METALTECH® autoMEX

VIRTUAL EXHIBITION

Malaysia's Leading Machine Tools, Metalworking and Automation Technology Exhibition

13-16 OCT 2021 | **10.00am - 6.00pm** (GMT+8)

www.metaltechautomex-virtual.com

Organised by:

informa markets

Move-Forward, Keep-Moving and Embrace It

No one has been left unaffected. As businesses across the world continue to adjust to the pandemic and a new way of business module, we have seen a level of togetherness during the debut of Metaltech & Automex Virtual Exhibition last year. Despite its widespread impact giving reason after reason for businesses to call it quits, we have pushed on – and the entire manufacturing industry is no different.

The second edition of METALTECH & AUTOMEX Virtual Exhibition will mark its return from 13 - 16 October 2021 to continue leveraging its online platform to keep the all-important Malaysia's manufacturing industry players connected while assisting the local and global companies to establish new relationships and generate new business leads.

Top 10 Visitor's Product Interest

Industrial Automation – 55.83%	Electrical & Electronics – 34.43%
Machine Tools & Metalworking – 55.67%	Precision Engineering – 33.87%
Industrial Hardware & Supplies – 46.82%	Measurement Technology & Equipment – 33.07%
Robotics Technology – 45.29%	3D Printing – 27.27%
Tools & Tooling – 45.29%	Material Handling & Storage – 27.19%

Reflecting on Virtual Exhibition 2020

Planned in passion and dedication, the virtual exhibition was a success and widely supported by the exhibitors, stakeholders, and manufacturing industry buyers around the world.

40 Participating Companies

46 Business Matching Sessions Conducted

1,001 Unique Visitors

1,820 Business Activities

10,219 Total Booth Visits

DOWNLOAD

The full post event report is available here:

Who Should Join
Our Virtual Exhibition

ASEAN manufacturing industry leaders who are targeting the dynamic Malaysian market

International and local exhibitors who are unable to participate due to travel regulations

Companies seeking a more cost-effective option to network within our profile industries

Exhibitors who wish to reach a global audience and **create more brand awareness** online

Exhibitors who wish to engage digitally with their new and existing buyers

Key Benefits
For Exhibitors

Easy Access
Eliminate the geographical, time and spatial constraints of physical events and reach out to a global audience with utmost ease and convenience

Lead Generation Tools
Explore key features in the virtual platform including the business matching, branded and interactive booths equipped with live chat and video functionalities to connect and capture qualified leads.

Data Analytics
Gain multiple data insights including Virtual Attendee Engagement and Networking Activity which are shared with the exhibitors after the event. Every visitor's movement, click and action in the virtual exhibition are being captured, tracked and analysed.

Webinar & Techtalk Opportunities
Collect active and passive prospects through your participation in the Webinars and Techtalk pitching opportunities. A webinar or techtalk can be used to engage masses at one time and can be planned accordingly to nurture your sales leads.

Get Your **Virtual Booth Subsidy** from Matrade

MATRADE Market Development Grant (MDG) For Virtual Events 2021

Eligible exhibitors who is a member of MATRADE can now apply for the reimbursement grant for participating in the Virtual Events. The Virtual Events expenses claimable under MDG include such as exhibitions and business to business meetings (B2B) and related to the promotion of Malaysia products and services globally.

This guideline is applicable for virtual export promotion activities undertaken from 1 January 2021 and is subject to change from time to time.

Activity	*Grant Amount	Expenses Covered
Virtual International Trade Fairs held in Malaysia	Up to RM5,000	Expenses covered include participation fee, administration fee, virtual booth/stand, marketing blast, digital marketing tools, exhibitor passes, booth analytic, etc.
Virtual International Trade Fairs held overseas	Up to RM25,000	

*The maximum amount claimable per company per participation or the actual eligible expenses incurred, whichever is lower.

Eligibility To Claim MDG-Virtual Events

Businesses and organisations that fall under the following four groups are eligible to claim for MDG Virtual Events:

1. SMALL AND MEDIUM ENTERPRISES (SMES)

i.   Incorporated under the Companies Act 1965 or Companies Act 2016.
ii. With at least 60% equity owned by Malaysians.
iii. Manufactures products that are made in Malaysia or provide services for export that originate from Malaysia, and
iv. Meet the following defining criteria:

Type of Businesses	Annual Sales or	Number of Full Time Employees
Manufacturing (including agro-based products)	Not exceeding RM50 million OR	Not exceeding 200
Trading	No exceeding RM20 million OR	Not exceeding 75
Services (excluding real estate)	Not exceeding RM20 million OR	Not exceeding 75

* Annual Sales is based on the latest Audited Financial Statement * Number of Full Time Employees is according to the latest EPF Statement

2. PROFESSIONAL SERVICE PROVIDERS (SOLE PROPRIETOR OR PARTNERSHIP)

Incorporated under the Registration of Business Act (1956) or registered under the respective statutory bodies for professional services providers, with at least 60% equity owned by Malaysians.

3. TRADE & INDUSTRY ASSOCIATIONS, CHAMBERS OF COMMERCE OR PROFESSIONAL BODIES

Registered with the Registrar of Society (ROS) or Associated Professional Authority.

4. CO-OPERATIVES

Incorporated under Co-operative Societies Act 1993, at least 60% equity is owned by Malaysian.

DOWNLOAD Full Market Development Grant (MDG) Virtual Event Guidelines Here

Exhibitor Guidelines
- Introduction

Much like the physical event, we are determined to improve your participating experiences in our virtual exhibition which enables you to **showcase your products, meet new prospects and build your branding comfortably**.

