Rittal
Innovation Days
2021
-
Attendee Guide
Welcome!

On behalf of Rittal, I’m excited to welcome you to the first annual Rittal Innovation Days. We’re very happy you could join us for this event and we look forward to helping you experience the ingenuity and innovation Rittal and our partners bring to the industrial automation and IT world.

While we of course wish this event could take place in person, we believe this virtual setting provides unique opportunities for creating connections and networking with industry experts who may not have been able to participate in a more traditional format. This virtual format also offers unique interactive experiences created specifically for this inaugural event.

The next two days of programming feature lively, informative discussions on some of the most relevant topics in industrial automation, including Industry 4.0, IIoT, power distribution, energy-efficient climate control solutions, the evolution of enclosures and IT cabinets, and more. Rittal and EPLAN specialists will also discuss how digitalization of the engineering process creates collaboration and transparency to help companies overcome today’s industry challenges.

Next year, Rittal North America celebrates 40 years of U.S.-based manufacturing. We’re proud to continue building on this legacy and giving back to the communities where we live and work. Our network of U.S. production facilities and modification centers provides customers with custom solutions and quick delivery from coast to coast, and Rittal’s global footprint helps support our customers no matter where they do business.

We encourage you to participate and engage in the upcoming sessions. Ask a lot of questions. Share your experiences. Tell us your stories.

We’re all in this together and we value your partnership and the time you’re giving us by attending this event. It’s because of our strong connections and shared goals that we continue to grow and innovate. Now, on with the show!

Mike Freund
Chief Executive Officer, Rittal North America
Day 1 Agenda

Please note that session times are considered tentative as some presentations might be less than 45 minutes. Refer to the Auditorium agenda on the day of the event for actual times.

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
<th>Location</th>
<th>Track</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 - 9:00AM</td>
<td>Networking</td>
<td>Exhibit Hall</td>
<td></td>
<td>Mike Freund, Jack Sosnowski, John Finnegan</td>
</tr>
<tr>
<td>9:00 - 9:45AM</td>
<td>Kick-Off</td>
<td>Auditorium</td>
<td></td>
<td>Rittal</td>
</tr>
<tr>
<td>9:45 - 10:30AM</td>
<td>Next Generation Power Distribution Panel</td>
<td>Auditorium</td>
<td>New Product Innovations</td>
<td>Jim Sirois, Siemens</td>
</tr>
<tr>
<td>10:30 - 11:15AM</td>
<td>AX Overview</td>
<td>Auditorium</td>
<td>New Product Innovations</td>
<td>Graham Zimmerman, Airline Hydraulics</td>
</tr>
<tr>
<td>11:15AM - 12:00PM</td>
<td>No Messenger Required: Learn How to Use Secure Free Digital Services for Instant Collaboration</td>
<td>Auditorium</td>
<td>Automation/Smart Manufacturing &amp; Modifications</td>
<td>Chris Louch, Shreyas Pande, EPLAN</td>
</tr>
<tr>
<td>12:00 - 1:00PM</td>
<td>Lunch</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>1:00 - 2:00PM</td>
<td>Digital Pedestal Station Design</td>
<td>Auditorium</td>
<td>Automation/Smart Manufacturing &amp; Modifications</td>
<td>John Burns, Siemens</td>
</tr>
<tr>
<td>2:00 - 2:45PM</td>
<td>IIoT at Work: Planning the Next Edge Installation</td>
<td>Auditorium</td>
<td>Automation/Smart Manufacturing &amp; Modifications</td>
<td>Herb Villa, Rittal</td>
</tr>
<tr>
<td>2:45 - 3:30PM</td>
<td>Digital Control Panel Design</td>
<td>Auditorium</td>
<td>Automation/Smart Manufacturing &amp; Modifications</td>
<td>John Burns, Siemens</td>
</tr>
<tr>
<td>3:30 - 3:45PM</td>
<td>Networking</td>
<td>Exhibit Hall</td>
<td></td>
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</tr>
</tbody>
</table>

Access

All attendees must be registered to attend Rittal Innovation Days.

