

# Industrial Transformation MEXICO

LET'S CREATE THE INDUSTRY OF TOMORROW

October 4 – 6, 2023  
Poliforum León • Guanajuato

a  
HANNOVER  
MESSE  
event

Industrial  
Transformation  
MEXICO



Deutsche Messe

ITALIAN  
EXHIBITION  
GROUP  
Providing the future



GOBIERNO  
DEL ESTADO DE  
GUANAJUATO



LEÓN  
PRESIDENCIA MUNICIPAL



# INDUSTRIAL TRANSFORMATION MEXICO 2023

**a Hannover Messe event**

- ✓ ITM has established itself as the leading Industry 4.0 platform in Latin America
- ✓ A global event where decisionmakers come together to learn about the very latest innovations and technologies in the industrial sector



Deutsche Messe

ITALIAN  
EXHIBITION  
GROUP  
Providing the future

Global Fairs. Global Business.

# INDUSTRIAL TRANSFORMATION MEXICO MAKING HISTORY!



**2019**

**ITM 2019**  
*The Future of Mexico's  
Production*  
The new digital  
transformation and  
intelligent manufacture  
platform in Mexico

**18,000 m<sup>2</sup>**  
net floor  
exhibition space

**265 exhibitors**  
national and  
international

**10 countries**  
international  
presence

**70 conferences**  
with  
175 speakers  
national and international

**30,000 visitors**  
at the exhibition floor



**2020**

**ITM 2020**  
*The Future of Mexico is  
here*  
The Industry 4.0 leading  
event in Mexico

**1 virtual  
platform**

**+30 exhibitors**  
national and  
international

**15 countries**  
international  
presence

**70 conferencias**  
with  
200 speakers  
national and international

**+ 12,000 visitors**  
at the virtual exhibition floor

# INDUSTRIAL TRANSFORMATION MEXICO MAKING HISTORY!



**ITM 2021**  
*The Future has a name*  
The most complete  
platform for digital  
transformation and smart  
manufacture in Mexico

**9,000 m<sup>2</sup>**  
net floor  
exhibition space  
+  
**1 virtual  
platform**

**100 exhibitors**  
national and  
international

**28 countries**  
international  
presence

**+70 conferences**  
**with**  
+ 200 speakers  
national and international

**25,000 visitors**  
at the exhibition floor  
and  
at the virtual platform



**ITM 2022**  
*Transforming the Industry*  
*Together*  
The Industry 4.0 leading  
event in Mexico

**12,000 m<sup>2</sup>**  
net floor  
exhibition space

**+200 exhibitors**  
national and  
international

**+30  
countries**  
international  
presence

**114 conferences**  
**with**  
213 speakers  
national and international

**+15,000 professional  
visitors**  
at the exhibition and  
  
**+7,500 students**  
at the  
Centro de Ciencias Explora

# ITM 2023



**Event: ITM 2023**  
**Date: October 4-6**  
**Venue: Poliforum León**  
**Place: León, Guanajuato, Mexico**  
**Opening hours: Wednesday and Thursday noon – 8:00 pm; Friday noon – 6:00pm**



industrial\_transformation\_mx



Industrial Transformation MEXICO



@Indtransmex, #ITM2023



Industrial Transformation Mexico





**16,000 sqm**  
net at the floor plan



**265 exhibitors**  
national and international



**30 countries**  
international  
presence



**+100 conferences**  
**with**  
+200 national and  
international speakers



**+20,000 professional visitors**  
at the exhibition and  
**+10,000 students**  
at the  
Centro de Ciencias Explora

## HIGHLIGHTS



**Industrials Night**  
opening ceremony of ITM



**ITC Industry Awards**  
+  
**Itzamná Innovation Award**



**Startup Pitch**

# CATEGORIES & SEGMENTATION



## METALWORKING

- Sheet metal processing
- Forming and separation technology
- Advanced welding, joining, and fastening technology
- Welding automation systems
- 3D Printing / additive manufacturing
- Laser technology and application
- Lightweight construction
- Machine-tools



