation sales team owns the exhibiting partner strategy for their event and should create a priority list for partner participation at their event based on market needs and industry focus for the event. These partners will have the opportunity to register one week prior to registration opening to other partners interested in exhibiting at that event.
 - The local distributor(s) may provide input to help generate a priority list, however, the list should **not** be limited to partners that have direct selling relationships with our local distributors. Many of our partners provide products that are complementary to our products and key to our strategy but do not have direct selling relationships with our distributors.
 - If the exhibit space is not filled by partners on the priority list, the remaining space will be open to **all eligible** partners on a first come, first served basis.
2. Is a partner ever not eligible to exhibit at an RAOTM event?
 - Partners are not eligible to exhibit at an RAOTM event if the partner's only channel in the local market conflicts with Rockwell Automation business.
 - **Valid conflict** (can exclude from event): The partner only sells their products through a Siemens distributor or through an Emerson rep company in your local market (applicable for Technology Partners only).
 - **Invalid conflict** (cannot exclude from event): The partner sells direct and not through the local distributor, or the partner's product lines compete with the products of one of our local distributor's other suppliers.

3. What qualifies a partner to deliver a technical session during the RAOTM event?
 - Technical session abstracts are collected from partners, reviewed and vetted by the Partner team.
 - The local Rockwell Automation sales team is responsible for reviewing partner technical session availability and selecting and coordinating partner participation in their technical session program.
 - It is highly recommended that the partner program team is involved in coordinating partner participation to ensure proper communications take place.
 - For partner(s) selected to present a technical session:
 - Must be included in your priority list of exhibiting partners and registered as an exhibitor for the event (applicable for Technology Partners only)
 - Must be verbally committed to delivering their session at your event prior to including them in the technical session agenda
4. Are the Manufacturer's Reps of partners able to participate in RAOTM events?
 - Rockwell Automation has a co-marketing relationship with the partner, not with the partner's channel to market. If the partner's rep does not carry product lines that compete with Rockwell Automation, they could participate in the event
 - Partners are asked to identify attending manufacturer's reps when they register their company as an exhibitor. The sales team needs to identify to the partner team any concerns they have about manufacturer's reps that appear in the registration roster for the event.
 - Partners whose intended attending manufacturer's rep has been confirmed to compete with Rockwell Automation in the local market will be required to remove that rep from the event or forego their own participation.
5. Will Rockwell Automation provide partner product leads from the exhibiting partners to the local sales office or our local distributors?
 - No; Rockwell Automation does not own the product leads generated by partners at Rockwell Automation events. They are owned by the company who makes the product and that company controls how leads are distributed. There is no implied lead handling relationship between the partner and our local distributor, both of whom pay to help host the Rockwell Automation event.
 - Although the partner may utilize one of our distributors as its channel to market, the partner may assign a territory that does not align with the distributor's Allen-Bradley APR. Rockwell Automation does not share our APR channel boundaries with our partners.
 - Rockwell Automation has implemented guidelines in the exhibitor registration system to facilitate expectations on lead handling. Registering exhibitors are asked to acknowledge the lead handling policy below:
6. What is the Rockwell Automation Lead Handling Policy:
 - If the Rockwell Automation distributor(s) hosting the event acts as a distributor or independent sales representative for your products, you are expected to share your event leads with that host distributor(s).

- If none of the Rockwell Automation host distributors represent or distribute your products, you are expected to follow-up on your event leads directly or through a channel partner that does not distribute or represent products that compete with Rockwell Automation products.
- Distributing event leads to a competitor of Rockwell Automation (including independent sale representatives and distributors who carry products that compete with Rockwell Automation products) is prohibited.
- A “thank you for attending the <city name> RAOTM” email is not an appropriate usage of your event lead list because a customer could receive 40-60 of these emails if each exhibiting partner were to send a thank you email. Additionally, to the extent you use your event lead list to engage in any outbound marketing; you are solely responsible for complying with all applicable laws concerning privacy and unsolicited commercial e-mail.

Failing to comply with the above policy could potentially diminish the mutual benefit we both enjoy from referencing your products as part of our Encompass program and could jeopardize your ability to participate as an exhibiting partner at future Rockwell Automation sponsored events.

7. Are there any requirements or guidelines for sponsoring or hosting a customer hospitality event after the RAOTM event?
 - The following rules apply to any events that are hosted on the Rockwell Automation show floor:
 - Exhibiting partners will be allowed, but not required to remain onsite for the event regardless of sponsorship status.
 - Participating distributor(s) that host an event on the show floor cannot invite 3rd party vendors not exhibiting at the RAOTM event (regardless of partnership status with Rockwell Automation) to be sponsors if the event.