To understanding how the virtual exhibition works, we will have a closer look at the key pages and features of the platform and you might find some additional and **useful tips** on how to make the most of our virtual exhibition.
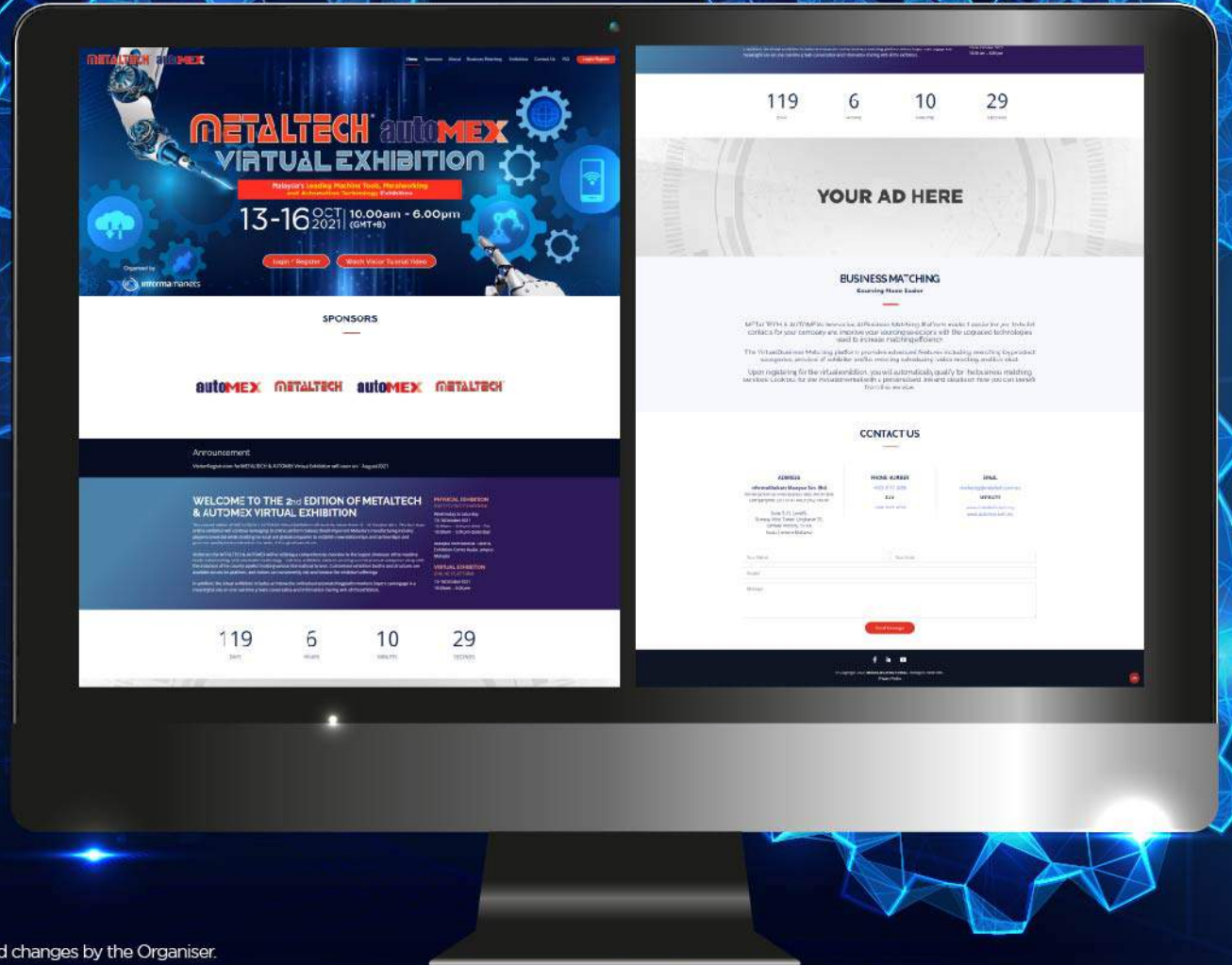
Networking Lounge

Feature Board

Tech Talk & Live Webinar

Landing Page

Main Lobby

Exhibition Hall

Exhibitor Booth

Business Matching

Landing Page

Hosted on **www.metaltechautomex-virtual.com**, the destination page is where the visitors land when they first access the Virtual Exhibition platform.
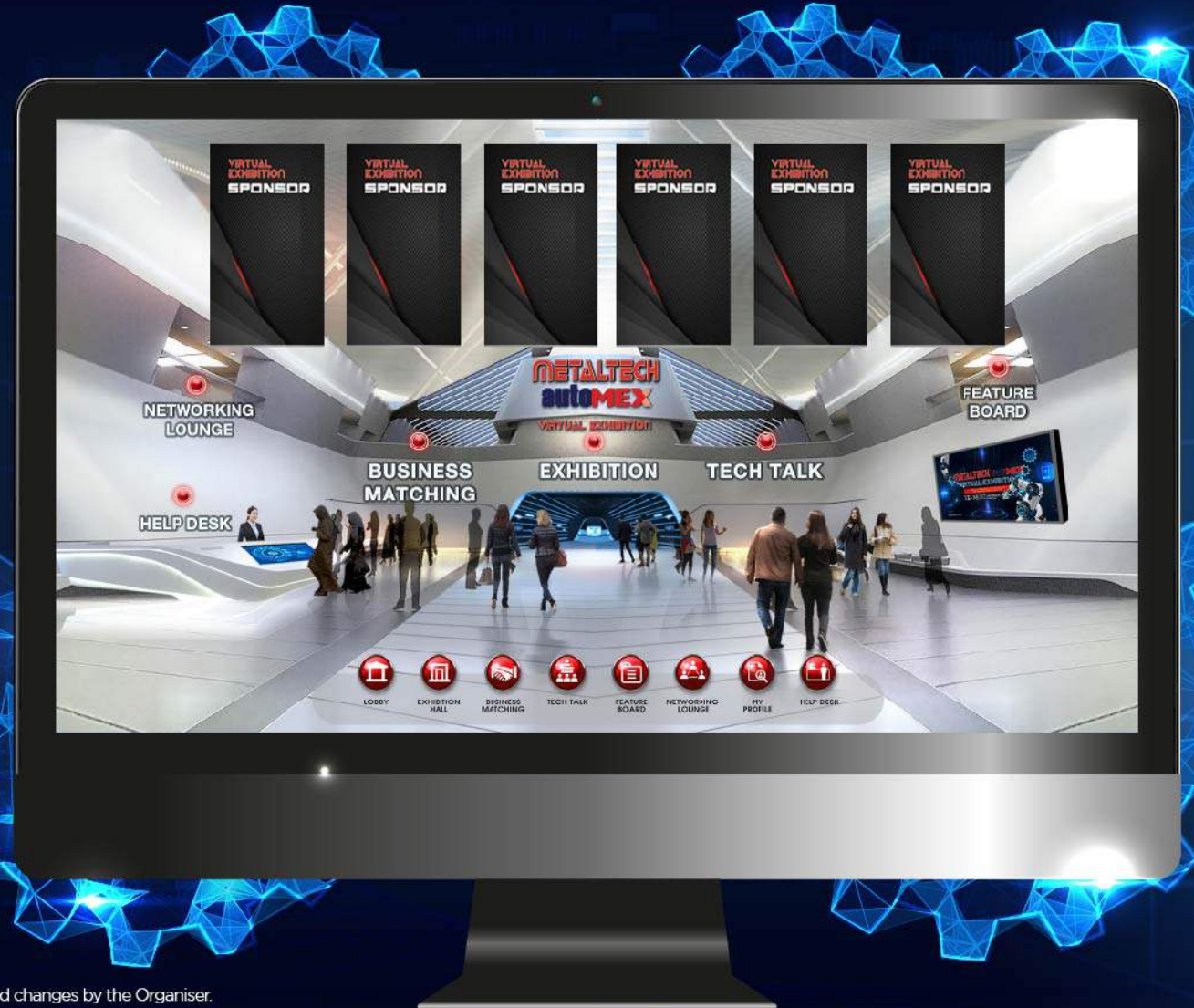
*Pictures shown are for illustration purposes only. Actual products may vary due to product enhancement and changes by the Organiser.

