

## INDUSTRIAL TRANSFORMATION USA

Bringing together IT and OT leaders from around the world, attendees to the Industrial Transformation USA event will have access to cutting-edge automation solutions that improve the speed of the manufacturing process, empower manufacturers to continue their digital transformation, and unlock growth for their business.

### WHO WILL BE THERE

- Aerospace
- Automotive
- Energy / Oil & Gas
- Food & Beverage
- Heavy Machinery and Equipment
- Job Shops
- Medium-Sized Manufacturers

### THE ITUSA EXPERIENCE

The targeted, 3-day event will focus on how industrial transformation affects, benefits, and challenges manufacturers. While many events are adding some aspect of IIoT, 5G, cobots and digital twins, your customers cannot learn what they need to traverse the journey with a nominal nod at an existing trade show or website. To successfully navigate this transformation, they need a focused event – dedicated to their success – and yours.

### BUILT BY YOUR CUSTOMER

The new Industrial Transformation USA event is designed based on research and continued input from your customers, including an active Attendee Advisory Board staffed with leading stakeholders from various parts of the industry. This attendee-focused event will allow us to meet their demand for a more personalized, curated experience capable of offering more relevant solutions and deeper connections.

### SUPPORTING PARTNERS

As of February 2023

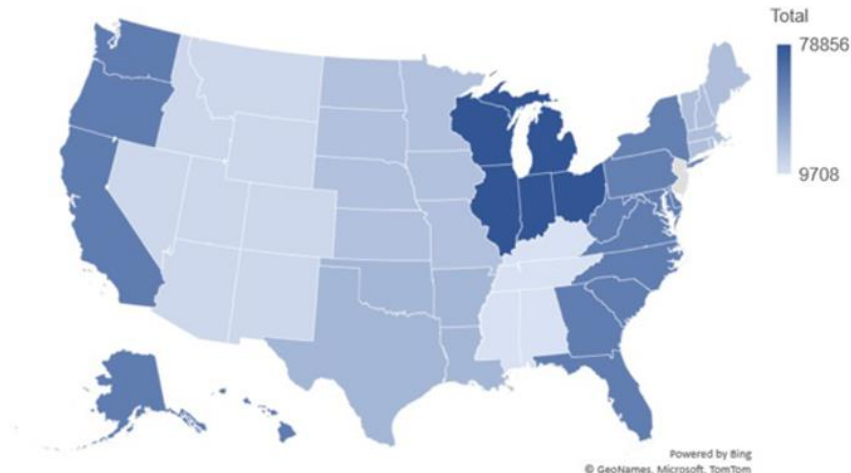


## KEY CONSIDERATIONS

### Why Indianapolis?

- Central to Midwest manufacturing – Industrial Transformation USA will draw from eastern Ohio and Pennsylvania to Minnesota and Missouri—and more.
- Indiana is the second largest **auto manufacturing state**. Indiana's other sectors include pharmaceuticals, medical devices, automobiles, electrical equipment, transportation equipment, chemical products, rubber, petroleum, coal, and factory machinery.
- Attendees and exhibitors want to meet in a location that's less expensive, so they are able to bring more of their team.
- 60% of US Manufacturing is in the midwest with 76,162 facilities and 4,330,643 jobs.

### Total Manufacturing Market Company Distribution by Region



### Attracting Attendees

Industrial Transformation USA **will be created by your customers**, leveraging our Attendee Advisory Board to create the content and experience they need, the campaign will be augmented by:

- Top Attendee Program – nominate your top customers and prospects
- Targeted email campaign to the over 50,000 loyal customers of HANNOVER MESSE USA
- Robust Social Media Campaign leveraging our national and international partners
- Webinar campaign allowing your company to get in front of potential customers via the Industrial Transformation USA platform

OCTOBER 10-12, 2023

INDIANA CONVENTION CENTER  
INDIANAPOLIS, IN

## FOCUS TECHNOLOGY AREAS



### Automation & Robotics

Cobots, Industrial Robots, Robotic Process Automation, Picking & Packing, Packaging, Warehousing, Autonomous Guided Vehicles



### Industrial Data & AI

Big Data, Cybersecurity, Cloud, Data Collection/Analytics/Science, Predictive Decision-Making, AI, ML, Deep Learning, EDGE Computing, Predictive Maintenance, Visualization, ERP, MES, S&OP, FSM, Elastic Infrastructure, Application Performance Management



### Digital Transformation

Digital Transformation & Supply Chain Software



### IIoT & Connectivity

Internet of Things, Connectivity, Sensors, 5G, Edge Computing, Predictive Maintenance, Track & Trace, RFID, Visual Management, IT/OT Convergence, Interoperability, Digital Twins



### Smart Infrastructure

Enabling technologies are integrated with physical infrastructure in order to achieve real-time monitoring, efficient decision-making and enhanced service delivery. Everything that underpins the technology in your operations.

Learn More at [industrialtransformationusa.com](https://industrialtransformationusa.com)



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## FOR MORE INFORMATION CONTACT



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## ORGANIZED BY



Deutsche  
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ITALIAN  
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Providing the future

## EXPERTISE OF HANNOVER MESSE

As part of the HANNOVER MESSE family of global events, Industrial Transformation leverages the world's best practices and applies them at a local level—in Mexico, Turkey, Asia, and now in the US. What makes Industrial Transformation USA different than other events is that it is built by the user, your customer, to create the content and experience they are looking for.