

# METALTECH<sup>®</sup>

Co-locating:

**automEX**

27th **INTERNATIONAL MACHINE TOOLS,  
METALWORKING AND AUTOMATION  
TECHNOLOGY** EXHIBITION

**31 - 03 | 20**  
**MAY - JUNE | 23**

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

## EXHIBITOR MARKETING GUIDE

 metaltechmy  METALTECH & AUTOMEX Official Page  @METALTECH & AUTOMEX

[www.metaltech.com.my](http://www.metaltech.com.my) | [www.automex.com.my](http://www.automex.com.my)

Organised by:



# MAKE YOUR PRESENCE FELT

**METALTECH** Co-locating: **automEX**

To assist you in maximising your exposure at both shows, we have developed this guide to enhance your marketing and promotion activities prior and during the event.

Plan ahead your activities before the show now! If you have further questions or suggestions, please do not hesitate to **contact our team below**

**FOR EXHIBITING AND VISITING ENQUIRY, PLEASE CONTACT:** \_\_\_\_\_

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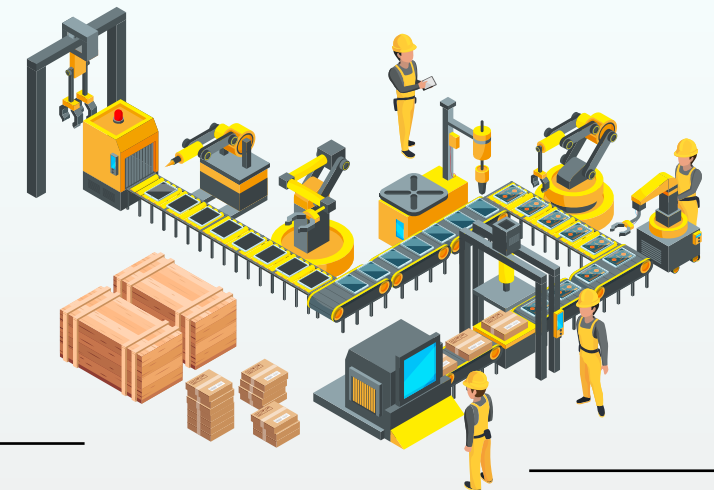
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**SHOW INFORMATION** \_\_\_\_\_

METALTECH & AUTOMEX are strictly open to trade, professional and business visitors by invitation and business card registration only.

**OPENING HOUR**

**31 May - 02 June 2023 - 10:00 am - 6:00 pm**  
**03 June 2023 - 10:00 am - 5:00 pm**



# PRE-EVENT PROMOTION



## **E-Newsletter – See Next Section for the Comprehensive Email Marketing Strategy for Exhibitors**

E-Newsletters are sent to the entire industry rather than just attendees. Our marketing team will keep the key buyers updated of what is happening. While inviting them to visit your stand at METALTECH & AUTOMEX 2023, we direct them to the official website for further information and to pre-register free of charge.



## **Cross Promotion E-Newsletter to ASEAN Machinery Series Database**

Important e-newsletters will reach out to the ASEAN Machine Tools and Metalworking buyers across Thailand, Vietnam, Myanmar, Indonesia and Singapore.



## **Social Media**

More and more businesses are getting connected these days through social media networks. Our social media profiles (Facebook and LinkedIn) reach out to the industry and drive visitors to the event. If you have an announcement to make we will ensure that it appears in our respective social media networks.

Add us today: <https://www.facebook.com/metaltechmy/>  
<https://www.linkedin.com/company/metaltech-automex-malaysia/>



## **Email Signature**

Increase the visibility to your customers so they can see you at the show by adding this image to your company's email signatures. They are designed to both spark conversations that can lead to pre-arranged meetings, and increase the likelihood that your customers will seek-out and visit your booth.



## **Show Preview**

The content-driven Show Preview is designed for all the attendees with an updated exhibitor list together with their carrying brands, floor plan and show highlights. Distributed 2 months before the show, the Show Preview serves as an important source of company profiles along with their product showcase.

# PRE-EVENT PROMOTION



## Press Release

Let us know if you are planning to launch or announce any new products or technologies during the show. We will create awareness in advance via our press releases, e-newsletter, website and Show Daily.



## Business Matchmaking

Both face-to-face and virtual business matchmaking programme is aimed at assisting all buyers and suppliers to make their critical connections and conduct necessary meetings during or after the event.



## Tele-invitation

We will have a dedicated professional team whose responsibility is to build relationships with industry professionals and invite them to attend the event. Send us your VIP list containing the following details – company name, individual name, email, job title and valid telephone number and we will follow up with them on your behalf.



## Buyer's Guide

METALTECH & AUTOMEX 2022 Buyer's Guide is the official show guide for trade visitors and buyers and will be distributed to all attendees three weeks before the show. The buyer's guide serves as the vital link between buyers and suppliers, allowing buyers to quickly search your stand.



## Whatsapp Blast

Keeping up with today's fast paced technology, Whatsapp reminder proves to be both cost effective and an excellent means of reminding our client database of the impending event. Most importantly, we can include your database in our broadcast.



## Show Directory

You can include your company profile in the official Show Directory to be distributed to key trade buyers. You can also advertise in the Show Directory to promote both your products and services to targeted audiences

# PROMOTION TIMELINE

- Q. How do I align my business with the marketing and promotional activities from the organiser to increase booth traffic to my booth?
- A. **Every exhibitor should anticipate the battle for trade visitor's attention at the show floor. We provide a comprehensive and cost effective marketing strategy exclusively for the exhibitors, to assist in their brand awareness before, during and after the show.**



# EXHIBITOR CHECKLIST

You may use the following check list to make sure **you are not missing any vital and exclusive marketing & promotions** offered by the organiser.



- ✓ **Exhibitor E-Manual**  
Submit the compulsory forms required in the exhibitor manual by the given deadlines.
- ✓ **Email Signature**  
Upload the METALTECH or AUTOMEX email signature to your website or email account
- ✓ **Social Media**  
Share and Like our Facebook Page and share with us any latest news that you have. Visitors can easily follow you on our social media platform
- ✓ **Business Matchmaking Programme**  
Provide all your details while registering for the Business Matchmaking Programme
- ✓ **Show Update, Show Preview & Buyer's Guide Entry**  
Send to us your product artwork (High Res JPEG/AI) that you bringing along to the show.
- ✓ **Show Directory Entry**  
Send to us your artwork (High Res JPEG/AI) for the Show Directory entry
- ✓ **VIP Nomination**  
Nominate all your VIPs clients and we will invite them on your behalf.
- ✓ **E-Newsletter**  
Send e-mails to your clients and prospects to visit your booth at the show by using our exclusive email marketing campaign for exhibitors
- ✓ **Invitation Ticket**  
Get the complimentary invitation tickets from the organiser and you may invite your current and potential clients to meet you during the show.
- ✓ **Advertising**  
Purchase the advertisement slot in our Show Preview, Show Directory and Show Daily

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**Please feel free to contact us if you have any further questions or concerns.**