Main Lobby

Once logged in, a fully customisable lobby display will appear with multiple promotional banners and a video screen available for the visitors. On-screen options provide entry to the **Exhibition Hall, Business Matching, Tech Talk, Feature Board, Networking Lounge and Helpdesk**.

Consistent navigation at the bottom of the screen provides additional functionality and shortcuts to the visitors including **Lobby, Exhibition Hall, Business Matching, Tech Talk, Feature Board, Networking Lounge, Briefcase, Organiser, HelpDesk**.

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Networking Lounge

Exchange ideas with the manufacturing industry players and other like-minded visitors in the "forum" discussion which allow both exhibitors and visitors to interact via post and replies.

The networking lounge contain **6 main topics (Machine Tools, Metalworking, Robotic & Automation, Precision Metrology, Tools & Tooling, Industrial Hardware & Supplies)**. Within the topics, visitors and exhibitors can reply or post new comment to the discussion thread.

How Does The Networking Lounge Works?

1. Visitor *is not able* to communicate with another visitor.

2. Visitor *is not able* to create a new topic but *can* add a new comment on any existing topic posted by exhibitors.

3. Exhibitor can create 1 discussion thread in each main topic per day.

4. Click to any visitor's name to view the following information *(Name, Company, Country, Product Interest)*.

5. By clicking the Business Matching that appears on Visitor Profile(No.4), exhibitor can communicate with the visitor through live-chat messages or schedule a video-call meeting.
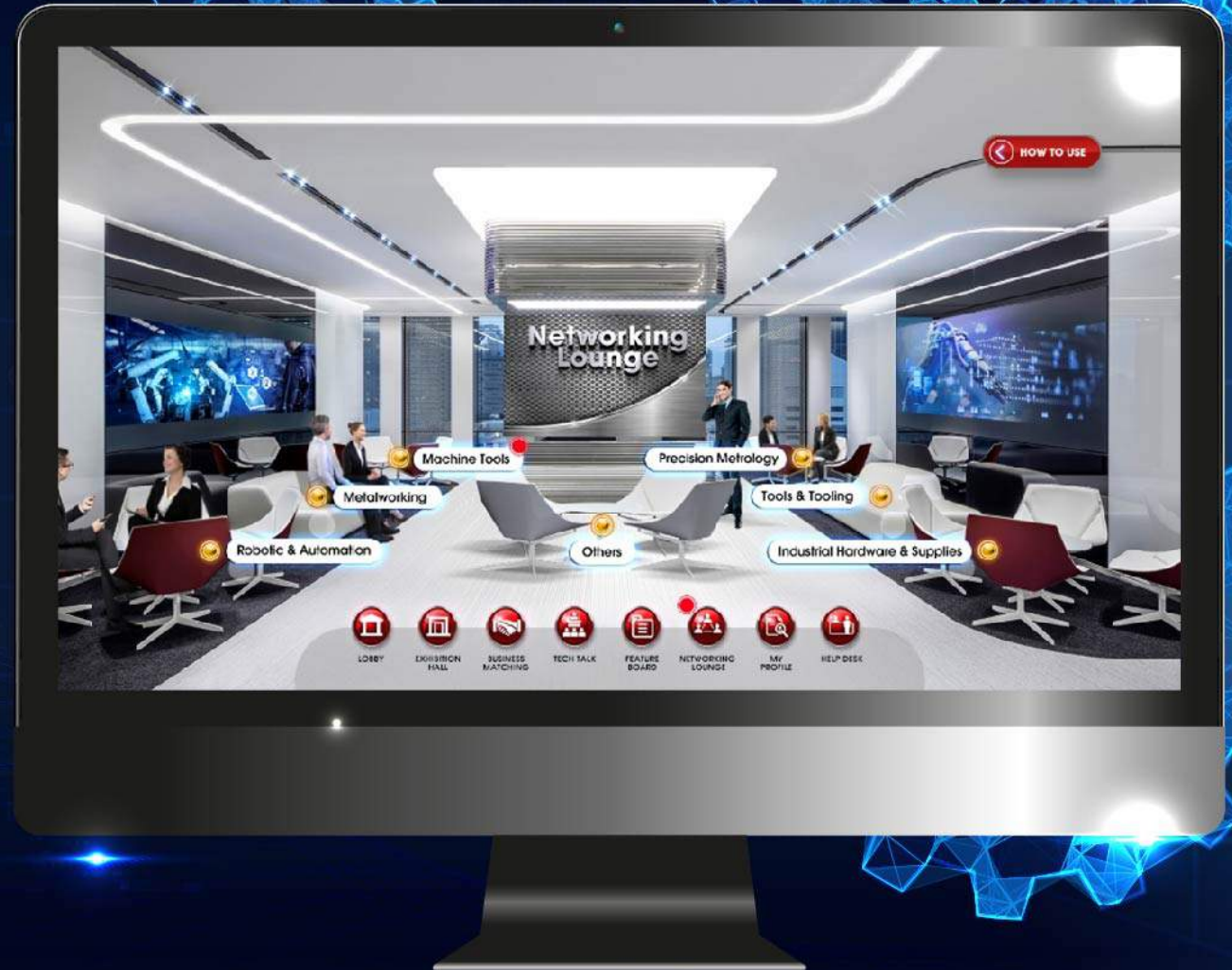
Pre-recorded Tech Talk

Duration: 30 Minutes

Tech Talk is a series of daily pre-recorded speaking sessions exclusively for the exhibitors and sponsors to highlight their business content including educational topics, new product launching and demonstrations in our virtual platform.

