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Industrial
Transformation
MEXICO®

INDUSTRIAL TRANSFORMATION MEXICO

THE HOME OF THE NORTH AMERICAN INDUSTRY OF THE FUTURE

Shaping the future with technology

November 11 - 13, 2025
Centro Banamex, CDMX

industrialtransformation.mx

ITALIAN
EXHIBITION
GROUP
Providing the future



Deutsche Messe

SPONSORSHIP OPPORTUNITIES

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Lanyard Branding

Increase your brand visibility by customizing the lanyards that will be distributed to ITM 2025 visitors.



- 8,000 lanyards to be delivered.
- Distributed exclusively to visitors (excludes other categories).
- Production and manufacturing of lanyards to be handled by the sponsor.
- Lanyards must be delivered prior to the start of the expo.

Investment Cost: \$5,000 USD

Cost do not include the applicable 16% VAT

Welcome Tote bag

Showcase your brand to thousands by branding the welcome bags handed out to ITM 2025 guests.



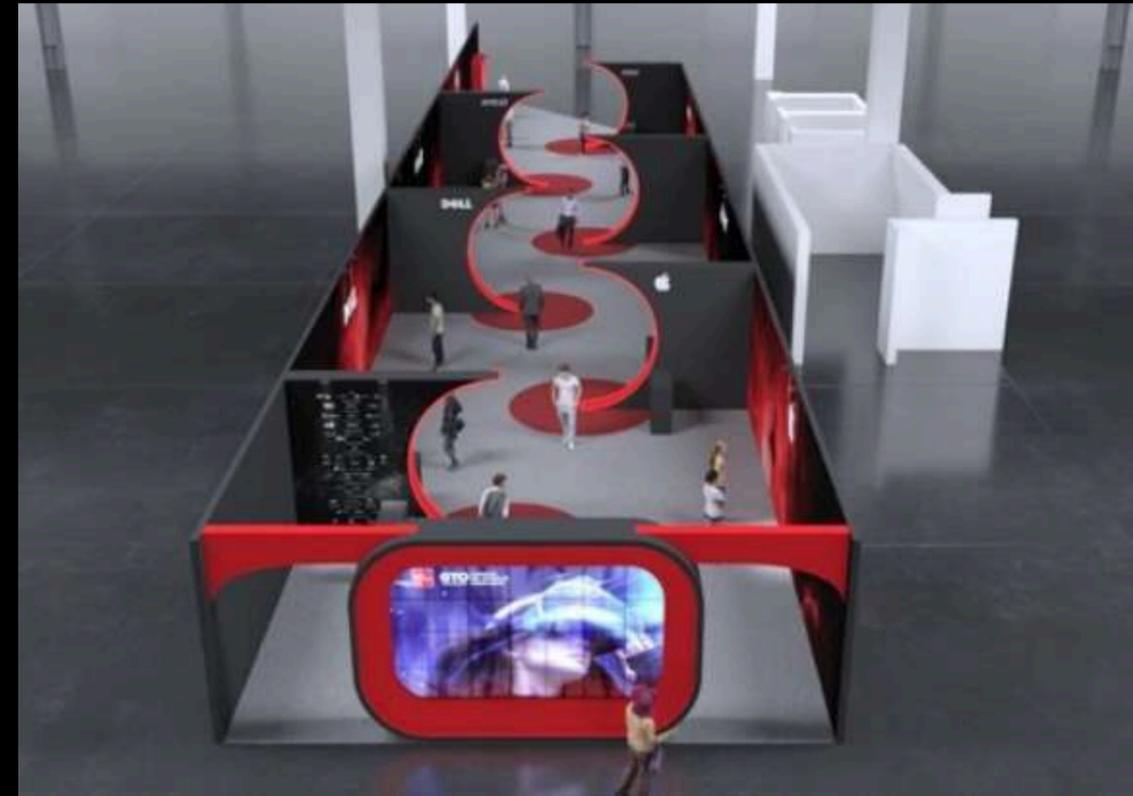
- 8,000 welcome bags to be delivered.
- Distributed at registration and exclusively to visitors (excludes other categories).
- Production and manufacturing of the bags to be handled by the sponsor.
- Bags must be delivered prior to the start of the expo.

