

13-16
十月
2021

METALTECH®

Co-locating:

automEX

26TH INTERNATIONAL MACHINE TOOLS,
METALWORKING & AUTOMATION
TECHNOLOGY EXHIBITION

HYBRID EXHIBITION

13 - 16 OCTOBER 2021

MALAYSIA INTERNATIONAL TRADE & EXHIBITION
CENTRE (MITEC) KUALA LUMPUR, MALAYSIA

www.metaltech.com.my | www.automex.com.my

 metaltechmy  METALTECH & AUTOMEX Official Page

Organised by:

 **informa**markets

DIGITAL SOLUTIONS

A GLOBAL MARKETING TOOL
FOR YOUR BRAND





TABLE OF CONTENT

- pg* **2** Digital Product Showcase
- pg* **6** Email Lead-Generation
- pg* **7** Webinar
- pg* **9** Google Advertising

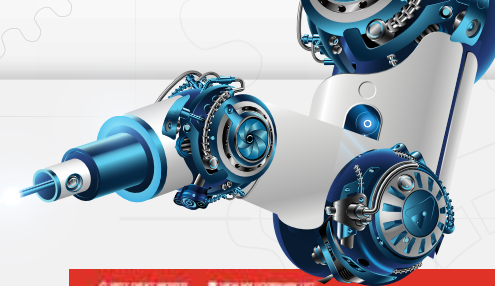


DIGITAL PRODUCT SHOWCASE

BE A DIGITAL ENTREPRENEUR

METALTECH & AUTOMEX is taking your business towards digitisation with the digital platform module designed exclusively to connect the exhibitors and buyers outside of exhibition venue. Hosted on METALTECH's homepage (www.metaltech.com.my), buyers can now easily browse and discover products & services they would like to buy!

Exhibitors are now able to manually utilise the digital platform by uploading pictures of their products & services, and the information about, of the items provided.



KEY FEATURES OF THE NEW DIGITAL SHOWROOM

- **Connect with potential buyers** and start collecting leads before the event launches
- **Contact exhibitor request form** to receive company info, product info and quotation
- **Pre-schedule meetings** with global buyers to be held during the physical event
- **Showcasing the full details** of your product, technology or service
- **Buyer's quick search and access** by industry sector, exhibitor category, exhibitor country or company name
- Reaching out to an average of **more than 40,000** trade visitors* each month

The screenshot shows the website for METALTECH & AUTOMEX MITEC KUALA LUMPUR 2020, held from 10-13 NOV. The interface includes a search bar, filters for companies (1-7) and all countries & regions, and a banner for visitor pre-registration. Below the banner, there are four product categories: LASER BOT, CREST, SURFCOM, and PRESS. Each category has a corresponding image and a '+ MY LIST' button. The distributor information for each category is also visible.

Product Category	Distributor	Stand No.	Action
LASER BOT	LASER SDN. BHD.	2225	+ MY LIST
CREST	CR SDN. BHD.	2225	+ MY LIST
SURFCOM	SURFCOM SDN. BHD.	2225	+ MY LIST
PRESS	PRESSDOT SDN. BHD.	4390	+ MY LIST

ADVERTISING OPPORTUNITIES

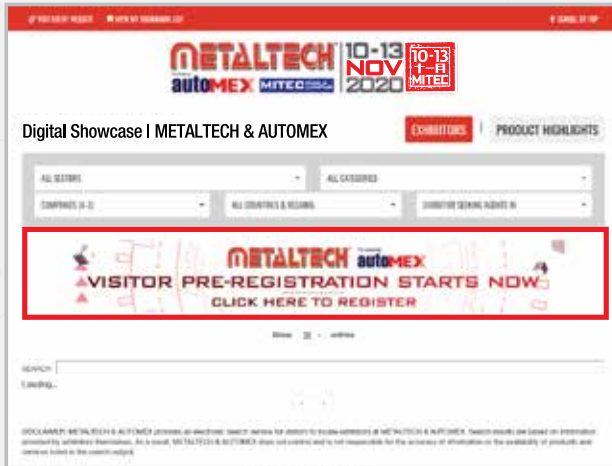
ITEM	Requirements
1 Display Banner <i>(Three Months)</i> Banner ads will be displayed in the fixed position below the search category for the duration of three months	1000 (w) x 140 (h)
2 Product Images Upload three (3) hi-res images and descriptions of your product, technology or service	JPEG, High Resolution
3 Product Priority Placement <i>(Three Months)</i> Advertise your product to appear on the top rows for the duration of three months	
4 Company Priority Placement <i>(Three Months)</i> Advertise your company to appear on the top rows for the duration of three months	
5 Video Clip Share your product video clip to appear in the platform	Video Link Only



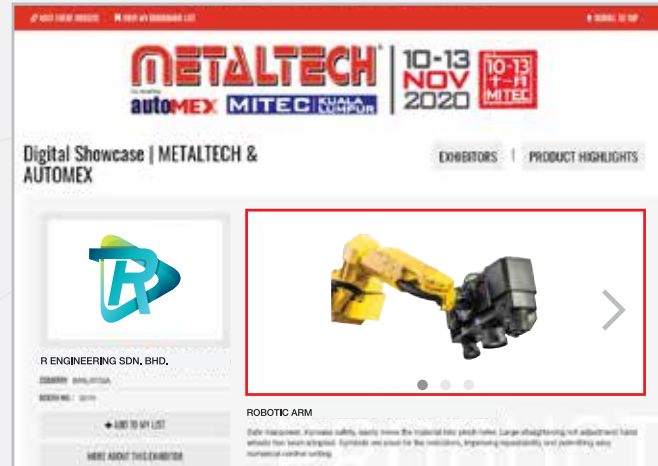
Terms and conditions apply, please speak to our sales representative for detailed pricing and information

ADVERTISING OPPORTUNITIES

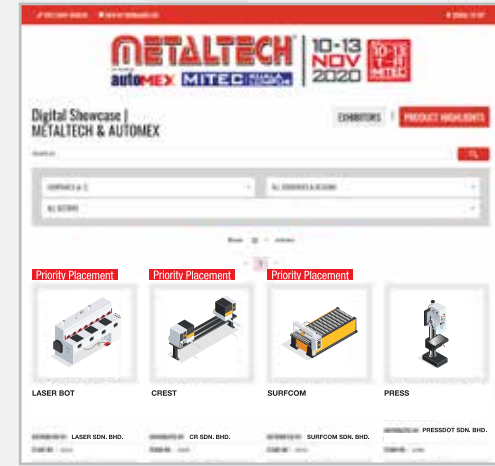
1. Display Banner



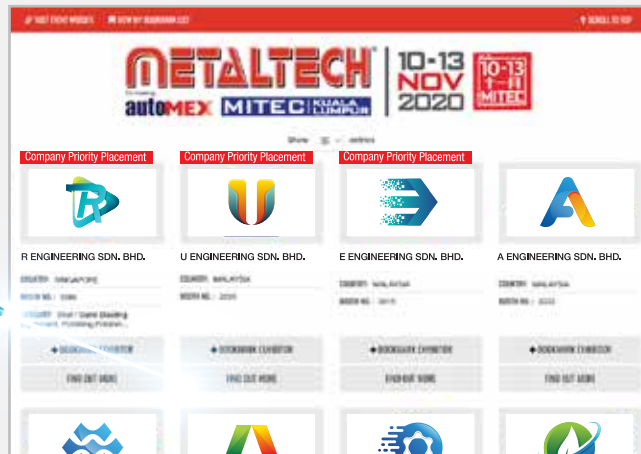
2. Product Images



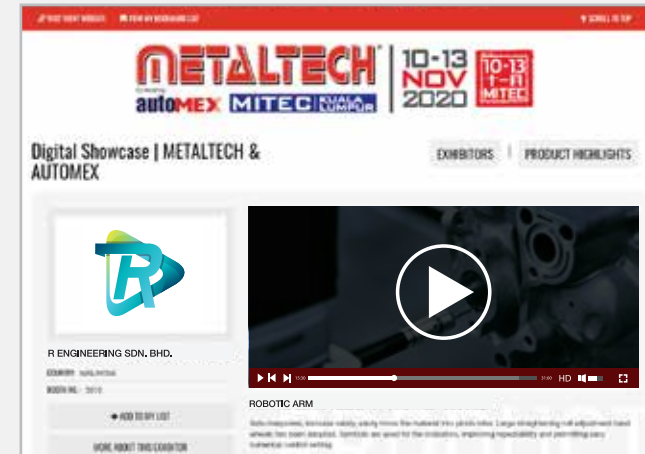
3. Product Priority Placement



4. Company Priority Placement



5. Video Clip



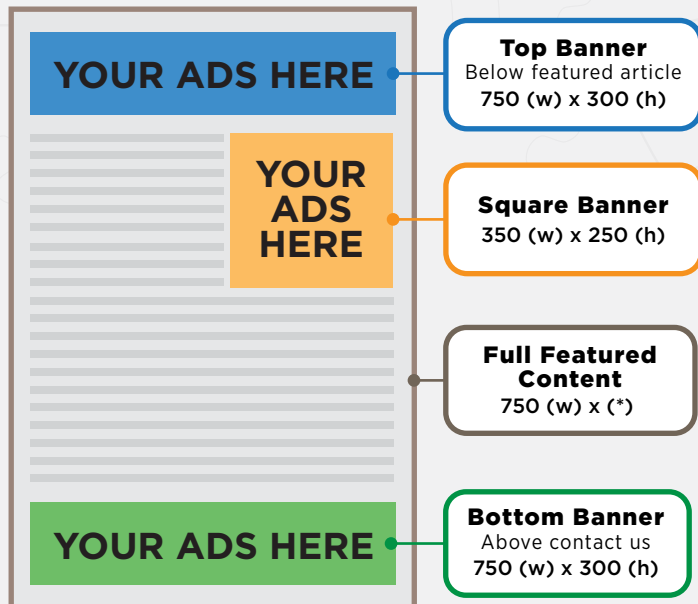
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E-NEWSLETTER



ADVERTISING OPPORTUNITIES

(Ads positions are filled on a *first come first serve basis*.)



Terms and conditions apply, please speak to our sales representative for detailed pricing and information

E-NEWSLETTER SPECIFICATIONS

Dimensions	750 pixels (width)
File Size	300kb
Format	HTML with static images (JPEG/ GIF/PNG) ONLY
Images	<ul style="list-style-type: none"> • Max file size allowed: 2,000.00 KB • Animated Gifs are not recommended (due to Outlook only displaying the first frame of the animation).
Fonts	<ul style="list-style-type: none"> • No custom fonts. (Unless they are contained within images) • Use only system fonts for compatibility.
Notes	<ul style="list-style-type: none"> • Rich Format Elements (E.g. Flash, QuickTime, Javascript, form & data capturing scripts) are not accepted. • PDF materials are NOT accepted. • Email Subject Line to be decided by the organiser. (not applicable to full-featured content)
Hyperlink	One URL link per ad

E-NEWSLETTER MATERIALS SUBMISSION DEADLINE

Full content or sponsored banner are required to be sent to the organiser **one week before** the agreeable launch date

MATERIAL DUE	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
	1/2/2021	1/3/2021	1/4/2021	1/5/2021	1/6/2021	1/7/2021	1/8/2021	1/9/2021	1/10/2021

WEBINAR

SHARE YOUR INSIGHTS AND GAIN VALUABLE LEADS

Our exclusive and cost-effective webinars provide a wide variety of content to targeted audience, ranging from educational topics, insights sharing, new product launching and demonstrations.

