

Industrial Transformation MEXICO

- a HANNOVER MESSE event -

The leading Industry 4.0 event in Mexico

October 7 - 9, 2020
Poliforum León ■ León
Guanajuato ■ Mexico

industrialtransformation.mx #ITM2020

2020



FOCUSED ON 8 MAIN EXHIBITION CATEGORIES



RESEARCH
INSTITUTES



AUTOMATION,
ROBOTICS AND
POWER TRANSMISSION



DIGITAL FACTORY



ADDITIVE MANUFACTURING



SMART LOGISTICS



POWER SOLUTIONS



MACHINE TOOLING



GOVERNMENT



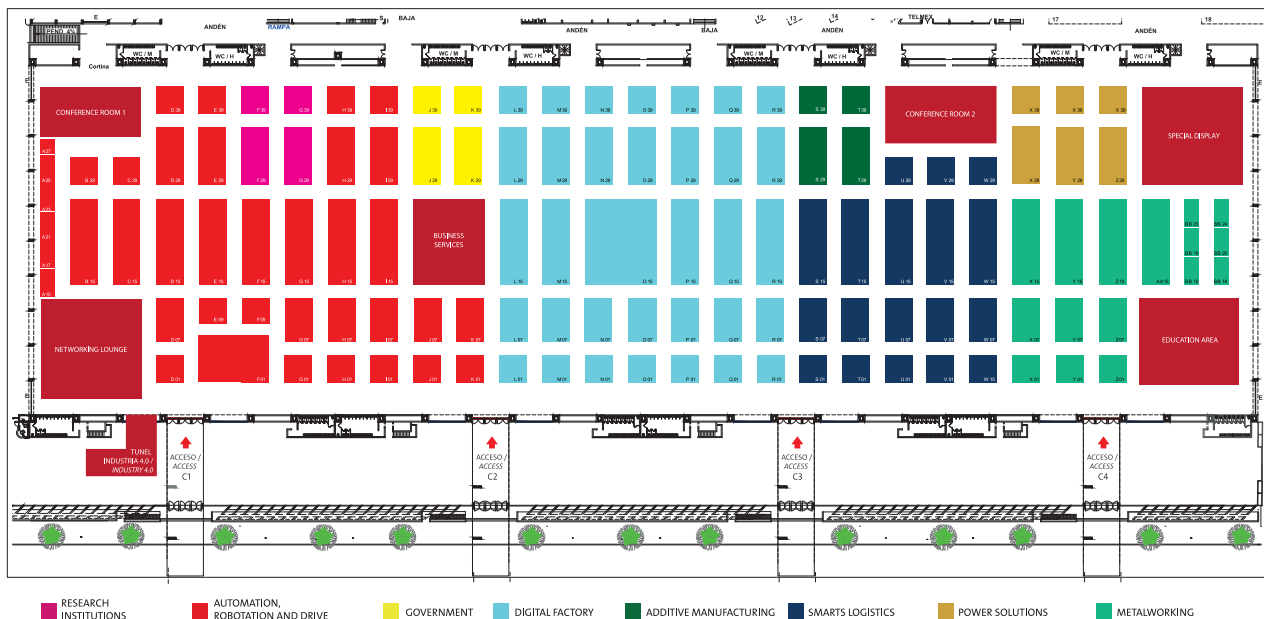
Deutsche Messe

HANNOVER
MESSE
event

Industrial
Transformation
MEXICO

EXHIBITION FLOOR PLAN

* Todos los espacios pueden ser adquiridos en múltiplos de 9 m².
All spaces are sold in multiples of 9 sqm



Why take part?

- The opportunity to generate sales via the leading Industry 4.0 business platform in Mexico and Latin America.
- Contact over 15,000 buyers with Industry 4.0 decision-making power.
- Capitalize on a platform that takes in the entire value chain, from R&D to design, engineering, processes, supply chains, operations, production and smart logistics.
- Strengthen the visibility of your brand, company or products at ITM, the top platform for introducing Industry 4.0 trends and innovations.
- Be part of the sector's leading networking platform that facilitates the sharing of know-how, ideas and contacts between peers from over ten countries.

ITM Prices 2020

OPEN AREA (starting at 18 m ²)	USD 315/m ² +VAT
EQUIPPED STAND PACKAGE Basic type – (starting at 9m ²)	USD 378/m ² +VAT
COMFORT PACKAGE Comfort - (starting at 18m ²)	USD 420/m ² +VAT
BUSINESS SERVICES PACKAGE Inside Counter	3,675 USD +VAT
BUSINESS SERVICES PACKAGE Corner Counter	5,700 USD +VAT
STARTUPS	1,500 USD +VAT

Results ITM 2019

- **30,000 visitors** during the three days of the tradeshow (50% professional buyers).
- **265 exhibitors** (25% Mexican, 75% international).
- **18,000 m² of exhibition space.**
- **USD 850 million in ITM-related investment.**
- **USD 52 million in on-site business.**
- **790 media reps.**
- **70 conferences, workshops and seminars.**
- **175 speakers.**
- **ITMujeres became the first educational platform focused specifically on promoting the inclusion of women in Industry 4.0.**

Your personal contacts:

Latin American contact

Global contact

América Neri
Tel. +52 55 7028 3335 Ext. 804
america.neri@hfmexico.mx

Simone Robering
Tel. +49 511 89 33128
simone.robering@messe.de

www.industrialtransformation.mx

Look for us on social media: