

14-16 OCTOBER | SINGAPORE EXPO

INDUSTRIAL TRANSFORMATION ASIA-PACIFIC 2024

Asia Pacific's Leading Advanced Manufacturing Event

Organised by



International Partner:



Deutsche Messe

Industrial
Transformation
a
HANNOVER
MESSE
event
ASIA-PACIFIC

RECAP OF ITAP 2023

ITAP 2023 IN NUMBERS

**>16,000
Attendees**

From 52 Countries/Regions

21% International attendees

>26% C-levels

48% Managerial Levels

Top 10 International Attendees

- | | |
|--|--|
|  1. Malaysia |  6. Thailand |
|  2. China |  7. Republic of Korea |
|  3. Indonesia |  8. Vietnam |
|  4. Japan |  9. Taiwan |
|  5. India |  10. Germany |

>1,300

Facilitated Business Matching

Attended by **>20**

Local and International
Minister and Dignitaries

10

Signing of Memoranda of
Understanding by Industry Players

Top 10 Attending Sectors

- | | |
|---|--|
|  1. Electrical & Electronics |  6. Logistics & Supply Chain Management |
|  2. Semiconductor |  7. Oil & Gas |
|  3. Additive Manufacturing |  8. Energy |
|  4. Automotive |  9. Healthcare |
|  5. Aerospace |  10. Food & Beverage |

>300

Exhibitors









From 23 Countries/Regions

11 Pavilions
Countries / Industry-led

>50

New Product Launches

8 Country Pavilions

- | | |
|--|---|
|  China (Wuxi) |  Japan (Takasaki City) |
|  France |  Malaysia |
|  Germany |  Singapore |
|  Indonesia |  Innovate UK |

3 Industry-Led Pavilion

- Additive Manufacturing Pavilion
(Led by The National Additive Manufacturing Innovation Cluster (NAMIC))
- GSR Pavilion
(Led by GSR United Capital)
- Process Industry 4.0 Pavilion
(Led by ZVEI, NAMUR and PROFIBUS)

WHAT WE'VE ACHIEVED IN 2023?

GOAL

350 EXHIBITORS

12 SPONSORS

11 PAVILIONS

4 ACTIVITY AREAS

308 EXHIBITORS, 23 Countries & Region

18 SPONSORING BRANDS



11 PAVILIONS



4 EXPERIENCE ZONES

- **ELECTROMOBILITY SHOWCASE**
Powered By SGC
- **INTRALOGISTICS**
Powered By Jungheinrich
- **SUSTAINABLE MANUFACTURING**
Powered By Delta
- **INDUSTRIAL TRANSFORMATION**
Powered By Singapore Polytechnic

ADDITIVE MANUFACTURING (8%) (24 no.)



GREEN FACTORY (2%) (6 no.)



INTELLIGENT MACHINE TOOLS (2%) (6 no.)



DIGITALISATION (24%) (74 no.)



SMART LOGISTICS (9%) (28 no.)



INDUSTRIAL AUTOMATION (54%) (166 no.)



ITAP 2024

Industrial Transformation ASIA-PACIFIC 2024

14-16 October 2024 | Halls 3 & 4 | Singapore EXPO

HANNOVER
MESSE
event

Industrial
Transformation
ASIA-PACIFIC

INDUSTRIAL TRANSFORMATION ASIA-PACIFIC 2024

Empowering People, Driving Sustainable Manufacturing

MANUFACTURING

Focus on:
Machine Tools & Engineered Parts

Key Highlight Zone:
NEW Machine Tools & Components Asia

ADVANCED MANUFACTURING

Focus on:
Industry 4.0 Key Trends & Solutions

Main Exhibition:
Industrial Transformation ASIA-PACIFIC

Key Highlight Zone:
NEW Additive Manufacturing Asia

Key Highlight Zone:
NEW Automation and Robotics China

NEXT GEN MANUFACTURING

Focus on:
Industry 5.0 / Manufacturing-X

Key Highlight Zone:
Future of Manufacturing Showcase

Key Highlight Zone:
NEW Generative AI & Beyond

Co-located Event:
NEW Next Mobility Asia

EXHIBITION & SHOWCASE

Industrial Transformation Forum (Thought Leadership & Innovation Conference)

NEW Industrial Transformation Workshops (Technical Sessions)

Future of Manufacturing Summit
*In partnership with A*STAR*

CONTENT & ENGAGEMENT

NEW Manufacturing Standards (G2G) Summit

Global Additive Manufacturing Summit (GAMS)
In partnership with NAMIC

NEW ASEAN Robotics and AI Network Summit

NEW Global Robotics Challenge

ITAP 2024

EMPOWERING YOU

DRIVING SUSTAINABLE MANUFACTURING

Digitalise with Intelligent Operations

Intelligent manufacturing is the key to optimal productivity. Use advances manufacturing technologies for efficiency while keeping people at the heart of the processes.

Align Green Manufacturing Practices

To promote a sustainable relationship between industrial progress and environmental preservation, human wellbeing, aligning manufacturing operations with green manufacturing practices is essential.

Build An Antifragile Supply Chain

Building an antifragile supply chain involves creating a resilient system with the right technology that not only withstands disruptions but also thrives and improves in the face of adversity.

3 Days
14-16 Oct 2024
>18,000
Attendees
>25% C-levels
From 52
Countries/Regions

>400
Exhibiting Brands from
>30
Countries
>60
Product Launches

6 Exhibit Profiles



Digitalisation



Smart Logistics &
Supply Chain



Green Factory



Additive
Manufacturing



Intelligent
Machine Tools &
Engineered Parts



Industrial Automation

KEY EVENT HIGHLIGHTS

LEARN



In Hall Conference Area

Located in hall, this maximizes attendee interaction, allowing them to see and experience what they just heard



Industrial Innovation Stage

A platform to witness and harness new collaborations. Get inspired, share ideas, and map your next transformation plan to reshape the manufacturing industry



I4.0 Tech Capsule

Get bite-size learnings of the latest technology trends and exclusive product launches in the region.

EXPERIENCE



Experience Zone

Spaces designed to experience innovative products & solutions and interact with live demonstrations



Product Showcase

See the latest I4.0 products from global brands



Onsite Guided Tour

Themed in-hall tours offering a concise overview of manufacturing trends and key highlights of the event



Offsite Tour

Curated off-site tours to innovation centers, application showcases and innovative pilots in the field

NETWORK



International Connect Lounge

Drive engagement between local and regional delegates. Opens new business opportunities for SG companies



Facilitated Business Matching

Capitalise on opportunities with facilitated business meetings based on targeted profiles



Key Stakeholder Strategic Meetings

Bringing together key stakeholders and decision-makers to discuss important issues, review progress, and make plans for the future

EXHIBITOR PROFILE

Solutions & Technology Providers, Industrial Companies, Component Manufacturers, Software Companies, Manufacturing Solutions Suppliers, Service Companies, Training & Certification Companies, Institutes of Higher Learning, Research Institutions, Consultancies, Start-ups, Etc

ADDITIVE MANUFACTURING

Integrated Industrial 3D Printing Solutions

- 3D modelling software
- 3D printers
- Materials & components
- Quality management & metrology
- Rapid prototyping
- Research & development
- Solutions for additive manufacturing

DIGITALISATION

Integrated Processes & IT Solutions

- AI & Machine Learning
- Asset management systems
- Big data management
- Cloud computing
- Cyber Security
- Data Infrastructure
- Design & Product Development
- Digital Twin
- Energy Management Solutions
- Enterprise Resource Planning (ERP)
- Manufacturing execution systems (MES)
- Power-saving production technologies
- Predictive maintenance
- Product life cycle management (PCM)
- Research & development
- Security technology
- Training & education
- Virtual & augmented reality
- Virtual commissioning

INDUSTRIAL AUTOMATION

Factory & Process Automation, System & Industrial IT Solutions

- Assembly and handling system
- Autonomous systems
- Cable and energy carriers
- Control systems, programmable logic controller SCADA
- Embedded systems
- Fieldbus systems
- Gear, mechanical drives systems
- Industrial image processing
- Instrument measurement and control
- Industrial internet of things (IIoT)
- Laser technology
- Linear positioning systems
- Machinery, appliances & components for robotics
- Motion controls
- Process automation
- Product and trademark protection
- Pneumatic automation technology
- Research & development
- Robotics & system integration
- Robot simulation & vision system
- Safety switches
- Security components & systems
- Sensors & actuators
- Training & education
- Vibration measurement systems

SMART LOGISTICS & SUPPLY CHAIN

- Automated Guided Vehicles
- Automated Storage & Retrieval System
- Conveying Systems
- Eco-palleting System
- Industrial Trucks & Forklifts
- Labelling Systems & Identification
- Lifting Platforms
- Logistics IT
- Packaging & Order Packing Systems
- Racking Systems
- Research & Development
- Storage & Retrieval Equipment
- Space Solutions Providers
- Supply Chain Management Systems
- Training & Education
- Turnkey Systems for Logistics
- Unmanned Aerial Vehicle
- Warehouse Management Systems

INTELLIGENT MACHINE TOOLS & ENGINEERED PARTS

- Boring Machines
- CNC Machines
- Drilling and Grinding Machines
- Milling and Machining Centres
- Gear Cutting and Finishing Machines
- Planning, Shaping, Slotting and Broaching Machines
- Sawing, Cutting, Screwing and Threading Machines
- Deburring, Honing, Lapping and Polishing Machines
- Sheet Metal Cutting Machines
- Metal Blanking, Metal Forming, Metal Punching Machines
- Sheet Metal Machining Centres
- Laser Marking and Engraving Machines
- Electro rosive and electrochemical Machines

GREEN FACTORY

- Building Decarbonisation
- Carbon emission reduction
- Climate Neutrality
- Electrification
- Energy management solutions
- Energy Use Reduction
- Energy Transmission
- Environmental, Health and Safety Services
- Heat recovery systems
- Heating, ventilation, air-conditioning equipment
- Industrial Sustainability
- Lean Surface Finishing
- Material Utilisation
- Meter boards, distribution systems for electrical building installation
- Power generation services
- Power-saving production technologies
- Renewable Energy & Resources
- Toxic Use and Toxic Waste Reduction

PACKAGES

Package Overview

PHYSICAL SHOWCASE

Reserve a booth to boost visibility, connect with your audience, and showcase innovative products and the latest technology

PACKAGE	EARLY BIRD (Valid until April 30, 2024)	PUBLISHED (Valid from May 1, 2024)
Premium Raw Space (Min of 54 sqm)	S\$770/sqm	S\$825/sqm
Raw Space (Min of 48 sqm)	S\$700/sqm	S\$750/sqm
Shell Scheme (Min of 12 sqm)	S\$800/sqm	S\$850/sqm
Premium Location Charge	10% of the prevailing rate (Booths located within the main aisles)	
Double Storey Charge	50% discount of the prevailing market rate	

ADD ONS

Elevate your exhibition with our value-add packages, designed to boost your presence and engagement, offering unique benefits and opportunities for an exceptional experience

PACKAGES	RATE
NEEDS DRIVEN	
Tailored Solutions for You: Our customized packages are designed to meet your unique needs, ensuring an effective and personalized solution	
Focused Workshops <i>(45-mins)</i>	S\$10,000
Leads Accelerator	S\$5,000
Networking session @ International Connect Lounge	S\$5,000
Brand Spotlight	S\$5,000
Onsite Advertising	Refer to the Onsite Advertising Slides
ADAPTABLE BOOTH SYSTEM	
For exhibitors looking to stand out or save costs with custom booth setups, our flexible system provides a distinctive presence within budget limits	
Premium Adapt Pro	Price may vary according to booth design

SPONSORSHIP

Unlock Strategic Brand Exposure: Our sponsorship packages offer exclusive visibility, strategically positioning your brand to stand out and connect with the targeted audience, delivering maximum impact.

PACKAGES	RATE
Founding	S\$125,000
Platinum	S\$125,000
Gold	S\$80,000
Silver	S\$60,000
Knowledge	S\$40,000
Registration*	S\$10,000
Lanyard*	S\$10,000
Stages Branding*	S\$10,000
VIP Lounge*	S\$10,000
Business Matching Lounge*	S\$10,000

*Branding element ONLY. Non-exclusive

Physical Showcase

BENEFITS

- Showcase your latest technology to open conversations with prospective clients (online and physical)
- Boost collaboration and communication by connecting with the right people
- Drive sales and strengthen relationships through face-to-face engagement
- Increase brand exposure to a targeted audience of more than 20,000 (online and physical)

PACKAGE	EARLY BIRD (Valid until April 30, 2024)	PUBLISHED (Valid from May 1, 2024)
Premium Raw Space (Min of 54 sqm)	S\$770/sqm	S\$825/sqm
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Shell Scheme (Min of 12 sqm)	S\$800/sqm	S\$850/sqm
Premium Location Charge	10% of the prevailing market rate (Booths located within the main aisles)	
Double-Storey Charge	50% discount of the prevailing market rate	

Reserve a booth to boost visibility, connect with your audience, and showcase innovative products and the latest technology.



ENTITLEMENTS

- Lightbox Fascia Board
- Information Counter (1mHt)
- Barstool
- High Lockable Cabinet
- Wastepaper Basket
- Spotlights
- 13amp Socket

Add Ons

BENEFITS

Elevate your exhibition with our add-on packages designed to boost your presence and engagement, offering unique benefits and opportunities for an exceptional experience.

□ TECHNICAL WORKSHOPS – S\$10,000

Drive engagement with focused workshops, fostering collaboration and problem-solving, providing targeted learning for in-depth expertise relevant to participants' roles.

Entitlements

- ✓ 45 minutes workshop session on one of ITAP stages
- ✓ Inclusion in event marketing materials, schedules, and promotional efforts to attract participants
- ✓ Facilitate the registration process while noting that the final attendee count cannot be guaranteed.
- ✓ Access to technical support for audiovisual equipment and other technical requirements during the session

□ OPEN STAGE – S\$5,000

Transform your sales with our Sales Accelerator Package for rapid growth, streamlined processes, and unmatched success.

Entitlements

- ✓ 20 minutes speaking presentation at ITAP stages

□ LEAD ACCELERATOR – S\$5,000

Transform your sales with our Sales Accelerator Package for rapid growth, streamlined processes, and unmatched success.

Entitlements

- ✓ 10x targeted business meetings
- ✓ 2x guided tours
- ✓ 1x meeting with an association
- ✓ Up to 50 additional relevant business contacts

□ INTERNATIONAL CONNECT LOUNGE – S\$5,000

Unlock the power of ITAP's extensive international network, amplifying your sales potential through unparalleled opportunities.

Entitlements

- ✓ 3x networking sessions (according to selected countries/industry)

□ BRAND SPOTLIGHT – S\$5,000

Boost visibility, spark recognition, and engage your audience with a custom solution to enhance your brand presence.

Entitlements

- ✓ 2x Air-con Duct Banners
- ✓ 2x Glass Doors
- ✓ 1x Inline Banner Ad on ITAP Connected Platform
- ✓ 2x Social Media Posts
- ✓ 2x EDM to Targeted Audience (30% Exh, 70% Vis)

□ BESPOKE BOOTH – S\$30,000 (max up to 54sqm)

An advanced modular booth system offering extensive branding opportunities, dynamic layout configurations, and premium materials, specifically tailored for exhibitors seeking a highly customisable and standout presence.

Entitlements

- ✓ Tailored Booths (Starting from 48sqm of raw space)
- ✓ Involves minimal carpentry

Sponsorship

BENEFITS

Unlock Strategic Brand Exposure: Our sponsorship packages offer exclusive visibility, strategically positioning your brand to stand out and connect with the targeted audience, delivering maximum impact.

□ FOUNDING/PLATINUM S\$125,000

Physical Showcase

- ✓ 117 SQM RAW Space
- ✓ 50% Loyalty discount on Double-Storey Charge (Applicable on the Level 2 Space Only)

Speaking Opportunity

- ✓ 1x 10 mins Keynote Presentation @ ITF
- ✓ 1x Panel Involvement @ ITF

Marketing Entitlements

- ✓ Logo + Company Profile on Website
- ✓ Logo Acknowledgement on EDM and Social Media Channels
- ✓ 30% Partners Content on EDM to be blasted on 120K databases
- ✓ 2x 150-words of Management Quote on Social Media Platforms
- ✓ 1x Homepage and 1x Inline Digital Banner on ITAP Connected Platform
- ✓ 15s Partner Video to be featured on ITAP Main Tracks
- ✓ 2x Maxima Hanging Banners
- ✓ 2x Aircon Duct Banners @ in front of Halls 3/4
- ✓ 4x A3 Posters within the exhibition hall
- ✓ Logo Feature on Post Show Report
- ✓ Consolidated Guided Tour Attendees Report (inclusive of name, designation, company etc.)