Live Webinar

Duration: 30 minutes or 1 Hour

Live webinar happens in real-time, and you can communicate directly with the audience through Live Q&A. 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 webinar to the relevant industry professionals.
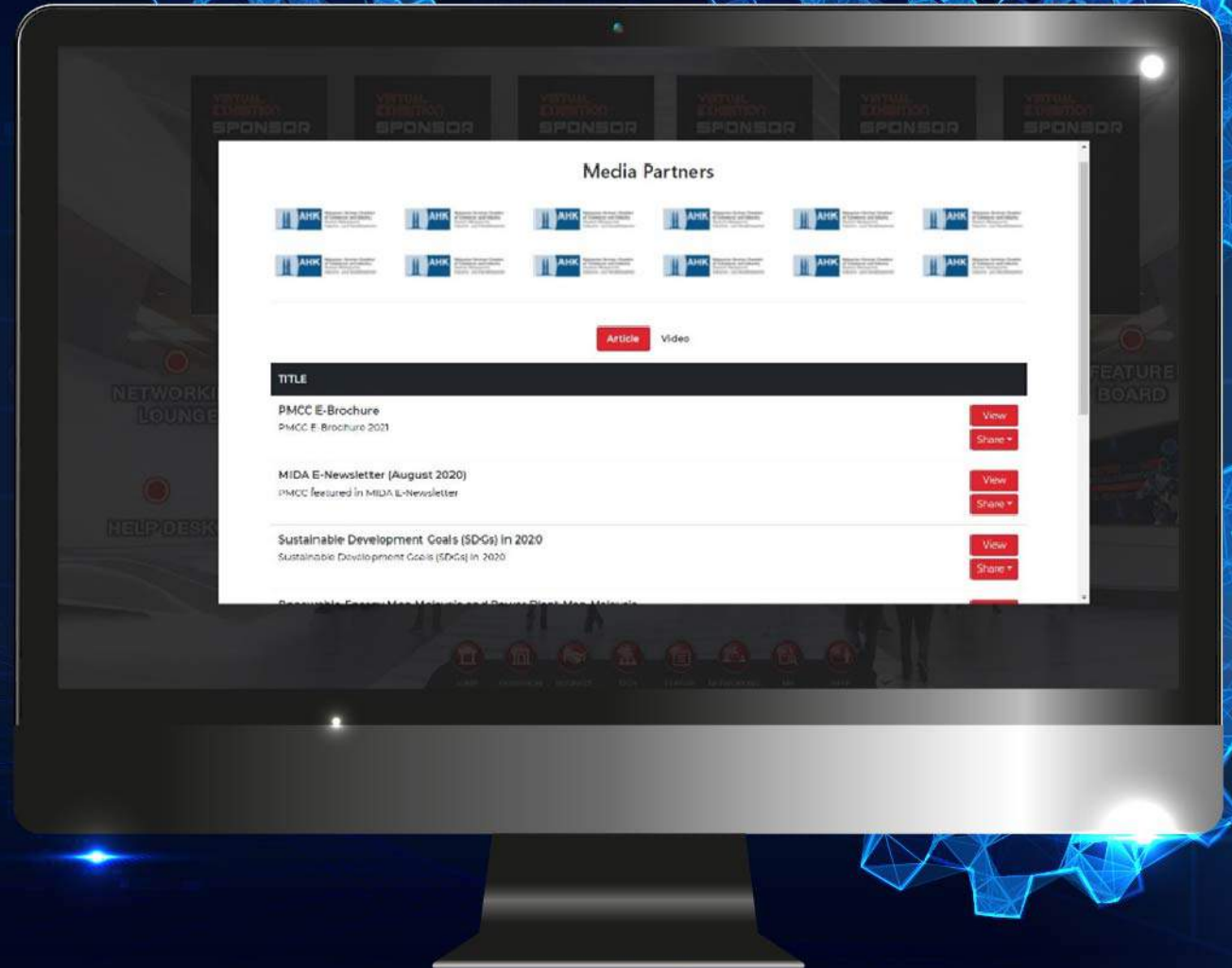
You must have a *stable internet connection* for live webinar.

Feature Board

Exhibitors can choose to advertise their products, technologies, or services by uploading advertorials or videos in the Feature Board section. Visitors to the virtual exhibition can get a quick glance on the exhibitor's offerings, before deciding to contact them directly.
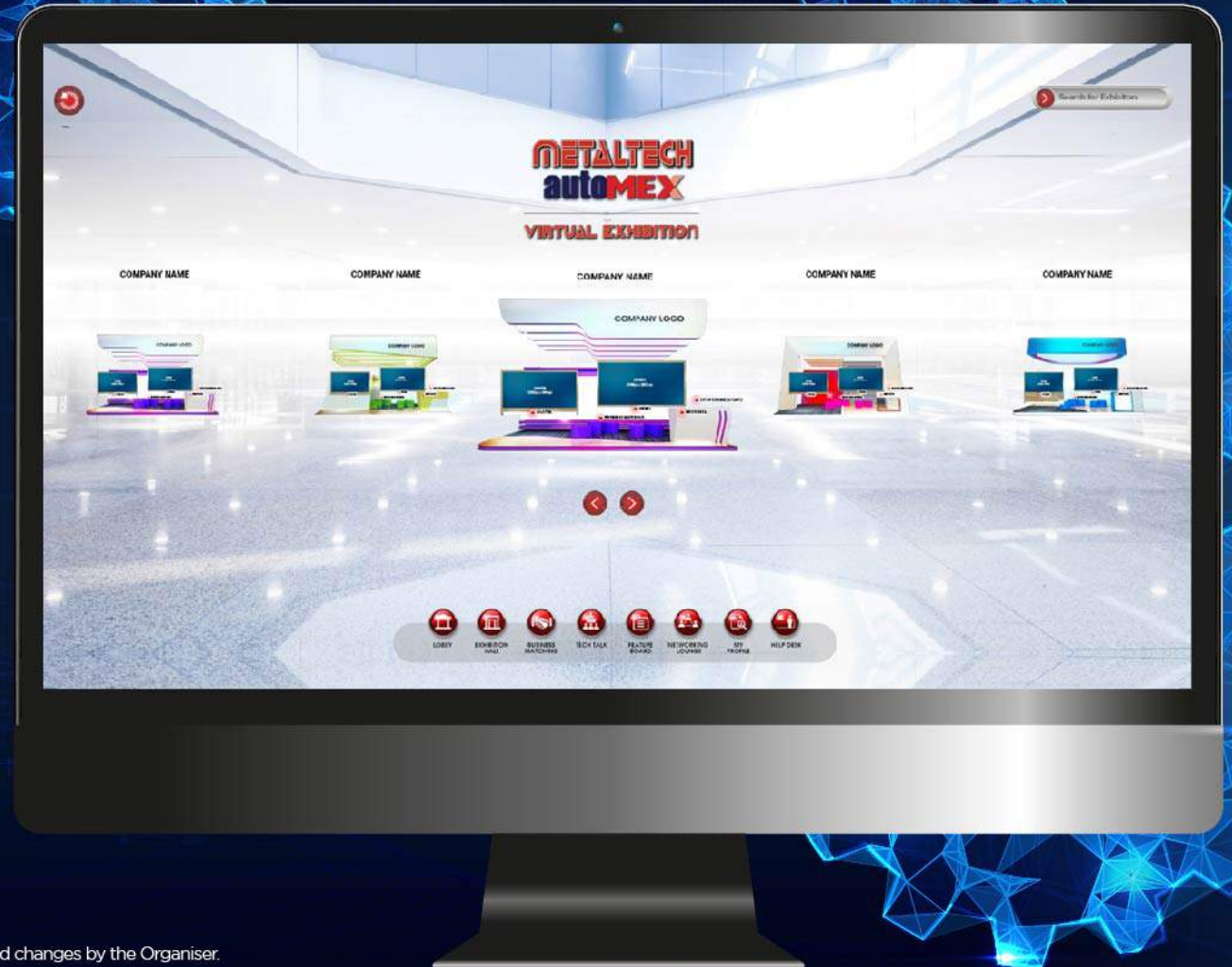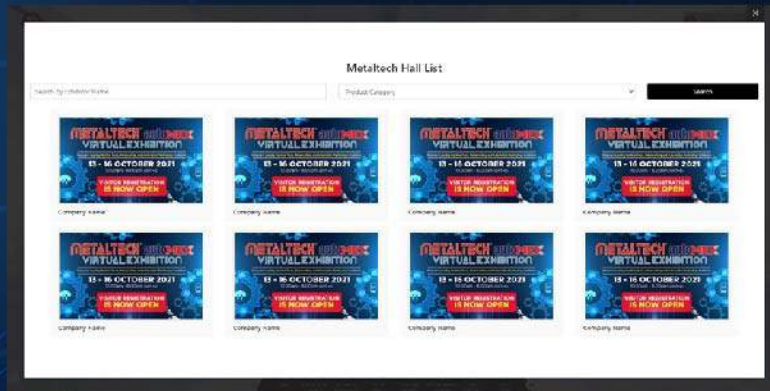
Exhibition Hall

