



XCELERATE 26
CONFERENCE

FLUKE

Connecting Leaders: Why Xcelerate Partnership Matters

The Fluke Xcelerate conference is a highly anticipated event where maintenance professionals, engineers, and industry leaders come together to discuss the latest technological advancements and trends in reliability in maintenance. Xcelerate partners have a unique opportunity to collaborate with Fluke and play a larger role in the conference. By becoming a sponsor, partners can position themselves as thought leaders and build relationships with 350+ potential clients and customers over this three-day event.

Partners can contribute to panel discussions with maintenance professionals across industries, take their place on stage during breakout sessions, and put their company front and center with prominent logo placement throughout the event.

Sponsorship benefits include:

- ✓ **Brand exposure:** Showcase your brand across high-visibility event signage, digital platforms, and exclusive attendee materials.
- ✓ **Networking:** Build relationships with C-suite executives, reliability engineers, and maintenance decision-makers in intimate settings.
- ✓ **Thought leadership:** Position yourself as an industry leader by contributing to panel discussions and sessions.
- ✓ **Product showcase:** Present your products and services to a highly targeted audience of maintenance professionals across industries.
- ✓ **Lead generation:** Access promising opportunities from a large pool of reliability professionals.

Discover what you could experience by partnering with Xcelerate:



[Watch the Xcelerate 2025 Highlight video.](#)

Case Study: Augmentir, Inc.

Augmentir

Augmentir, Inc. uses AI and a connected worker platform to solve one of the biggest problems in manufacturing today — the skilled labor gap. The company's solutions digitize essential maintenance procedures and connect frontline workers to business systems like eMaint. Augmentir joined Fluke as a Gold Sponsor at the 2025 Xcelerate Conference.



The Opportunity

Chris Kuntz, Vice President of Strategic Operations at Augmentir, looked forward to partnering with Xcelerate while learning more about modern challenges manufacturers are facing and how they're using technology to overcome them.

Attending the conference also gave Kuntz insights into the Fluke product roadmap, strategic direction, and technological advancements that support manufacturing today and will continue to do so in the future.

The Experience

Kuntz found the Xcelerate event invaluable for networking, collaboration, and learning more about his customers. "Fluke put on a fantastic event," he said. "Austin is a great place, and they have a great venue here."

Kuntz spent much of his time at the conference collaborating and engaging in valuable discussions with peers and maintenance decision-makers from various manufacturing organizations. "There were a lot of collaborative discussions, a lot of thought leadership happening, a lot of open conversations," he said. "It's a great venue to collaborate, to hear from manufacturers on their stories on how the skills gap and the experience gap on the shop floor is impacting their businesses."



The Impact

Through roundtable discussions during the conference, Kuntz learned more about the challenges manufacturers are facing and had the chance to discuss how Augmentir, connected with eMaint, could turn those challenges into opportunities to enhance worker performance and streamline digital processes on the shop floor.

"It's great to see how the different technologies, tools, and partnership ecosystems within the Fluke environment are helping customers solve their business problems and move their business forward from a digital transformation standpoint," Kuntz said.

"I think there are two valuable aspects to this conference. One is understanding Fluke's product roadmap... And the other is hearing from customers how they're using that technology, and hearing them collaborate with each other on solving some of the big problems they have today in manufacturing."

Chris Kuntz, Vice President of Strategic Operations at Augmentir

Fluke. Keeping your world up and running.™

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