□ GOLD S\$80,000

Physical Showcase

- ✓ 54 SQM RAW Space
- ✓ 50% Loyalty discount on Double-Storey Charge (Applicable on the Level 2 Space Only)

Speaking Opportunity

- ✓ 1x 10 mins Keynote Presentation @ ITF

Marketing Entitlements

- ✓ Logo + Company Profile on Website
- ✓ Logo Acknowledgement on EDM and Social Media Channels
- ✓ 30% Partners Content on EDM to be blasted on 120K databases
- ✓ 2x 150-words of Management Quote on Social Media Platforms
- ✓ 1x Homepage and 1x Inline Digital Banner on ITAP Connected Platform
- ✓ 15s Partner Video to be featured on ITAP Main Tracks
- ✓ 2x Maxima Hanging Banners
- ✓ 2x Aircon Duct Banners @ in front of Halls 3/4
- ✓ 2x A3 Posters within the exhibition hall
- ✓ Logo Feature on Post Show Report
- ✓ Consolidated Guided Tour Attendees Report (inclusive of name, designation, company etc.)

□ SILVER S\$60,000

Physical Showcase

- ✓ 48 SQM RAW Space
- ✓ 50% Loyalty discount on Double-Storey Charge (Applicable on the Level 2 Space Only)

Speaking Opportunity

- ✓ 1x Panel Involvement @ ITF

Marketing Entitlements

- ✓ Logo + Company Profile on Website
- ✓ Logo Acknowledgement on EDM and Social Media Channels
- ✓ 30% Partners Content on EDM to be blasted on 120K databases
- ✓ 2x 150-words of Management Quote on Social Media Platforms
- ✓ 1x Homepage and 1x Inline Digital Banner on ITAP Connected Platform
- ✓ 15s Partner Video to be featured on ITAP Main Tracks
- ✓ 2x Maxima Hanging Banners
- ✓ Logo Feature on Post Show Report

□ KNOWLEDGE PARTNER S\$40,000

Speaking Opportunity

- ✓ 1x 10 mins Keynote Presentation @ ITF
- ✓ 1x Panel Involvement @ ITF
- ✓ 1x 20 mins Speaking Presentation *Innovation Stage

Marketing Entitlements

- ✓ Logo + Company Profile on Website
- ✓ Logo Acknowledgement on EDM and Social Media Channels
- ✓ 30% Partners Content on EDM to be blasted on 120K databases
- ✓ 2 x 150-words of Management Quote on Social Media Platforms
- ✓ 1x Homepage and 1x Inline Digital Banner on ITAP Connected Platform
- ✓ 15s Partner Video to be featured on ITAP Main Tracks
- ✓ 2x Maxima Hanging Banners
- ✓ Logo Feature on Post Show Report