You may enter the event beginning:
- August 24th at 8:30am CDT
- August 25th at 8:30am CDT

Lobby

Explore all Rittal Innovation Days has to offer! Once you log into the event, you will land in the lobby area. From here you can visit the Auditorium and Exhibit Hall.
## Day 2 Agenda

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<td>8:30 - 9:00AM</td>
<td>Networking</td>
<td>Exhibit Hall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 - 9:45AM</td>
<td>Prevent F&amp;B Plant Heat from Ruining Your Electronics</td>
<td>Auditorium</td>
<td>Food &amp; Beverage</td>
<td>Chuck Stace &amp; Weston Six / Rittal</td>
</tr>
<tr>
<td>9:45 - 10:30AM</td>
<td>Standardization &amp; Workflow Optimization</td>
<td>Auditorium</td>
<td>Automotive</td>
<td>Anja Wreidt EPLAN</td>
</tr>
<tr>
<td>10:30 - 11:15AM</td>
<td>Why Upgrading Your IT Equipment is Crucial, Not Optional</td>
<td>Auditorium</td>
<td>Retail &amp; Logistics</td>
<td>Herb Villa Rittal</td>
</tr>
<tr>
<td>11:15AM - 12:00PM</td>
<td>P&amp;ID and Fluid with EPLAN to Speed Up Your Workflow in the Food &amp; Beverage Industry</td>
<td>Auditorium</td>
<td>Food &amp; Beverage</td>
<td>Sean Mulherrin EPLAN</td>
</tr>
<tr>
<td>12:00 - 1:00PM</td>
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</tr>
<tr>
<td>Lunch</td>
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</tr>
<tr>
<td>1:00 - 1:45PM</td>
<td>Thermal Design &amp; Dimensioning to Increase Thermal Reliability</td>
<td>Auditorium</td>
<td>Oil &amp; Gas</td>
<td>Kruno Kutnbrahim EPLAN</td>
</tr>
<tr>
<td>1:45 - 2:30PM</td>
<td>60335 Approved Chiller</td>
<td>Auditorium</td>
<td>Automotive</td>
<td>Joel Ferasol Rittal</td>
</tr>
<tr>
<td>2:30 - 2:45PM</td>
<td>Closing Remarks</td>
<td>Auditorium</td>
<td></td>
<td>Mike Freund Jack Sosnowski John Finnegan Rittal</td>
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# Detailed Agenda

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<tr>
<td><strong>New Product Innovations</strong></td>
<td><strong>Automation/Smart Manufacturing &amp; Modifications</strong></td>
<td><strong>Verticals</strong></td>
</tr>
<tr>
<td>AX Enclosure Overview</td>
<td>Digital Pedestal Station Design</td>
<td>Prevent F&amp;B Plant Heat from Ruining Your Electronics</td>
</tr>
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<td>Next Generation Power Distribution Panel</td>
<td>IIoT at Work: Planning the Next Edge Installation</td>
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<td>60335 Approved Chiller</td>
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</table>

## Keynote Speakers

**Mike Freund**
Chief Executive Officer
Rittal North America LLC

**Jack Sosnowski**
Vice President of Commercial and Business Operations
Rittal North America LLC

**John Finnegan**
Vice President of Industrial Sales
Rittal North America LLC
## Booths

<table>
<thead>
<tr>
<th>Company</th>
<th>Exhibit Hall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rittal</td>
<td></td>
</tr>
<tr>
<td>EPLAN</td>
<td></td>
</tr>
<tr>
<td>Siemens</td>
<td></td>
</tr>
<tr>
<td>ABB</td>
<td></td>
</tr>
<tr>
<td>Electric Motor Sales</td>
<td></td>
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<tr>
<td>Georgia Control Center</td>
<td></td>
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<tr>
<td>AWC, Inc.</td>
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<tr>
<td>Industrial Electronic Supply (IES)</td>
<td></td>
</tr>
<tr>
<td>Stoneway Electric Supply</td>
<td></td>
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<tr>
<td>Standard Electric</td>
<td></td>
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<tr>
<td>HTE Automation</td>
<td></td>
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<tr>
<td>Power/mation</td>
<td></td>
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<tr>
<td>Power-Flo Technologies/Dittman &amp; Greer, Inc.</td>
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<tr>
<td>Airline Hydraulics</td>
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<tr>
<td>Industrial Networking Solutions</td>
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</tr>
</tbody>
</table>

### Exhibit Hall

- Check out Rittal distributor product and information booths
- View product videos, documents, and images
- Connect with Rittal and EPLAN experts
- Interact with surveys and chat rooms
**Leaderboard Information**

**Collect Points**

Earn points by interacting in the virtual environment and chatting with Rittal/EPLAN experts and Industry Peers.

