



RSTechED Fast Facts

- This is the **13th** year of RSTechED™ hosted by Rockwell Automation.
- Growing from 10 two-day events hosted across the country, RSTechED is now a **one-week event with hundreds** of educational **sessions** and customer presentations.
- RSTechED stands for **Rockwell Software Technical Education** and was developed for Rockwell Software strategic providers. Today, the event draws a variety of attendees – including **end users, system integrators, developers, OEMs, distributors, the Rockwell Automation sales force, industry and financial analysts and trade media.**
- RSTechED offers attendees the opportunity to **learn how peers** best tackle day-to-day industry challenges, and gives them a chance to interface with the **newest software-based** solutions from Rockwell Automation.
- Rockwell Automation will present **more than 125 sessions** at RSTechED this year. Sessions range from beginner-level overviews to in-depth, advanced hands-on labs to help attendees best leverage their technology investments and optimize plant-floor operations.
- In 2009, RSTechED drew **more than 1,200 participants**, from 48 states in the U.S. and 44 countries worldwide, with even greater numbers expected for 2010.
- Keynote presentations on Monday and Tuesday were delivered by **Joe Theismann**, legendary National Football League Quarterback and 20-year ESPN broadcaster; **Steve Eisenbrown**, Rockwell Automation senior vice president, Architecture and Software; and **Frank Kulaszewicz**, Rockwell Automation vice president and general manager of Control and Visualization Business.
- After a jam-packed day of classroom sessions on Tuesday, all attendees, event staff and guests are **invited to Edfest** – an annual hospitality event with entertainment and refreshments.
- The number one industry in **Los Angeles is manufacturing**, and Los Angeles is the largest manufacturing center in the United States. The ports of Long Beach and Los Angeles combined are the busiest in the Western Hemisphere and the world's fifth busiest port complex after facilities in Shanghai, Singapore, Hong Kong and Shenzhen. Free area attractions include the Hollywood Walk of Fame, Griffith Observatory, La Brea Tar Pits, Getty Center, Olvera Street, the Venice Boardwalk and TV show tapings.
- This year **RSTechED events** are being held in locations **across the globe**, including India, Australia, New Zealand, Korea, Mexico, Peru, Venezuela, Brazil, Columbia, Argentina and Chile.

RSTechED 2010

For additional information about RSTechED, visit <http://www.rsteched.com>.

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About Rockwell Automation

Rockwell Automation, Inc. (NYSE: ROK), the world's largest company dedicated to industrial automation and information, makes its customers more productive and the world more sustainable. Headquartered in Milwaukee, Wis., Rockwell Automation employs about 19,000 people serving customers in more than 80 countries.

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