Investment Cost: \$2,500 USD

Cost do not include the applicable 16% VAT

Branding of a Wall in the Welcome Industry Tunnel

Guarantee maximum exposure by placing your brand in the entrance tunnel to Industrial Transformation Mexico 2025.



- **Printing and installation included.**
- **Image must be provided in vector format or .ai file.**
- **The operations team will share the dimensions and design specifications.**
- **The organizing committee will assign the specific wall where your branding will be displayed.**

Investment Cost: \$4,500 USD

Cost do not include the applicable 16% VAT

Main Stage Sponsorship

Showcase your brand to thousands by sponsoring the Main Stage at Industrial Transformation México 2025



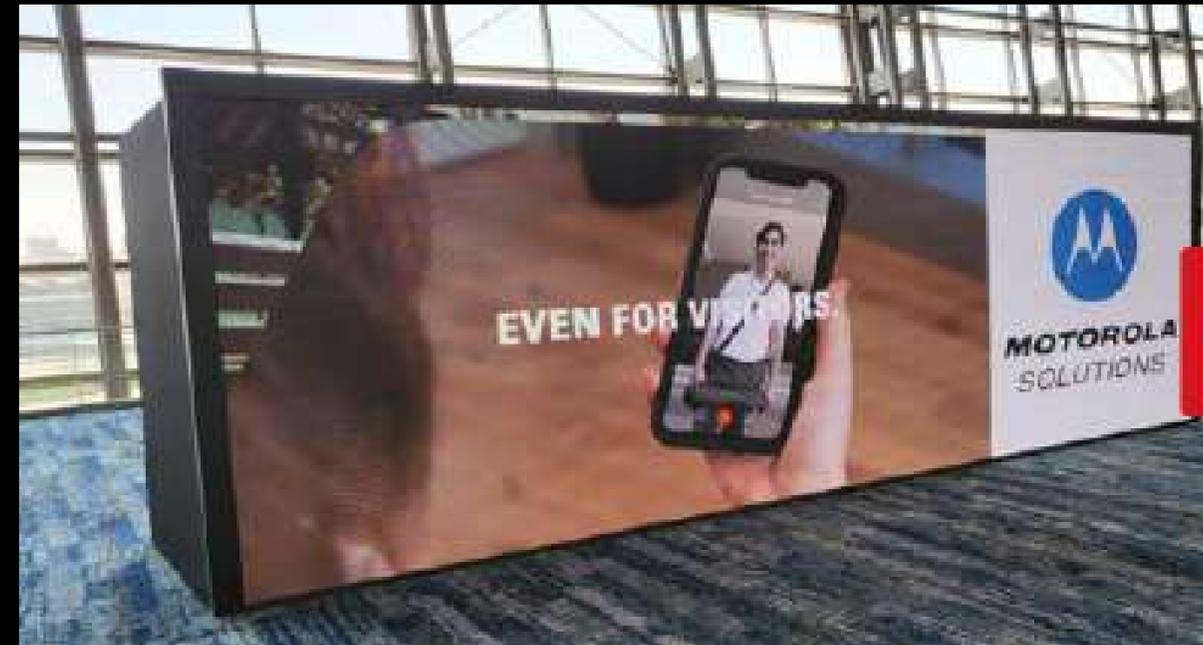
- Logo displayed on the conference stage with the phrase: “Powered by:”
- Logo featured in a loop on the screen in the conference area.
- Logo placement on the ITM website as a Conference Sponsor.
- Space provided for distributing promotional items in the conference area (production and distribution to be handled by the sponsor).

Investment Cost: \$8,000 USD

Cost do not include the applicable 16% VAT

Brand activation, product display or volumetric signs in foyer

Make a strong impression with a branded activation or 3D installation strategically placed in the lobby, just before attendees enter ITM 2025.