## AUTOMATION, ROBOTATION AND MOTION

- Assembly and handling systems
- Electrical power transmission
- Fieldbus system
- Industrial image processing
- Linear drives
- Micro-technology
- Motion controls
- Process automation
- Pneumatic automation technology
- Robotics & system



## DIGITAL FACTORY / ICT

- Asset management systems
- Big data management
- Cloud computing
- Design & product development
- Industry 4.0 / IoT
- Enterprise resource planning (ERP)
- Machine learning
- Manufacturing execution systems (MES)
- Product life cycle management (PCM)



## SMART LOGISTICS

- Automated Guided Vehicles (AGVs)
- Conveying systems
- Labeling & identification systems
- Lifting platforms
- Logistics IT
- Packaging systems
- Racking systems
- Robots & handling systems
- Shelf storage & retrieval equipments
- Supply chain

# CATEGORIES & SEGMENTATION



## RESEARCH INSTITUTIONS

- Universities
- R&D Institutions
- Clusters



## GOVERNMENT

- Federal government
- State government
- Local government



## POWER SOLUTIONS

- Energy-efficient lightings
- Energy management solutions
- Heat recovery systems
- Heating, ventilation, air-conditioning equipment
- Meter boards, distribution systems for electrical building installation
- Positioners and actuators for building engineering
- Power generation services



## ADDITIVE MANUFACTURING

- 3D printing
- Manufacturing solutions
- Materials & components
- Quality management & metrology
- Rapid prototyping
- Research & development
- Solutions for additive manufacturing
- Training & education



## EDUCATIONAL AREA: INDUSTRY 4.0 TOPICS

- ✓ Keynote speakers
- ✓ Discussion panels
- ✓ ITMujeres

## WORKSHOP AREA: INDUSTRY 4.0 APPLICATIONS

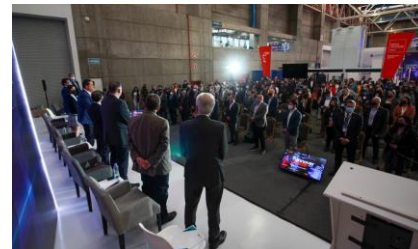
- ✓ Hands-on Industry 4.0 workshops

## TRANSFORMATION AREA: INDUSTRY 4.0 TOOLS

- ✓ Sales demos of Industry 4.0 products and services (by exhibitors)

## FUTURISTIC MINDS

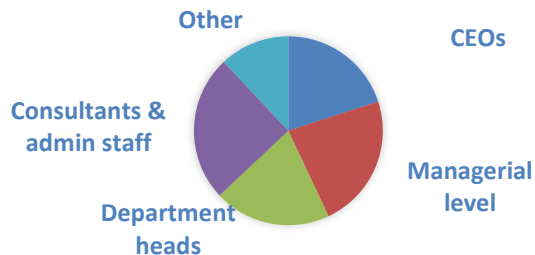
- ✓ Conferences + prototypes + workshops



# VISITOR PROFILE

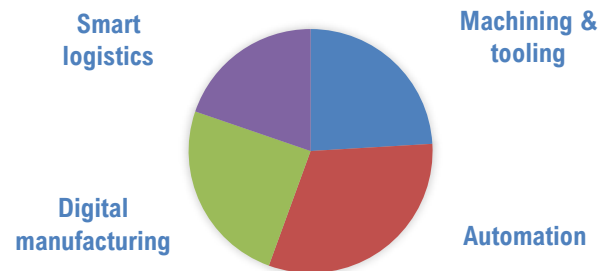
Visitor Decision-making Level	%
CEOs	20.00%
Managerial level	23.00%
Department heads	20.00%
Consultants & admin staff	25.00%
Other	12.00%