The Exhibition Hall provides visitors the ability to view the virtual exhibitors sorted by event **(Metaltech or Automex) and country pavilions** that host all the international brands.

Visitors can search for specific exhibitors using multiple searching criteria. When clicked on the booth images, visitors will be navigated to the exhibitor's booth directly.

*Pictures shown are for illustration purposes only. Actual products may vary due to product enhancement and changes by the Organiser.

Exhibition Booth

Your content in the virtual booth is key to drive attendees to visit you. You can upload your Company Logo, Product Posters and Videos and adding additional marketing and promotional collaterals in the Microsite.

You can engage with your booth visitors directly through Business Connect, a networking-focused subpagewith live chat, video conferencing and meeting scheduler functions.

What you can upload in the Microsite?

■ Company Basic Information and Banner
■ Company Services
■ About Us
■ 6 units of Products (In Jpeg or PDF)
■ 3 units of Catalogue (In Jpeg or PDF)
■ 3 units of Video (Embedded link to Youtube)

*Pictures shown are for illustration purposes only. Actual products may vary due to product enhancement and changes by the Organiser.

COMPANY NAME

POSTER

VIDEO

DROP BUSINESS CARD

MICROSITE

COMPANY NAME

BUSINESS CONNECT

BUSINESS MATCHING

METALTECH autoMEX VIRTUAL EXHIBITION

Business Matching Services
– Generate High Quality Leads

METALTECH & AUTOMEX's Innovative AI Business Matching is a buyer-supplier matching platform equipped with powerful features including advanced searching by various products attributes and buyers/suppliers' profile viewing capabilities. The Virtual Business Matching platform also allows both exhibitors and buyers to schedule their own meeting and meet each other online by using video conferencing and live chat functions.

Functions in Business Matching:

Live Chat – Live chat with visitors with chat history recorded

Video Conference – Up to 1h our max per video call with no recording facilities. Up to 4 person in 1 video conference.

Meeting Scheduler – Manually manage your meeting schedule, all meetings can be sync to Google and Outlook calendar.

BEFORE THE EVENT

All exhibitors will automatically qualify for the Business Matching programme.

Your exhibitor account access will be provided to you. Provide as much information as possible in your dashboard to ensure better meeting arrangements and enables the seller to identify the products or services that is important to them prior to the meetings.

The business matching platform will automatically identify and match the right buyers based on both parties' requirements.

Exhibitors will be informed through email for the pre-arranged meeting sessions. The meeting schedule will provide you the information about the date, time and who you are going to meet.

Check your exhibitor dashboard from time to time for new business matching request or changes to the previous schedule.

EVENT DAY

The organiser will attempt to call and remind both buyers and exhibitors hours before the meeting

Exhibitors are advised to get ready 5 minutes before the meeting starts.

Exhibitors and buyers to interact by using video conferencing. Video conferencing is limited to 1 hour with no recording facilities.

After each meeting session ends, the organiser will request for your feedback on the meeting.

Virtual Exhibition Premium Packages

Virtual premium exhibitors are offered an enriched platform with complete features including the business matching services, live chat/video functionalities, access to the networking and a detailed analytic report will be given to the exhibitors after the event.

Exhibitors can set up their own virtual booth to display their logos, videos, posters to make their brand stand out.

VIRTUAL PREMIUM

☑	Company Logo
☑	Company Name
☑	Company Profile / Description
☑	Contact Details
6x	Product Listing
6x	Sales Brochures
3x	Video Upload
1x	Article / Video @ Feature Board
☑	Me'Digital" Tech Platform (Website)
☑	Offline Enquiry
☑	Real Time Interactive Meeting & Chat
☑	Pre-scheduled Business Matching
☑	Business Leads Provided
3x	User ID

Other Advertising and Sponsorship Opportunities

METALTECH & AUTOMEX Virtual Exhibition is an essential complement of the physical trade exhibition and one that holds valuable prospects for our exhibitors to generate sales leads in the digital world.

Exhibitors can take advantage of various advertising and sponsorship opportunities throughout the virtual platform.

METALTECH automEX
VIRTUAL EXHIBITION

Landing Page

The first impression is important for the visitors. Advertising in our Virtual Exhibition landing page with your logo branding allows you to target the visitors and converting a higher chance for them to look in-depth at your company profile

Advertising Opportunities:

• **4x Sponsors Company Logo**
  - Hyperlink to Exhibitor's Booth
  - Specifications: 300px (w) x 300px (h)

