



October 4 - 6 2023 ♦ Poliforum ♦ León ♦ Guanajuato ♦ Mexico

# Industrial Transformation Mexico 2023

A Deutsche Messe and Italian Exhibition Group Event

ITM is the Industry 4.0 trade fair of reference in Mexico and Latin America. This great event is a platform where the industrial 4.0 leaders and enterprises showcase the new technological trends that will be at the forefront of the industry in years to come, and where decision-makers meet to consolidate the businesses of the future.

## ITM'S SEGMENTS:



**Automation and  
Robotization**



**Smart  
Logistics**



**Energy  
Solutions**



**Manufacturing  
Digital and ICT**



**Aerospace  
Industry**



**Machines &  
Tools**



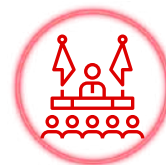
**Smart  
Factory**



**Research  
Institutions**



**Additive  
manufacturing**



**Government**

## Why attend?



Begin the digital  
transformation of  
your company.



Optimize your processes  
and results, generate  
savings and increase your  
sales.



Increase your  
competitiveness and  
operational efficiency.



Expand your  
business  
network.



Take the lead in  
the business of the  
future.



**+ 200  
National and  
international  
brands**



**+ 70  
conferences**



**+ 15,000  
professional  
visitors**



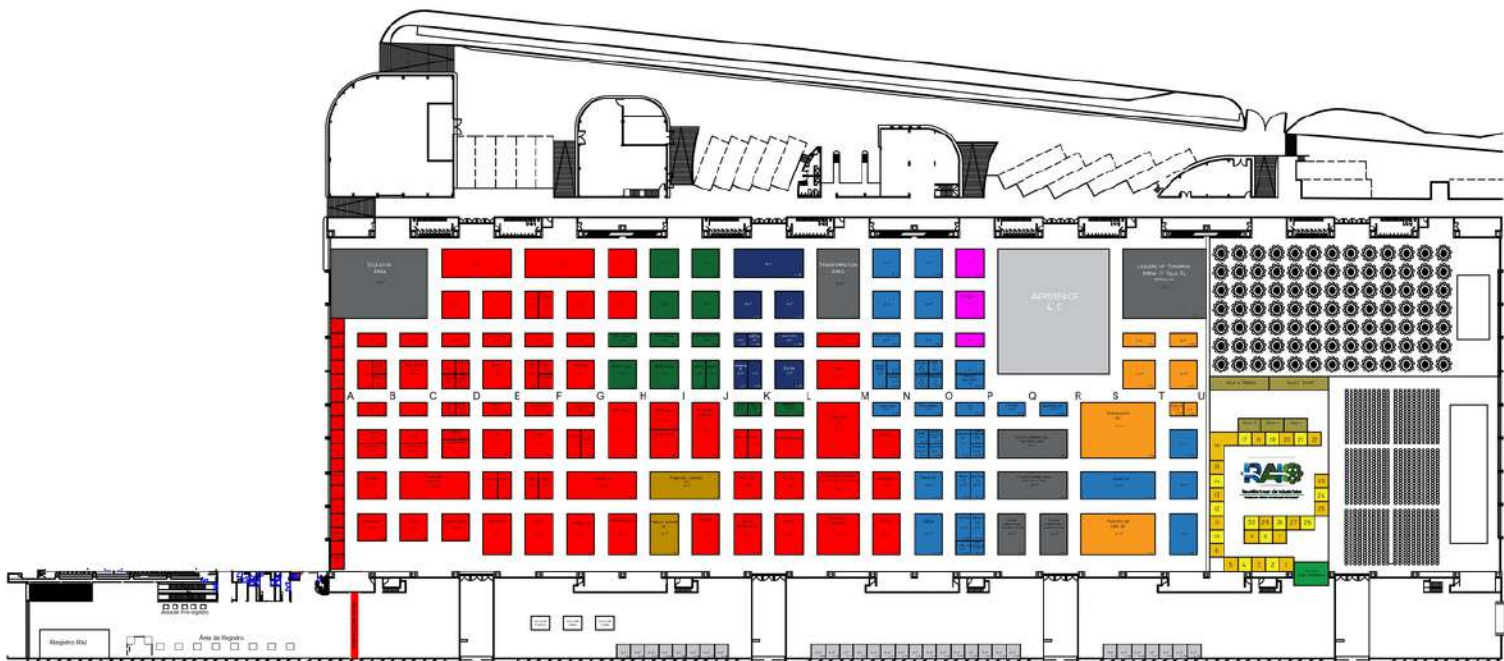
**12,000 sqm  
floor display**

# Participation fees ITM 2023

Regular price sqm	Early bird price Valid until 30.04.2023	Concept
315 USD + VAT	360 USD + VAT	<b>Raw space without setup</b> Includes 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.
378 USD + VAT	430 USD + VAT	<b>Shell Scheme (Basic Option)</b> Includes 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.
420 USD + VAT	480 USD + VAT	<b>Service package with comfort setup</b> Includes carpet (show color), hard wall booth construction, signboard and lettering, lighting, comfort furnishing (higher quality than the basic shell scheme), 1 electrical outlet (110V), exhibitor badges, unlimited free visitor pre-registration company codes and exhibitor directory listing.
3780 USD + VAT ( Price for 9sqm )	4350 USD + VAT ( Price for 9sqm )	<b>Comfort Plus</b> Includes carpet (show color), hard wall booth construction, signboard and lettering, lighting, comfort furnishing (higher quality than the basic shell scheme), 1 electrical outlet (110V), 40" screen, exhibitor badges, unlimited free visitor pre-registration company codes and exhibitor directory listing.
