

**METALTECH<sup>®</sup>** Co-locating: **autoMEX**

Organised by:



**15 - 18 MAY 2024**

**MITEC, KUALA LUMPUR**

**28TH INTERNATIONAL MACHINE  
TOOLS, METALWORKING &  
AUTOMATION TECHNOLOGY  
EXHIBITION**

# **EXHIBITOR MARKETING GUIDE**



METALTECH & AUTOMEX

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



# GET A HEAD START ON MAXIMISING YOUR BRAND EXPOSURE !

## Stand out from competitors and make a lasting impression at Metaltech & Automex 2024.

This is your opportunity to maximize your brand's outreach before, during and after the show to **boost visibility, engagement, and business success!**

The guide serves as a roadmap to our tailored marketing and promotional opportunities designed to amplify business impact and highlight your unique brand presence at Metaltech & Automex 2024.



## What are the benefits?

- **Gain an edge on competitors**  
Ensure your brand stands out.
- **Increased Digital Exposure**  
Let visitors and buyers know about your brand ahead of time.
- **More Sales Leads**  
Generate more sales leads and business inquiries.

# PRE-EVENT PROMOTIONAL ACTIVITIES



## E-Newsletter

Feature your brand and products in our industry-wide e-newsletter reaching **80,000+ contacts**.



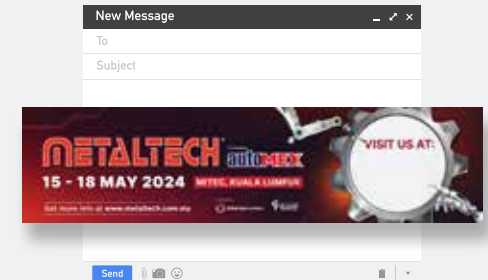
## E-Newsletter Cross Promotion to ASEAN Machinery Series Database

Our e-newsletter reaches the ASEAN Machine Tools and Metalworking buyers across Thailand, Vietnam, Myanmar, Indonesia and Singapore.



## Social Media

Gain brand exposure through our social media channels with **over 9,000+ followers** and growing daily.



## Email Signature

Share your booth location and shout-out your presence at the show with our customisable email signature.



## Show Update

Showcase your company in our show update, the show's first publishing content.



## Show Preview

Increase brand awareness with company profiles and product showcases for trade visitors.



## Buyer's Guide

Ensure your company profile is easily accessible to buyers through the buyer's guide.



## Show Directory

Advertise your business and promote products and services in the Show Directory.



# PRE-EVENT PROMOTIONAL ACTIVITIES



## Press Release

Promote your business via press releases on PRNewswire with over 140 media pickups and more than 3,000+ views and hits across APAC.



## WhatsApp Blast

Market the event to your client database and ours through WhatsApp. Our database consists of more than **15,000+ contacts**.



## Reminders to VIPs

Our dedicated team will invite and remind your nominated VIPs to attend the show.

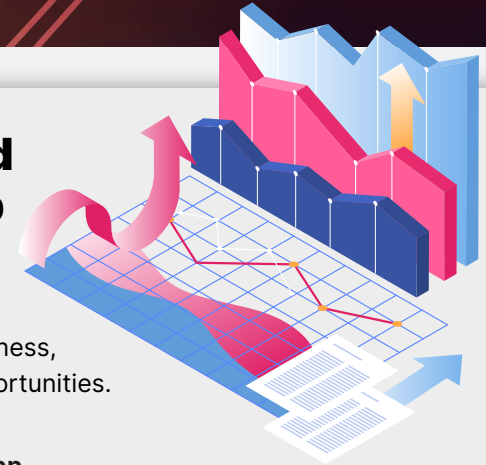


## Grab Code Voucher

We offer customised Grab code voucher for VIPs and invited clients to enjoy a free ride to MITEC. T&Cs apply.