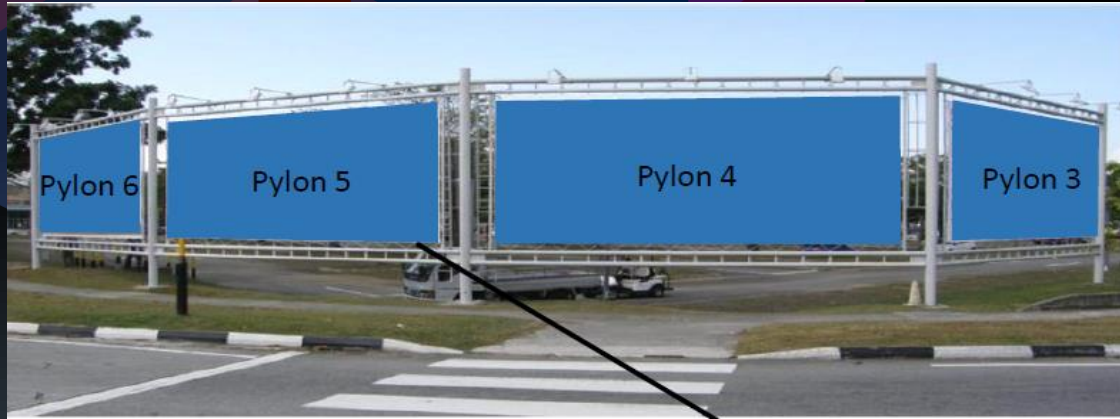
ONSITE ADVERTISING

Onsite Advertising

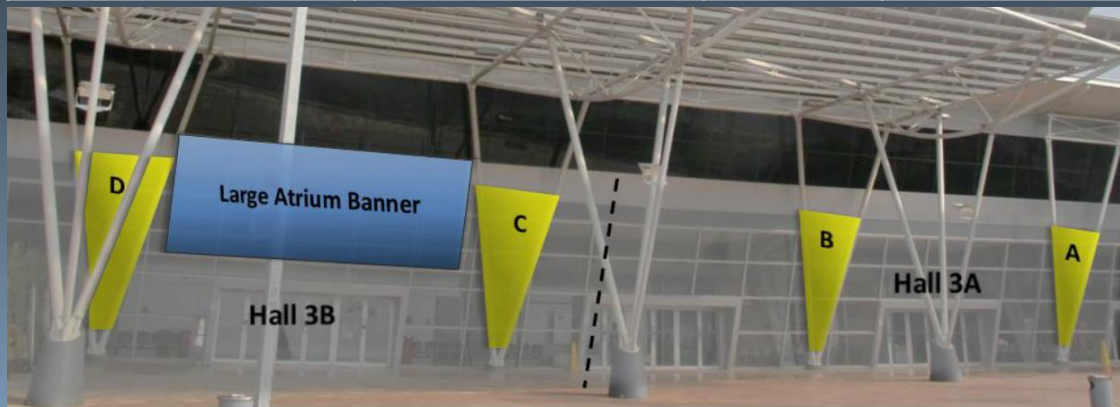
NAMES	DIMENSION	RATE	INVENTORY
Pylons 4 / 5 / 6	7.8m (W) x 3.8m (H)	S\$5,712	1
H3 Large Atrium Banner	8.8m (W) x 3.4m (H)	S\$6,069	1
H4 Large Atrium Banner	8.8m (W) x 3.4m (H)	S\$6,069	1
H4 Small Atrium Banner A	5.8m (W) x 3.5m (H)	S\$3,360	1
H4 Small Atrium Banner B	5.8m (W) x 3.5m (H)	S\$3,360	1
Walkway Billboard C (Between Hall 3 and 4)	2.9m (W) x 1.9m (H)	S\$1,848	1
Walkway Billboard D (Between Hall 4 and 5)	2.9m (W) x 1.9m (H)	S\$1,848	1
Hall 3 Entrance Banner A & Exit D	7m (W) x 1m (H)	S\$5,712	1 Entrance & 1 Exit
Hall 3 Entrance Banner B & Exit C	7m (W) x 1m (H)	S\$5,712	1 Entrance & 1 Exit
Hall 4 Entrance Banner A & Exit D	7m (W) x 1m (H)	S\$5,712	1 Entrance & 1 Exit
Hall 4 Entrance Banner B & Exit C	7m (W) x 1m (H)	S\$5,712	1 Entrance & 1 Exit
Foyer 1 Taxi Stand Column Wrap A / B / C	3m (W) x 3.6m (H)	S\$3,360	3
Maxima Hanging Banner (2 pcs)	1200mm (W) x 2400mm (H)	S\$3,600	10
MRT Linkway ML1-F2 / ML2-F2 / ML3-F2 / ML4-F2 / ML5-F2 / ML6-F2	4.26m (W) x 1.22m (H) / 3.74m (W) x 1.22m (H) - D/S	S\$4,200	6
Carpark Small LampPost Banner (Single-sided)	1m (W) x 3m (H)	S\$6,552	1 set (12 pcs)
Car Barrier Advertising (Entry) x 4 pcs & (Exit) x 4 pcs	2m (W) x 0.24m (H)	S\$3,696	1 set (4 pcs) Entrance & 1 set (4 pcs) Exit