• **Rotating Web Banner**
  - Hyperlink to Exhibitor's Booth
  - Specifications: 1920px (w) x 450px (h)
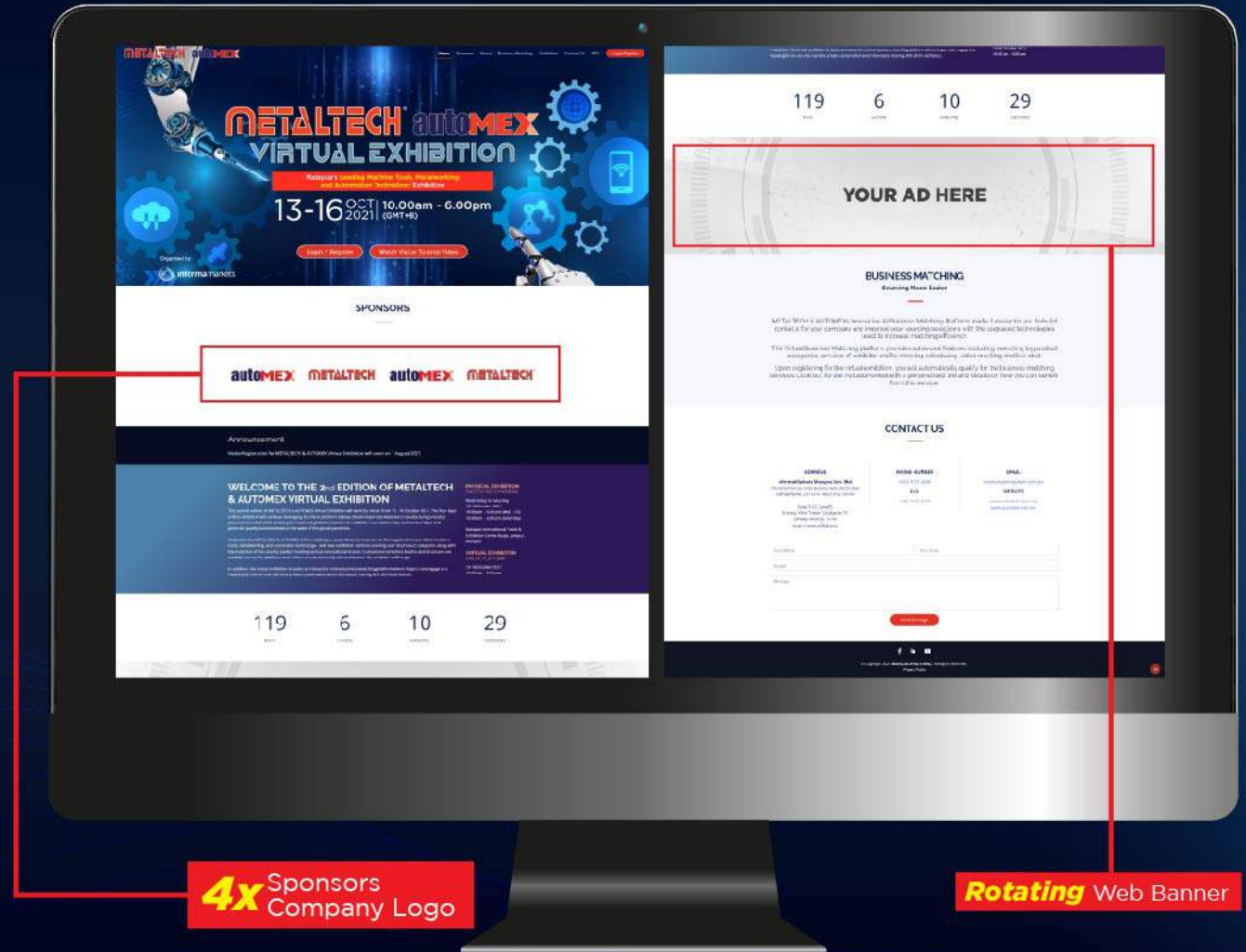
4x Sponsors Company Logo

Rotating Web Banner

Main Lobby

Once logged in, a fully customisable lobby display will appear with multiple promotional banners and a video screen available for the visitors. On-screen options provide entry to the **Exhibition Hall, Business Matching, Tech Talk, Feature Board, Networking Lounge and Helpdesk**.

Static Banner

Advertising Opportunities:

- 6x Static Banner Ads
- Click Count is available.
- Hyperlink to Booth
- Specifications: 200px (w) x 351px (h)

Static Banner Ads
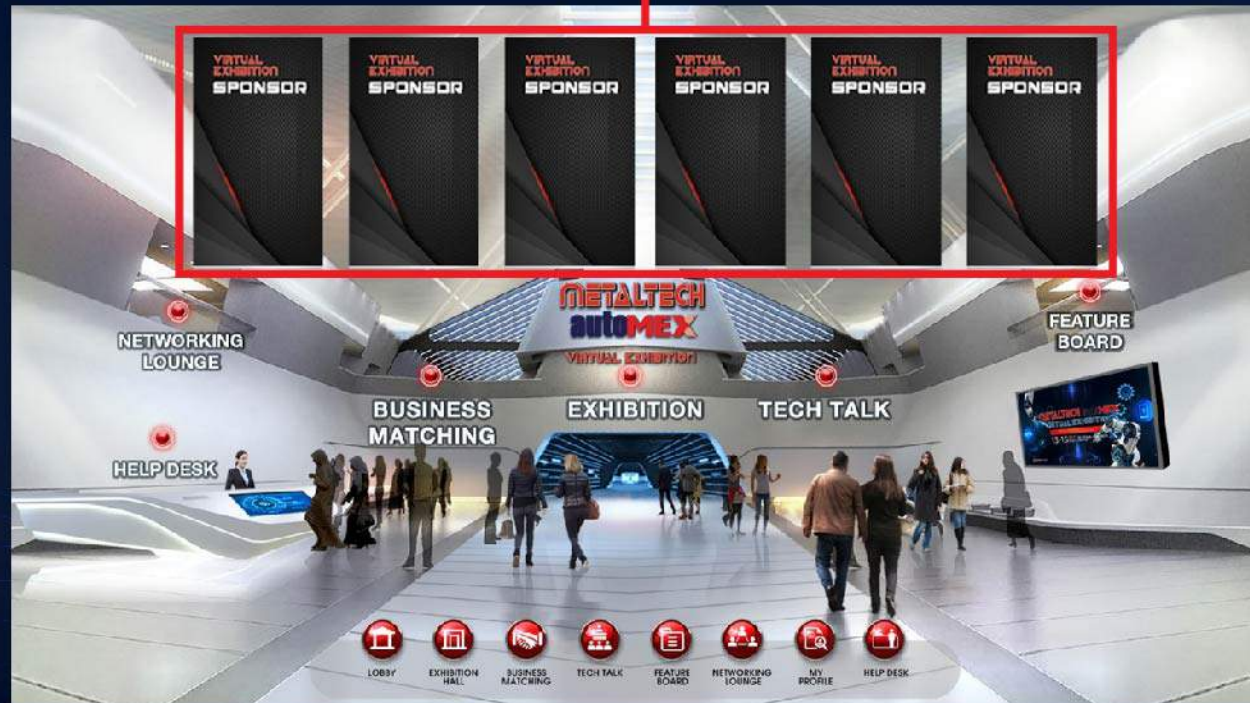
Tech Talk & Live Webinar

Advertising Opportunities:

• **Pre-recorded Tech Talk**
  - *Duration: 30 Minutes*
  - Attendee Report will be provided after the event