- Design, production, and installation to be handled by the sponsor.
- Cost based on square meter rate and subject to prior approval by the organizing committee.
- Pricing covers all days of the event.
- Installation and dismantling are the responsibility of the sponsor.
- Does not include electrical power, internet, or security services. If required, these will be quoted separately.

Rate per sqm: \$600 USD

Cost do not include the applicable 16% VAT

Banner in concourse at showroom level

Highlight your brand by displaying it on a banner within the venue's lobby.



- Design, layout, and production of the banner to be handled by the sponsor.
- Double-sided banner, 1 meter wide by 5 meters high, with a 5 cm sleeve at the top and bottom.
- Installed on the window-facing side of a column at the exhibition hall level.
- Cost covers the entire week of the event for one (1) double-sided banner.

Investment Cost: \$2,000 USD

Cost do not include the applicable 16% VAT

Spot on Digital Screens in Common Areas of the Venue

Increase your brand visibility with a 20-second spot featured on the 38 screens in the venue's common areas.



- Video design, editing, and delivery are the sponsor's responsibility.
- Video must be delivered in MP4 format, 16:9 aspect ratio, with a maximum file size of 1GB.
- The spot will be broadcast in a video loop throughout the venue.
- Includes the week prior to the event and the week of the event.

Investment Cost: \$3,500 USD

Cost do not include the applicable 16% VAT

Spot Broadcast on Concourse Videowall

Showcase your brand with a 20-second promotional video on the two concourse-level video wall screens.



- Video design, editing, and delivery are the sponsor's responsibility.
- Video must be delivered in MP4 format, 16:9 aspect ratio, with a maximum file size of 1GB.
- The spot will be broadcast in a video loop throughout the venue.
- Cost covers the entire duration of the event.

Investment Cost: \$4,000 USD

Cost do not include the applicable 16% VAT

Vinyl on Screen Totems in Common Areas of the Venue

Take advantage of this prime space in common areas to showcase your brand and maximize visibility among all attendees.



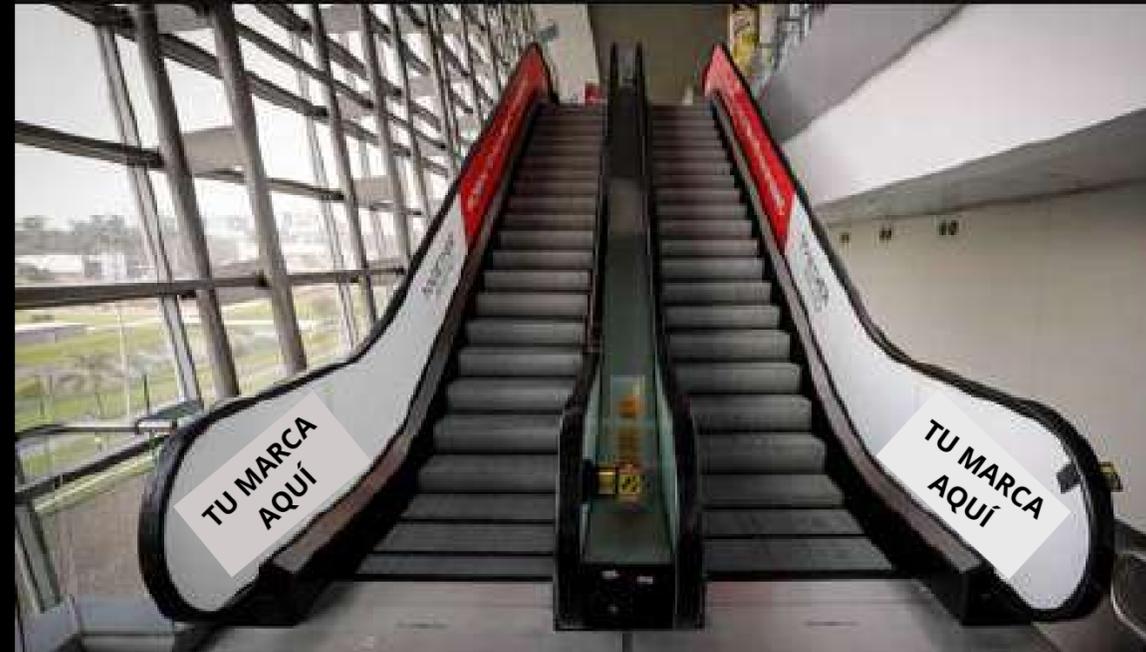
- Design, editing, and production of the vinyl are the sponsor's responsibility.
- Low-adhesion vinyl applied on the glass below the screens, measuring 1.37m wide by 1.20m high.
- Cost for the entire event days.
- Cost per one (1) totem.
- Installation and removal by the sponsor, with a damage deposit required.