1500 USD + VAT ( Price per counter )	1700 USD + VAT ( Price per counter )	<b>Startup (Counter inside the Startup Pavilion)</b> Includes carpet (show color), 1 counter within the Startup Pavilion, 1 electrical outlet (110V), 40" screen, 3 exhibitor badges, unlimited free visitor pre-registration company codes and exhibitor directory listing.

Associate Benefits Package	Platinum sponsor USD \$17,500 (3x)	Gold sponsor USD \$9,500 (5x)	Silver sponsor USD\$8,000 (7x)
Minimum contracted space on the showroom floor	72 sqm	54 sqm	36 sqm
Pre-Event and Electronic Media Benefits			
Brand presence, logo linked to the partner's page, on ITM's web site	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 event date (Twitter, Facebook, LinkedIn)*.	5	3	1
Invitation to participate in the Webinar	X	X	
Invitation to participate in the Roadshows	X	X	X
Publication of notes, news, relevant articles and original industry content in Cuatro Cero, the specialized industry 4.0 portal.	5	3	1
<a href="https://cuatro-cero.mx/">https://cuatro-cero.mx/</a> (Information provided by associate - subject to editorial review)*.			
Logo on online pre-registration page and on the confirmation form	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

Media Presence			
Publication of an opinion column related to current industry issues in a national newspaper (subject to editorial review). More publication details with Sponsorship Manager*.	X	X	
Mention as official sponsor at press conferences	X	X	X
Presence as speakers in briefing with international correspondents on ITM Presence as speakers in briefing with international correspondents on ITM	X		
On-site benefits			
Invitation to participate as speaker in "Futuristic Minds" conference areas.	X	X	X
Invitation to participate as Keynote at 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 conferences/educational program (if applicable)	10	6	4
Looped logo on the entrance arch	X	X	X
Logo looping on screen in conference areas	X	X	X
Space for delivery of advertising in the registration area (Distribution and production by the associate). Measurements and limited number	X		
Distribution of promotional items in registration area (production, freight, on-site distribution is the responsibility of the exhibitor)	X	X	
Industrials Night Passes (extra)	6	4	2
Totem or activation in Foyer. Production and assembly by the partner.	X		



- AUTOMATIZACIÓN, ROBOTIZACIÓN Y TRANSMISIÓN DE PODER /  
AUTOMATION, ROBOTATION AND MOTION
- FÁBRICA DIGITAL /  
DIGITAL FACTORY
- LOGÍSTICA INTELIGENTE /  
SMART LOGISTICS
- MÁQUINAS Y HERRAMIENTAS /  
METALWORKING
- GOBIERNO /  
GOVERNMENT
- INSTITUTOS DE INVESTIGACIÓN /  
RESEARCH INSTITUTIONS
- AEROSPACE SUMMIT 4.0

## Contact in Latin America

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