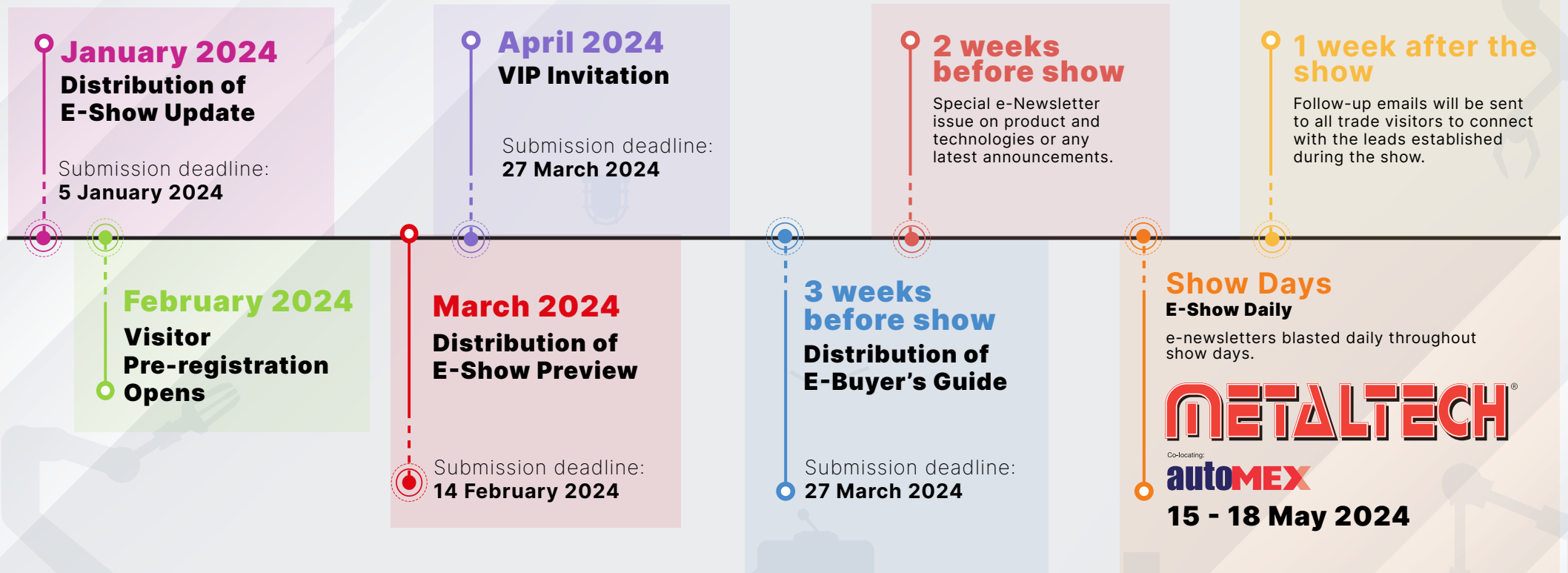
## How can the marketing and promotional activities help increase booth traffic?

Our integrated marketing and promotions create awareness, interest, and curiosity about your business, attracting more trade visitors and maximizing opportunities.














# PROMOTION TIMELINE



# EXHIBITOR CHECKLIST



Make sure you are not missing any **vital and exclusive marketing & promotions offered!**

- |   |   |
|---|---|
|  <b>Exhibitor E-Manual</b><br>Submit the compulsory forms required in the exhibitor manual.<br><b>Submission deadline: 27 March 2024</b>   |  <b>Show Directory Entry</b><br>Send us your company information for Show Directory entry<br><b>Submission deadline: 27 March 2024</b>   |
|  <b>Email Signature</b><br>For best brand impact, fully utilise the Metaltech & Automex email signature on your website and email account until post show.   |  <b>VIP Nomination</b><br>Nominate all your VIP clients and we will invite them on your behalf.<br><b>Submission deadline: 27 March 2024</b>   |
|  <b>Social Media</b><br>Share, tag us at @metaltechandautomex for our team to cross post and increase your brand visibility among Metaltech & Automex's global and regional followers.  |  <b>E-Newsletter</b><br>Share our exclusive email marketing campaigns to your clients and database to encourage show and booth visit.   |
|  <b>Show Update, Show Preview &amp; Buyer's Guide Entry</b><br>Send us your company logo and product artwork (High Res JPEG/AI)<br><b>Submission deadlines:</b><br><b>Show Update – 5 January 2024</b><br><b>Show Preview – 14 February 2024</b><br><b>Buyer's Guide – 27 March 2024</b> |  <b>Invitation Ticket</b><br>Send invitation to your current and potential clients to attend the show with our VIP invitation ticket.<br><b>Available by 5 January 2024 on OEM</b> |
|   |  <b>Advertising</b><br>Secure advertisement slots in our Show Preview, Show Directory and Show Daily to maximise branding before the show  |

For inquiries, please contact us at:

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

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## SHOW INFORMATION

**DATE : 15-18 MAY 2024**

**VENUE : MALAYSIA INTERNATIONAL TRADE AND EXHIBITION CENTRE (MITEC)**

**OPENING HOURS**

**15 May - 17 May 2024**  
**10:00am - 6:00pm**

**18 May 2024**  
**10:00 am - 4:00 pm**

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