• **Live Webinar**
  - *Duration: 30 minutes or 1 Hour*
  - Attendee Report will be provided after the event

*Speak to our team on how to produce and develop the right topic for you.*

Feature Board

• Video Upload
The Video section can fit up to 10 (Ten) video playback on the Exhibitor's products, technologies and services

• Article Upload
Articles are a great way to connect with the buyers and share content between your promotional video clips and other booth marketing materials. The Article Section can feature up to 10 (Ten) articles and stories, with priority appearance placement up for grab.
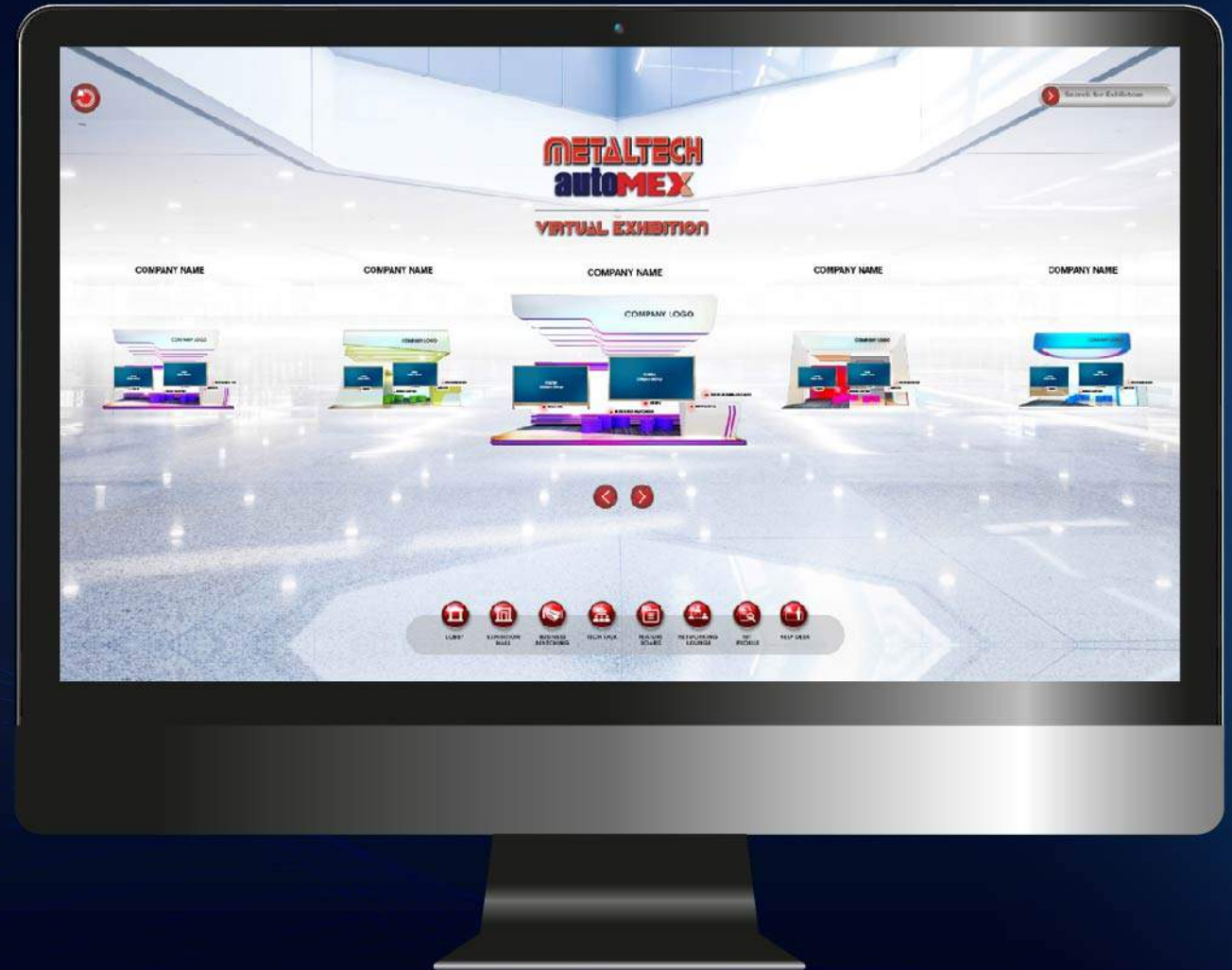
Click Count and reports is available to exhibitors.
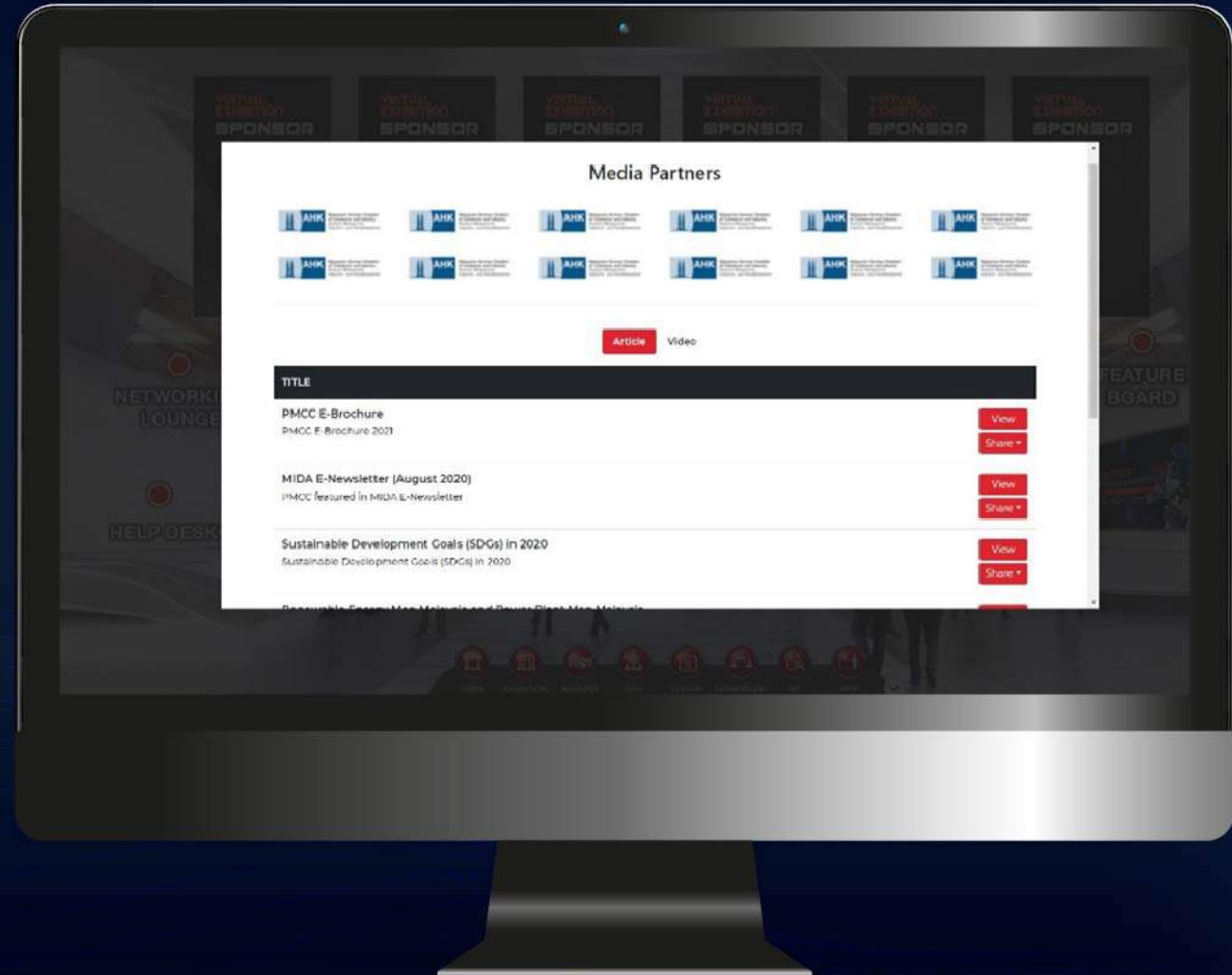
Exhibition Hall