## DECISION-MAKING LEVEL



Buyer Areas of Interest	%
Machining & tooling	24.06%
Automation	31.50%
Digital manufacturing	24.70%
Smart logistics	19.74%

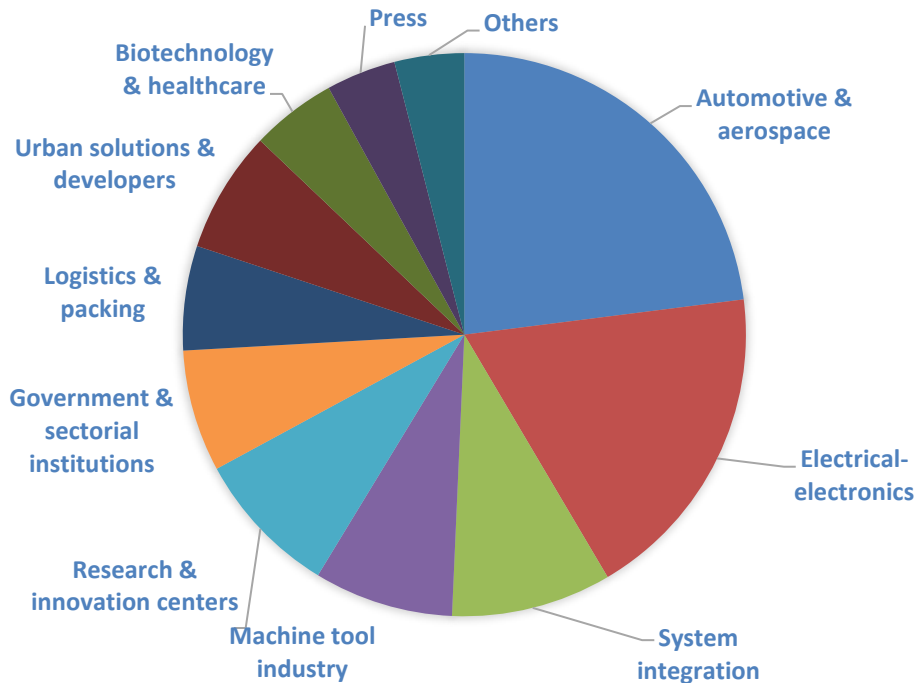
## BUYER AREAS OF INTEREST



Note: ITM2021 visitor profiles

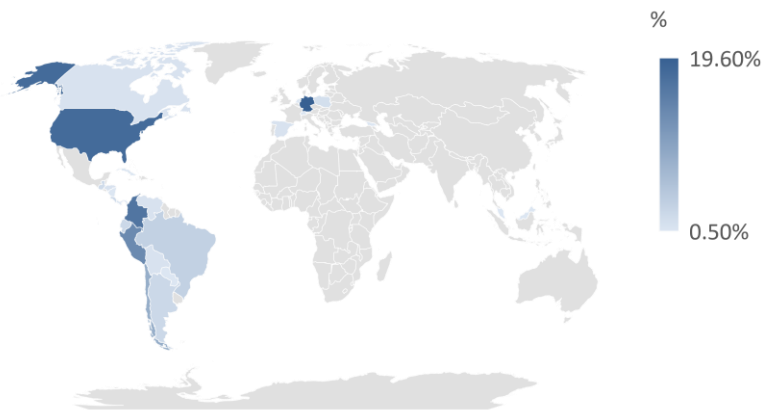
# VISITOR PROFILE

Visitor Sectors of Origin	%
Automotive and aerospace	23.00%
Electrical-electronics	18.50%
System integration	9.20%
Machine tool industry	8.00%
Research and innovation centers	8.40%
Government and sectorial institutions	7.00%
Logistics and packing	6.00%
Urban solutions and developers	7.00%
Biotechnology and healthcare	4.90%
Press	4.00%
Others	4.00%