<table>
<thead>
<tr>
<th>Actions That Earn Points</th>
<th>Point Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Register for the event</td>
<td>300 Points</td>
</tr>
<tr>
<td>Log in on August 24th</td>
<td>200 Points</td>
</tr>
<tr>
<td>Log in on August 25th</td>
<td>200 Points</td>
</tr>
<tr>
<td>Visit any booth</td>
<td>100 Points</td>
</tr>
<tr>
<td>Click on a link in any booth</td>
<td>150 Points</td>
</tr>
<tr>
<td>Participate in a booth chat</td>
<td>150 Points</td>
</tr>
<tr>
<td>Download a document</td>
<td>100 Points</td>
</tr>
<tr>
<td>Watch a video</td>
<td>100 Points</td>
</tr>
<tr>
<td>Attend the Kick-Off Meeting</td>
<td>250 Points</td>
</tr>
<tr>
<td>Attend Next Generation Power Distribution Panel by Siemens</td>
<td>250 Points</td>
</tr>
<tr>
<td>Attend Digital Pedestal Station Design by Siemens</td>
<td>250 Points</td>
</tr>
<tr>
<td>Attend IIoT at Work: Planning the Next Edge Installation by Rittal</td>
<td>250 Points</td>
</tr>
<tr>
<td>Attend No Messenger Required: Learn How to Use Secure Free Digital Services for Instant Collaboration by EPLAN</td>
<td>250 Points</td>
</tr>
<tr>
<td>Attend Thermal Design &amp; Dimensioning to Increase Thermal Reliability by EPLAN</td>
<td>250 Points</td>
</tr>
<tr>
<td>Attend Prevent F&amp;B Plant Heat from Ruining Your Electronics</td>
<td>250 Points</td>
</tr>
<tr>
<td>Attend other sessions in the auditorium</td>
<td>150 Points</td>
</tr>
<tr>
<td>Participate in a live Q&amp;A in the auditorium</td>
<td>150 Points</td>
</tr>
<tr>
<td>Fill out Event Feedback Survey</td>
<td>300 Points</td>
</tr>
</tbody>
</table>
Win Prizes

Players are automatically entered to win one prize per person, and your total points determine your place in the leaderboard and your prize eligibility. After the event, attendees will have 5 days to collect points before point totals are tallied and prizes are awarded. Winners will be notified by email and phone.

<table>
<thead>
<tr>
<th>Leaderboard Place</th>
<th>Prize</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Place</td>
<td>Rittal-Hosted Lunch (valued at $150)</td>
</tr>
<tr>
<td>2nd Place</td>
<td>Rittal/EPLAN Branded Apparel (valued at $75)</td>
</tr>
<tr>
<td>3rd Place</td>
<td>Rittal/EPLAN Branded Merchandise (valued at $35)</td>
</tr>
</tbody>
</table>

Rittal and EPLAN employees, employee families, and Rittal distributors are not eligible to participate.

Virtual Event Logistics

Logging In:
To log in on the morning of the Rittal Innovation Days event, use the link and account credentials provided to you at the time of registration. For any questions regarding log-in, contact tech@vfairs.com or vandeneeden.t@rittal.us.

Navigating the Virtual Environment:
A navigation bar will be viewable at the top of your screen throughout the event. This navigation bar will allow you to view the agenda and session descriptions, visit any area in the environment in one click, chat with other attendees, view the game rules, take the event survey, visit Tech Support, and more!

Troubleshooting:
Should you need any assistance once you are logged into the virtual event, you may visit the Tech Support desk in the Lobby. A representative will be present and available via chat all day.

Post-Event Access:
After the conclusion of the event, you will be able to revisit the virtual environment using the same link and credentials in order to watch session recordings and access resources, available to you and your team through November 24, 2021. However, all live functions such as chat will be disabled.

Rittal Partner Exhibitors

A special thanks to our Business Partners, Siemens and ABB, for their participation in the first annual Rittal Innovation Days. Make sure to pay them a visit in the Exhibit Hall!