WEBINAR SPONSORSHIP OPPORTUNITIES are available in TWO OPTIONS:

SPONSORING A WEBINAR

Sponsoring a third-party webinar topic featuring key industry leaders and established local & international association related to the manufacturing and automation industry.

CUSTOMISE YOUR OWN WEBINAR

You can also present and sponsor a webinar topic of your choice. Speak to our team on how to produce and develop the right topic, as well as to market the programme to the relevant industry professionals.

If you are interested, please email Kelly.Liau@informa.com for further discussion.

KEY BENEFITS OF WEBINAR



Increase your **brand visibility**



Generate valuable sales lead to targeted audience



Showcase your expertise in the industry



Convenient and easy approach to connect with the buyers



ADVERTISING OPPORTUNITIES

Duration

60 minutes

120 minutes

Terms and conditions apply, please speak to our sales representative for detailed pricing and information

BRANDING & PROMOTIONAL ACTIVITIES

PRE-WEBINAR

- Your company logo displayed as the “Webinar Sponsor” on the Event Website
- Your company name to be mentioned as the “Webinar Sponsor” in the pre-event Press Release
- Your company logo displayed as the “Webinar Sponsor” on the Registration Page.
- 1x Facebook blasting
- 1x dedicated e-newsletter promotion

DURING THE WEBINAR

- Your company logo displayed on screen before the webinar starts
- Opportunity to include content (video or images) pertaining to the topic
- Verbal recognition and company description during the webinar

AFTER WEBINAR

- Registration leads including complete contact information will be provided
- Webinar will be archived in the website for the duration of one year



GOOGLE ADVERTISING

Google Ads is a paid advertising platform that falls under a marketing channel known as pay-per-click (PPC), where you (the advertiser) pays per click or per impression (CPM) on an ad. It is an effective way to drive **potential leads or targeted audience** who are interested in your products or services.



