

2024

INDUSTRIAL TRANSFORMATION MEXICO

LET'S BUILD THE INDUSTRY OF TOMORROW

Products and solutions for digital factory #ITM24

October 9 - 11, 2024 Poliforum León, Guanajuato
industrialtransformation.mx

ITALIAN
EXHIBITION
GROUP
Providing the future



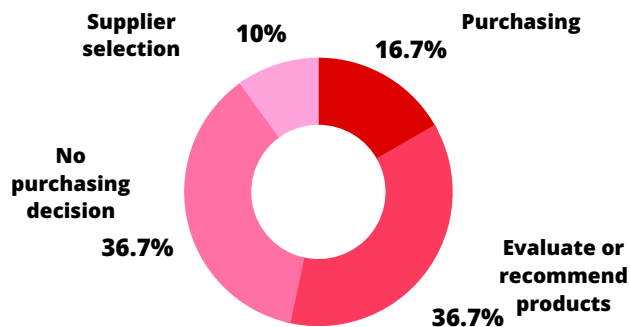
Deutsche Messe



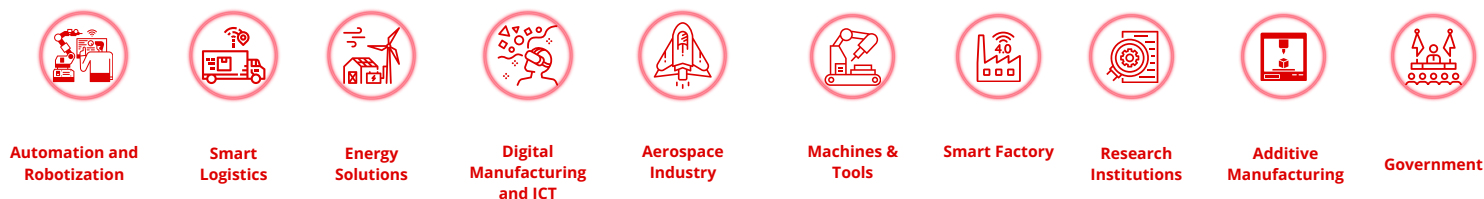
VISITOR PROFILE

- System managers.
- Education.
- Aerospace.
- Automotive.
- Electrical and electronics.
- Food and beverage.
- Health care.
- Facilities and infrastructure and urban solutions.
- Logistics and supply chain.
- Machine tool industry.
- Plant and mechanical engineering.
- Packaging.
- Biotechnology and pharmaceuticals.
- Industrial processes (steel, petroleum and chemical).
- Consultants
- Systems integrators.