Note: ITM2021 visitor profile

## Foreign Visitor Countries of Origin

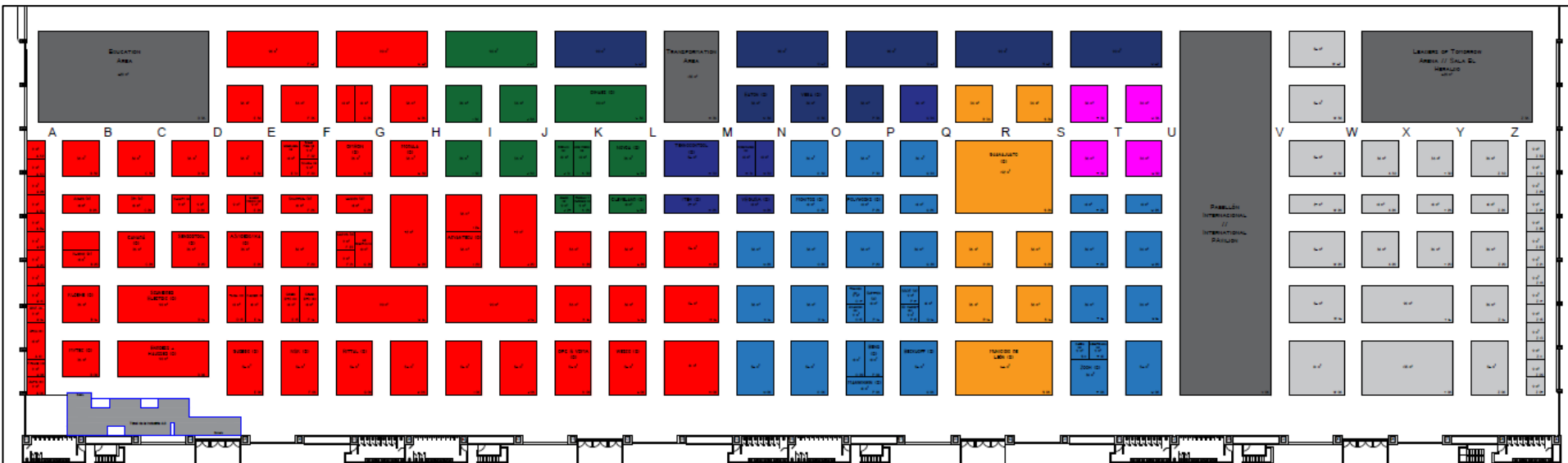


Con tecnología de Bing  
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Country	%	Country	%
Germany	19.60%	Canada	1.01%
USA	18.09%	Spain	1.01%
Colombia	16.58%	Honduras	1.01%
Peru	13.57%	Venezuela	1.01%
Chile	8.54%	Cuba	0.50%
Brazil	3.52%	Georgia	0.50%
Argentina	2.51%	Malaysia	0.50%
Costa Rica	2.51%	Nicaragua	0.50%
Ecuador	2.51%	Netherlands	0.50%
Guatemala	2.01%	Panama	0.50%
Poland	1.51%	Paraguay	0.50%
Bolivia	1.01%	Switzerland	0.50%