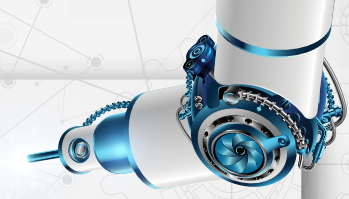
A screenshot of the Malay Mail website. At the top, the logo "malay mail" is visible on the left, and "COVID-19" is centered. To the right of "COVID-19" are social media icons for Facebook, Twitter, YouTube, and Instagram, followed by the text "ABOUT US ADVERTISE WITH US". Below the header is a navigation bar with links: "HOME MALAYSIA SINGAPORE WORLD MONEY LIFE EAT/DRINK SHOWBIZ OPINION SPORTS TECH/GADGETS DRIVE VIDEOS 大马网 PROJCKMM". The main content area features a large advertisement for "METALTECH MAY 五月 15-18 15-18" in Kuala Lumpur, with a call to action "Pre-register your visit now on www.metaltech.com.my". Below the ad is a "LEAD STORY" section with the headline "As Malaysia's kindergartens reopen, operators say pre-schoolers will take time adjusting to life alongside Covid-19". The article text mentions that with pre-schools nationwide allowed to reopen from today, many kindergarten operators expressed their eagerness for a return to conventional lessons despite added restrictions in the Covid-19 era. To the right of the main article is a smaller advertisement for "METALTECH 10-13 JUNE 2020 MITEC VISITOR PRE-REGISTRATION STARTS NOW REGISTER HERE". At the bottom of the page, there is a row of smaller news snippets with various headlines and images.

WHY ADVERTISE ON GOOGLE?

Informa Markets is one of Google's Partners in Asia. Our highly trained team have the experience with a wide range of industries and solutions areas. Plus, we will provide reports, insights, and ongoing guidelines, so you can monitor your progress and **make your ads even more successful.**

Google is the **most used search engine**, receiving 3.5 billion search queries a day.

Your competitors are also using Google Ads platform. There are thousands of companies use Google Ads to promote their businesses, which means that even if you're ranking organically for a search term, your results are being pushed down the page, beneath your competitors.



TYPES OF ADVERTISING

SEARCH ENGINE MARKETING (SEM)

PAID ADVERTISEMENTS THAT APPEAR ON SEARCH ENGINE RESULTS PAGE

You can create and share well-timed ads (via both mobile and computer) to your target audience. This means your business will show up on the search engine results page at the moment your clients are looking for products and services.

This way, you reach your target audience when they come across your ad.

DYNAMIC REMARKETING ADVERTISING

TARGET VISITORS ON 3RD PARTY WEBSITES THROUGH CONTENT & THEIR INTERESTS

Remarketing in Google Ads is a way to advertise to users who have previously interacted with you online but have not yet converted. Tracking cookies will follow users around the web and target these users with your ads. Remarketing is effective since prospects need to see your marketing at least seven times before they become a customer.

EMAIL ADVERTISING

INTERACTIVE ADS SHOWN IN PROMOTION AND SOCIAL TABS OF YOUR INBOX

Gmail ads are interactive ads that show in the Promotions and Social tabs of your inbox. Some of these ads are expandable. When you click one of these ads, it may expand just like an email. The expanded ad can include images, video, or embedded forms. Gmail ads help you connect with potential customers in a more personal format.

DISCOVERY ADVERTISING

DELIVER HIGHLY VISUAL, INSPIRING AND PERSONALISED ADS TO YOUR AUDIENCE

Discovery ads rely on visual content to draw in audience. It is designed to grab people's attention with interactive, swipeable content. The advantages of the placement on the Google Discovery Feed gives advertisers an interesting way to expand the reach of their display-type marketing campaigns.

ADVERTISING OPPORTUNITIES

Google Advertising (Basic)

Google Advertising (Advance)

←-----→
Contact us now if you need advice and recommendations to **how to maximize** your paid advertising budget.





Contact Us

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For exhibiting and sponsorship enquiries, **send a meeting request** to our sales specialist in different show profiles:

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