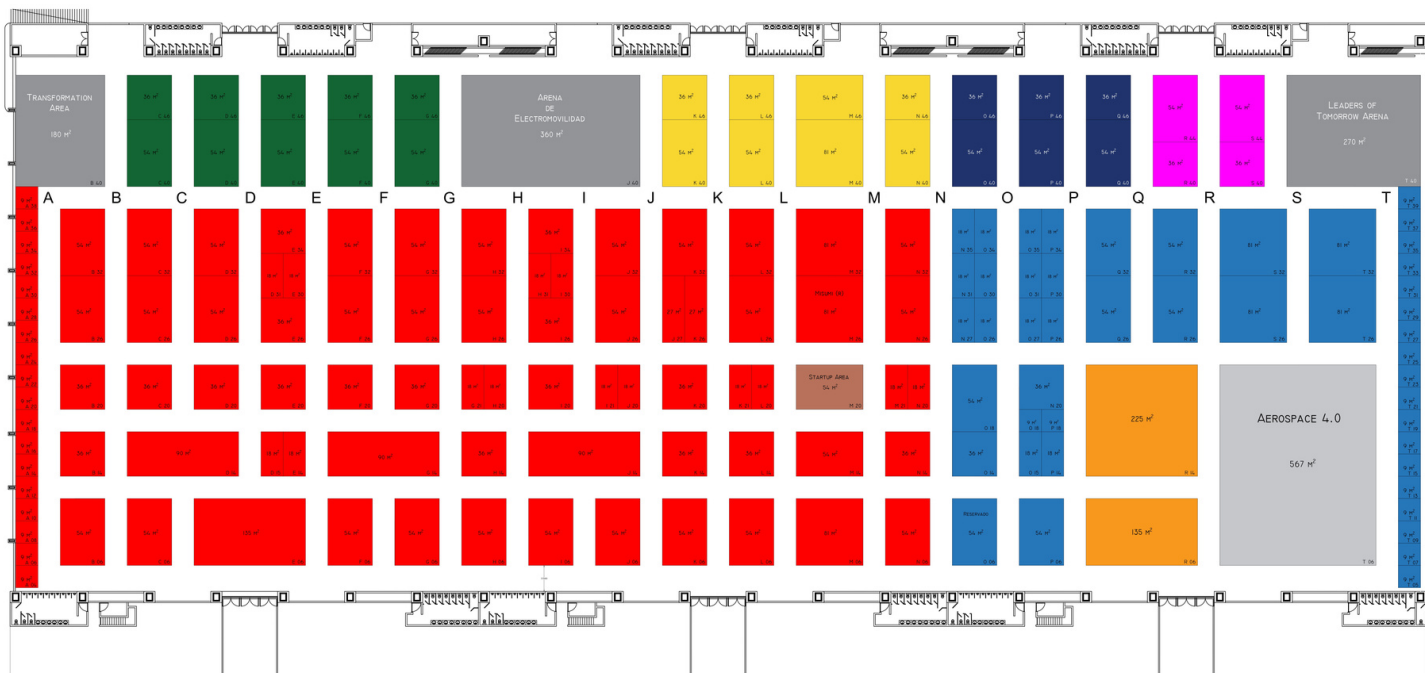
Decision makers



MAIN SEGMENTS OF INTEREST FOR 2024



FLOOR PLAN



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

■ MÁQUINAS Y HERRAMIENTAS / METALWORKING

■ HERRAMIENTAS ELÉCTRICAS, PARTES Y COMPONENTES /
POWER TOOLS, PARTS AND COMPONENTS

■ INSTITUTOS DE INVESTIGACIÓN / RESEARCH INSTITUTIONS

■ FÁBRICA DIGITAL / DIGITAL FACTORY

■ LOGÍSTICA INTELIGENTE / SMART LOGISTICS

■ AEROSPACE SUMMIT 4.0

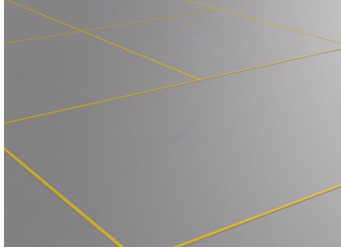
■ GOBIERNO / GOVERNMENT

Participation fees for ITM 2024

Reference image

Regular price sqm

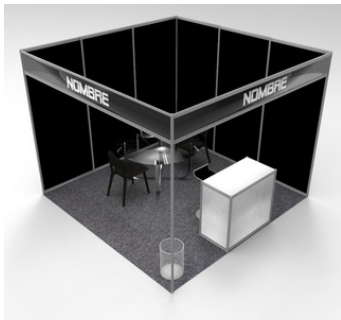
Concept



378 USD + VAT

Raw Space (no setup)

Includes exhibitor badges (3 per 9 sqm), unlimited visitor pre-registration code for your company and mention in the directory. Does NOT include carpet, construction, furniture, or services.



452 USD + VAT

Equipped Booth (Basic Option)

Includes standard carpet, dividing partitions, vinyl sign, standard furniture (counter, table and 2 chairs), 1 110v electrical contact, exhibitor badges (3 per 9 sqm), unlimited visitor pre-registration code for your company and mention in the directory.



**4655 USD + VAT
(Price per 9 sqm)**

Comfort Plus

Includes construction with predetermined design with space for brand positioning, furniture, 1 110v electrical contact per 9 sqm, and 40" screen, exhibitor badges (3 per 9 sqm), unlimited visitor pre-registration code for your company and mention in the directory.



**1785USD + IVA
(Price per counter)**

Startup (counter inside the Startup Pavilion)

Includes standard carpet, one counter inside the Startup Pavilion, 1 110v electrical contact, 2 exhibitor badges, unlimited visitor pre-registration code for your company and mention in the directory.

Contact in Latin America

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International Contact

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| Associate Benefit Packages | Platinum sponsor USD \$19,250 (3x) | Gold sponsor USD \$10,450 (5x) | Silver sponsor USD \$8,800 (7x) |
|--|--|--------------------------------------|---------------------------------------|
| Minimum contracted space on showroom floor | 72 sqm | 54 sqm | 36 sqm |
| Pre-Event and Digital Media Benefits | | | |
| Brand presence, logo linked to partner's page on ITM website | X | X | X |
| Digital directory ad - design, information and artwork on behalf of the partner (1 page) | X | | |
| Digital directory ad - design, information and artwork by partner (1/2 page) | | X | |
| Social media promotion of the event - design, information and artwork on behalf of the partner (Twitter, Facebook, LinkedIn) | 3 | 2 | 1 |
| Post of launches, articles, news, products on the event's social networks prior to the date of the event (Twitter, Facebook, LinkedIn)*. | 5 | 3 | 1 |
| Invitation to participate in Roadshows or Webinars | X | X | X |
| Publication of notes, news, relevant articles and original industry content in the specialized Industry 4.0 portal, Cuatro Cero https://cuatro-cero.mx/ . (Information provided by partner, subject to editorial review)*. | 5 | 3 | 1 |
| Logo on online pre-registration page | X | | |
| Inclusion of an advertising banner in one of our biweekly newsletters. | X | X | X |
| Invitation and access to private and exclusive events (if applicable) | X | X | X |

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| Media Presence | | | |
|---|----|---|---|
| Interview/capsule arrangement with media partners | X | X | |
| Mention as official sponsor at press conferences | X | X | X |
| Presence as speakers at an ITM 2024 press conference of ITM 2024 | X | | |
| On-site benefits | | | |
| Invitation to participate as speaker in Futuristic Minds conference areas | X | X | X |
| Invitation to participate as Keynote in conference areas | X | X | |
| Invitation to participate as a panelist in ITMujeres' conference areas. | X | X | |
| Invitation to participate as a panelist in conference areas | X | X | X |
| Access to private and exclusive events (if applicable) | X | X | X |
| Free access to lectures / educational program (if applicable) | 10 | 6 | 4 |
| Loop logo on the entrance arch | X | X | X |
| Loop logo on the screen of the conference areas | X | X | X |
| Industrials Night Passes (extra) | 6 | 4 | 2 |
| Totem or activation in Foyer. Production and assembly by the partner. | X | | |

*Alliances and sponsorships acquired after April 5, 2024, are subject to change and availability.

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