Onsite Advertising

NAMES	DIMENSION	RATE	INVENTORY
Pylons 4 / 5 / 6	7.8m (W) x 3.8m (H)	S\$5,712	1



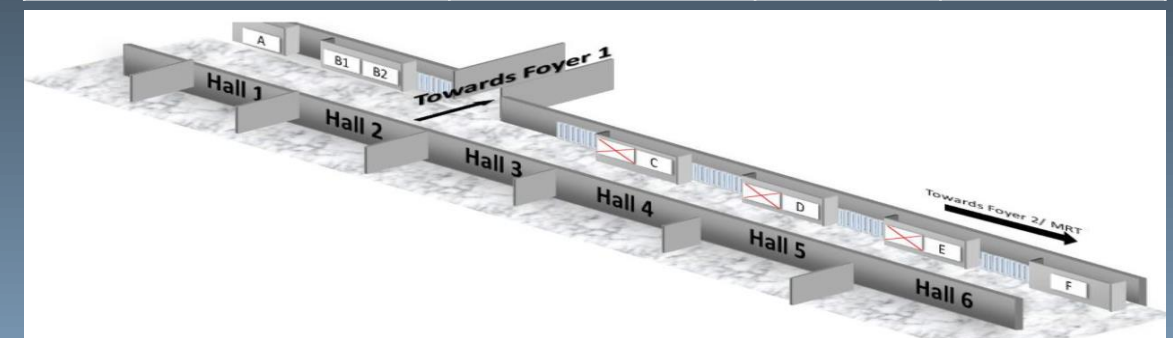
NAMES	DIMENSION	RATE	INVENTORY
H3 Large Atrium Banner	8.8m (W) x 3.4m (H)	S\$6,069	1



NAMES	DIMENSION	RATE	INVENTORY
H4 Large Atrium Banner	8.8m (W) x 3.4m (H)	S\$6,069	1
H4 Small Atrium Banner A	5.8m (W) x 3.5m (H)	S\$3,360	1
H4 Small Atrium Banner B	5.8m (W) x 3.5m (H)	S\$3,360	1



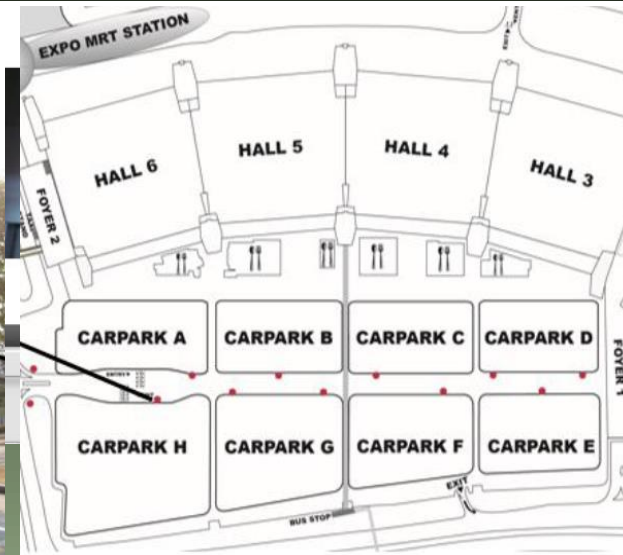
NAMES	DIMENSION	RATE	INVENTORY
Walkway Billboard C (Between Hall 3 and 4)	2.9m (W) x 1.9m (H)	S\$1,848	1
Walkway Billboard D (Between Hall 4 and 5)	2.9m (W) x 1.9m (H)	S\$1,848	1



Onsite Advertising

NAMES	DIMENSION	RATE	INVENTORY
Hall 3 Entrance Banner A & Exit D	7m (W) x 1m (H)	S\$5,712	1 Entrance & 1 Exit
Hall 3 Entrance Banner B & Exit C	7m (W) x 1m (H)	S\$5,712	1 Entrance & 1 Exit
Hall 4 Entrance Banner A & Exit D	7m (W) x 1m (H)	S\$5,712	1 Entrance & 1 Exit
Hall 4 Entrance Banner B & Exit C	7m (W) x 1m (H)	S\$5,712	1 Entrance & 1 Exit

NAMES	DIMENSION	RATE	INVENTORY
Maxima Hanging Banner (2 pcs)	1200mm (W) x 2400mm (H)	S\$3,600	10