Note: ITM2021 visitor profile

# FLOOR PLAN



■ AUTOMATIZACIÓN, ROBOTIZACIÓN Y TRANSMISIÓN DE PODER /  
AUTOMATION, ROBOTATION AND MOTION

■ LOGÍSTICA INTELIGENTE /  
SMART LOGISTICS

■ GOBIERNO /  
GOVERNMENT

■ AEROSPACE SUMMIT 4.0

■ FABRICA DIGITAL /  
DIGITAL FACTORY

■ MÁQUINAS Y HERRAMIENTAS /  
METALWORKING

■ INSTITUTOS DE INVESTIGACIÓN /  
RESEARCH INSTITUTIONS



# PARTICIPATION RATES

Rates sqm	Early Bird	Includes
<b>Raw space</b> Min. 18sqm 360 USD + VAT per sqm	315 USD + VAT per sqm Valid until 15.12.2022	Exhibitor badges (3 for each 9 sqm), unlimited free visitor pre-registration company codes and directory listing. Does NOT include carpet, construction, furnishings, or utilities.
<b>Shell Scheme Basic</b> Min. 9sqm 430 USD + VAT per sqm	378 USD + VAT per sqm Valid until 15.12.2022	Carpet (show color), hard wall booth construction, signboard and lettering, lighting, standard furnishing, 1 electrical outlet (110V), exhibitor badges (3 for each 9 sqm), unlimited free visitor pre-registration company codes and exhibitor directory listing.
<b>Comfort Plus Package (Comfort)</b> per 9sqm 4350 USD +VAT	3780 USD + VAT Valid until 15.12.2022	Carpet (show color), hard wall booth construction, signboard and lettering, lighting, comfort furnishing (higher quality than the basic shell scheme), 1 electrical outlet, 40"screen, exhibitor badges, unlimited free visitor pre-registration company codes and exhibitor directory listing.



# SPONSORSHIP OPPORTUNITIES



Associate Benefits Package	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Minimum exhibition space leased	72m <sup>2</sup>	54m <sup>2</sup>	36m <sup>2</sup>
<b>Pre-Event and E-Media Benefits</b>			
Brand presence, logo linked to associate´s website on the ITM website	X	X	X
Ad in digital directory – design, information and artwork to be supplied by the associate (1 page)	X		
Ad in digital directory – design, information and artwork to be supplied by the associate (1/2 page)		X	
Promotion on the event´s social media – design, information and artwork to be supplied by the associate (Twitter, Facebook, LinkedIn)	3	2	1
Posting of product launches, articles, breaking news, etc. on the event´s social media prior to its opening (Twitter, Facebook, LinkedIn)*	5	3	1
Invitation to participate in webinar	X	X	
Invitation to participate in roadshows	X	X	X
Publishing of relevant, industry related articles, news and original contents in <b>Cuatro Cero</b> , the specialized Industry 4.0 site <a href="https://cuatro-cero.mx/">https://cuatro-cero.mx/</a> (information to be supplied by the associate – subject to editorial review)*	5	3	1
Logo on online pre-registration page and confirmation slip	X		
Inclusion of a publicity banner in one of our fortnightly newsletters	X	X	X
Invitation and access to exclusive, private events (where applicable)	X	X	X



**For further information, contact our sponsorship department.**

**Contact in Mexico:**

Eder Rangel  
[eder.rangel@hfmexico.mx](mailto:eder.rangel@hfmexico.mx)

Associate Benefits Package	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Minimum exhibition space leased	72m <sup>2</sup>	54m <sup>2</sup>	36m <sup>2</sup>
<b>Media Presence</b>			
Mention as official sponsor at press conferences	X	X	X
Presence as speakers at ITM briefing with international correspondents	X		
<b>On-site Benefits</b>			
Invitation to speak at <b>Futuristic Minds</b> conferences	X	X	X
Invitation to speak at keynote conferences	X	X	
Invitation to participate as a panelist at <b>ITMujeres</b> conferences	X	X	
Invitation to participate as a panelist at conferences	X	X	X
Access to exclusive, private events (where applicable)	X	X	X
Free access to conferences / educational program (where applicable)	10	6	4
Loop logo on entrance arch	X	X	
Loop logo on conference area screen	X	X	
Space for reception of promotional articles at registration area (the associate shall be responsible for production and distribution aspects). Limited size and number of articles.	X		
Distribution of promotional articles at registration area (the exhibitor shall be responsible for their production, shipment and on-site distribution)	X	X	
Passes to Industry Night (extra)	6	4	2
Totem or activation in foyer. The associate shall be responsible for production and mounting aspects.	X		



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