Investment Cost: 1,500 USD

Cost do not include the applicable 16% VAT

Vinyl on Glass Panels of escalators in Sections A, B or C

Boost your brand visibility on the escalator — catch visitors' attention on their way to ITM 2025.



- Design, editing, and production of the vinyl are the sponsor's responsibility.
- Self-adhesive vinyl measuring 6m long by 0.60m wide.
- Price per full staircase on each section.
- Cost for the entire event days.
- Installation and removal by the sponsor, with a damage deposit required.

Investment Cost: 2,500 USD

Cost do not include the applicable 16% VAT

Vinyl on Glass Panels of Escalators in Main Entrance Lobby

Showcase your brand on the triple escalators in the main lobby for maximum exposure.



- Design, editing, and production of the vinyl are the sponsor's responsibility.
- Self-adhesive vinyl measuring 14m long by 0.60m wide.
- Price per full triple staircase.
- Cost for the entire event days.
- Installation and removal by the sponsor, with a damage deposit required.

Investment Cost: 3,500 USD

Cost do not include the applicable 16% VAT

Floor Graphic in Main Lobby

Increase your brand's visibility with a floor graphic at the main entrance lobby of the venue.



- Design, editing, and production of the graphic are the responsibility of the sponsor.
- Low-adhesion vinyl applied on marble surfaces.
- Cost is calculated per square meter of the graphic and subject to prior design and placement approval by the venue.
- Cost for the entire event days.
- Installation and removal are the sponsor's responsibility, with a damage deposit required.

Rate per sqm: 1,000 USD

Cost do not include the applicable 16% VAT

Lightbox Advertising in Parking Levels E1 and E2

Elevate your brand presence with advertising space on the lightbox in the venue's parking area.



- Design, editing, and delivery of the advertisement are the sponsor's responsibility.
- A translucent back-lit advertisement measuring 2.15 m wide by 1.05 m high must be provided.
- The cost includes a package of 5 lightboxes located in the parking levels E1 and E2.
- Coverage includes the week prior to the event and the week of the event.

Investment Cost: \$3,500 USD

Cost do not include the applicable 16% VAT

Branding on Entry and Exit Barriers in Parking Area

Get your brand seen by all attendees with strategic placement on the six parking access barriers.



- Design, editing, and delivery of the advertisement are the responsibility of the sponsor.
- Must be delivered in colorplast material. Dimensions: 1.60 m wide by 0.25 m high.
- Cost includes all 6 parking access gates (entry and exit).
- Cost covers the entire duration of the event.

Investment Cost: 1,500 USD

Cost do not include the applicable 16% VAT

Important notes

- **Please note that the prices listed do not include the applicable 16% VAT**
- **Any additional commercial placement not included in this brochure may be quoted separately upon request.**
- **Before producing any materials, sponsors are advised to submit renderings or designs for content approval by the organizing committee. Please contact your Account Executive for further information.**
- **In cases where a damage deposit is required, it may be provided via open credit card voucher, certified check, or wire transfer for an amount equivalent to 50% of the stated cost for each item. The deposit will be refunded at the end of the event, once it has been verified that no damage has occurred.**