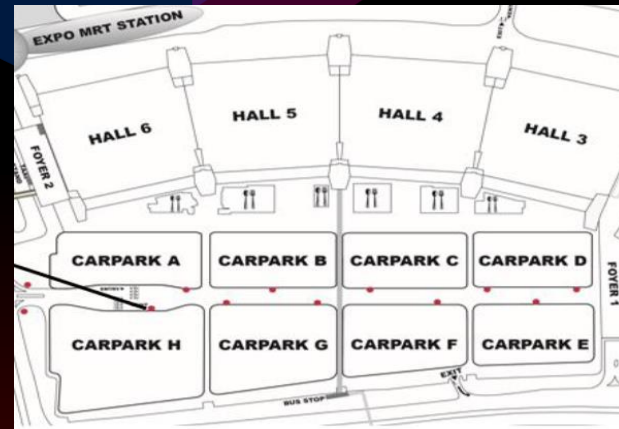


NAMES	DIMENSION	RATE	INVENTORY
Foyer 1 Taxi Stand Column Wrap A / B / C	3m (W) x 3.6m (H)	S\$3,360	3



Onsite Advertising

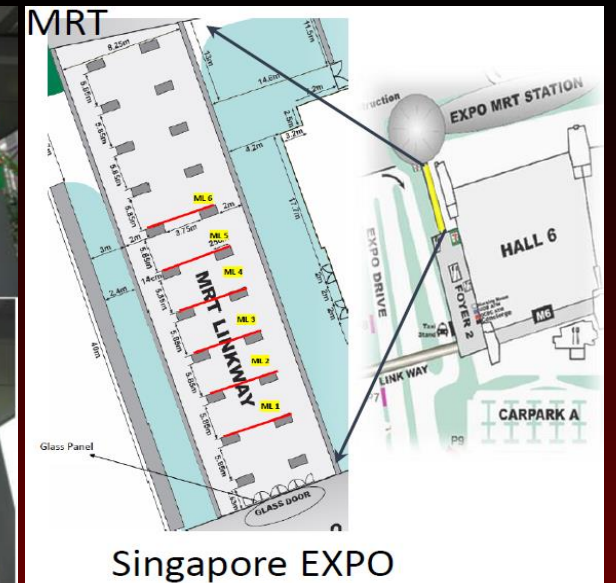
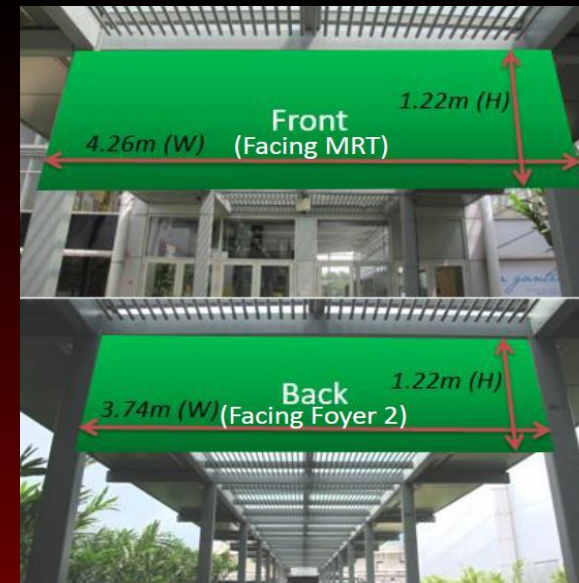
NAMES	DIMENSION	RATE	INVENTORY
Carpark Small LampPost Banner (Single-sided)	1m (W) x 3m (H)	S\$6,552	1 set (12 pcs)



NAMES	DIMENSION	RATE	INVENTORY
Car Barrier Advertising (Entry) x 4 pcs & (Exit) x 4 pcs	2m (W) x 0.24m (H)	S\$3,696	1 set (4 pcs) Entrance & 1 set (4 pcs) Exit



NAMES	DIMENSION	RATE	INVENTORY
MRT Linkway ML1-F2 / ML2-F2 / ML3-F2 / ML4-F2 / ML5-F2 / ML6-F2	4.26m (W) x 1.22m (H) / 3.74m (W) x 1.22m (H) - D/S	S\$4,200	6



Singapore EXPO

A worker in a hard hat and safety glasses is looking at a tablet in a factory setting. The background shows industrial machinery and a robotic arm.

Thank you!

For more information, please contact

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a
**HANNOVER
MESSE**
event

**Industrial
Transformation**
ASIA-PACIFIC