Priority Placement

Priority placement refers to the arrangement of your virtual booth to appear exclusively on the first page of the browsing list while in the exhibition hall. **Up to (5) Five Advertisers are allowed**.

Reports is available to exhibitors.

Banner Advertising

Choose from the two most eye-catching banner ads available in the virtual exhibition, the Visitor Profile, and Business Matching Platform.
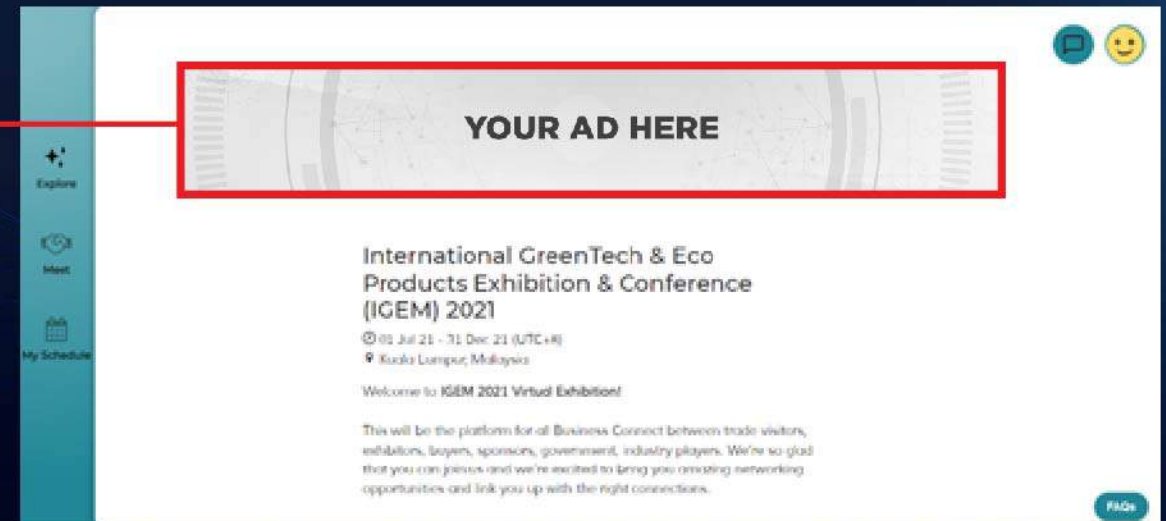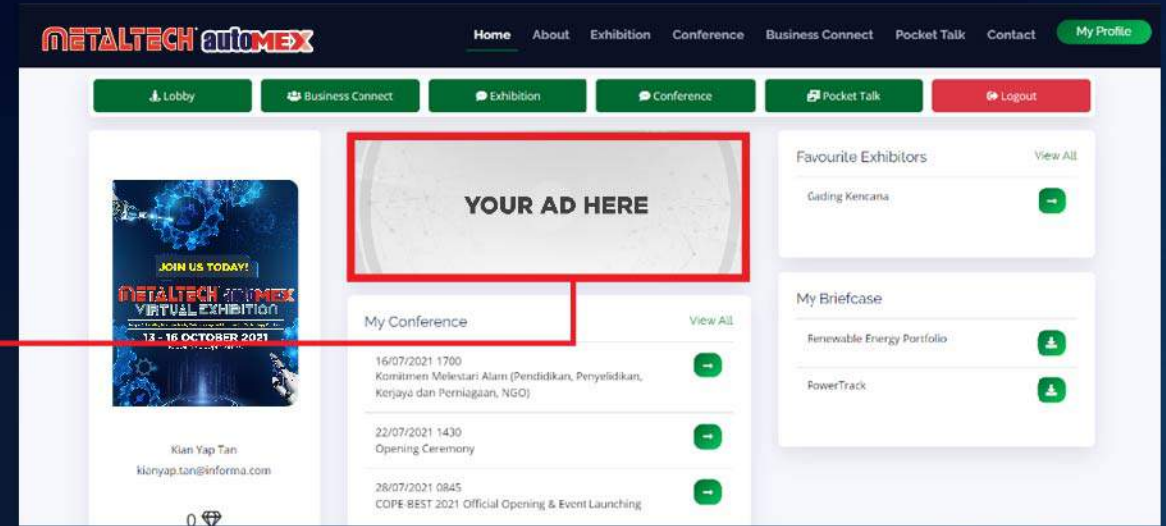
Advertising Opportunities:

Visitor Profile
- 5x Rotating Banner Ads
- Click Count is unavailable.
- Hyperlink to Sponsor's Booth
- Specifications: 540px (w) x 200px (h)

Advertising Opportunities:

Business Matching Platform
- 5x Rotating Banner Ads
- Click Count is unavailable.
- No Hyperlink
- Specifications: 1000px (w) x 150px (h)

Contact Us

**If you are interested to exhibit in METALTECH & AUTOMEX Virtual Exhibition,
send a meeting request to our sales specialist in different exhibitor profiles:**

METALTECH
MACHINE TOOLS & METALWORKING
Ms. Geonice Chong
Email: geonice.chong@informa.com

Ms. Kelly Liau
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PRECISION METROLOGY
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Ms. Lee Pui Teng
Email: puiteng.lee@informa.com

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