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# METALTECH® automEX

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# HYBRID EXHIBITION

13 - 16 OCTOBER 2021

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

MALAYSIA'S LEADING  
**MANUFACTURING EVENT**  
THAT COMBINES  
**PHYSICAL EXHIBITION** WITH  
**"VIRTUAL" ONLINE**  
COMPONENT



# A NEW DIMENSION IN NEW NORMAL

The global pandemic has exerted an adverse impact on the world wide manufacturing industry but also compelled many companies to put a digital transformation programme in place by establishing various digital channels to complement their successful face-to-face business activities.

Our desire to host an excellent business platform for the manufacturing community is now matched with a new digital initiative added in **METALTECH & AUTOMEX**. We are proud to introduce the first-ever **Manufacturing & Automation Hybrid Exhibition held in Malaysia** to keep the all-important Malaysian manufacturing industry to continuously connected with their buyers through the physical and online platform.



## SHOW INFORMATION

### Physical Exhibition (Face to Face Exhibition)

**Date** : 13 - 16 October 2021 (Wed - Sat)

**Time** : 10:00 am - 6:00 pm (Wed - Fri) | 10:00 am - 5:00 pm (Saturday)

**Venue** : Malaysia International Trade & Exhibition Centre (MITEC)  
Kuala Lumpur, Malaysia

### Virtual Exhibition (Online Platform)

**Date** : 1-31 October 2021

## Supporting Partners

Endorsed by

Supported by



Selangor And Federal Territory Machinery Merchants Association (SAFMA)

Small and Medium Enterprises Association Malaysia (SAMENTA)

Malaysian Special Tooling and Machining Association (MSTMA)

Welding Institute Malaysia (WIM)

Malaysia Automation Technology Association (MATA)

Singapore Manufacturing Federation (SMF)

Singapore Precision Engineering & Technology Association (SPETA)

Korea Association of Machinery Industry (KOAMI)

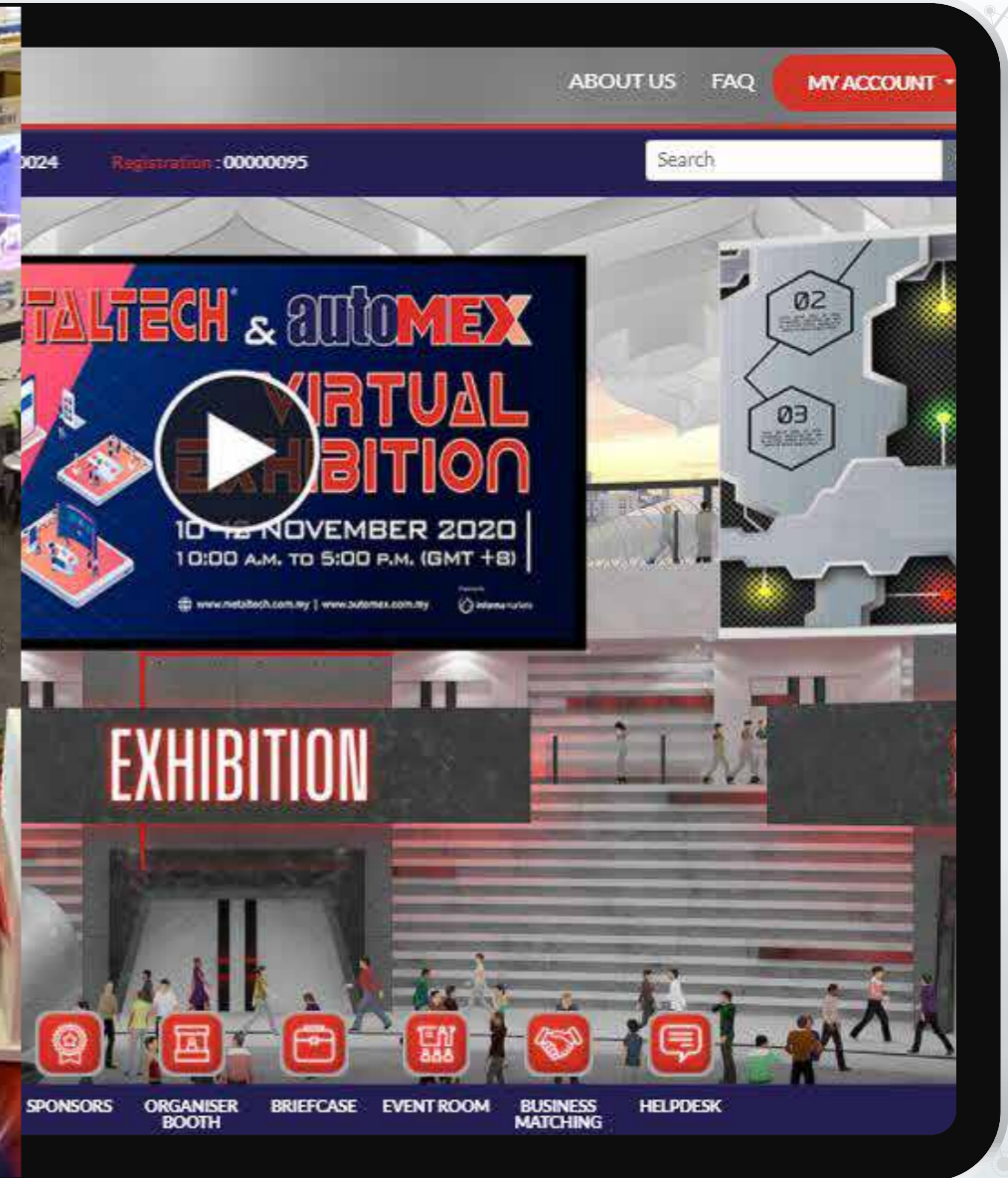
Taiwan Machine Tool & Accessory Builders' Association (TMBA)




# INTRODUCTION TO HYBRID EXHIBITION

METALTECH & AUTOMEX Hybrid Exhibition combines both the physical and virtual presence of exhibiting brands, providing both exhibitors and visitors with options to connect in a professional setting in a safe physical environment and a non-restricted virtual space simultaneously.

The Virtual Platform is a complement to the physical event, where buyers and exhibitors can build business connections through a virtual space. The Virtual Platform is designed to replicate the appearance of a live event to ensure a realistic and immersive experience for the visitors. Customised exhibition booths and structures are available across the platform, and visitors can conveniently visit and browse the exhibitor's offerings.



## PHYSICAL EXHIBITION

-  Focusing on **face-to-face business meetings** with physical visitors
-  Helps to **build brand proximity and awareness** to the onsite visitors
-  **Generate and nurturing** sales leads after the physical event



## VIRTUAL EXHIBITION

-  Using Interface-to-interface **virtual meeting** targeting a wider global audience
-  **Create additional exposure** to your brand and message with extended advertising opportunities
-  **Utilise special analytic tools** and lead tracking to receive immediate sales leads
-  **A strategic tool** that intelligently connects the exhibitors and buyers



## POST EVENT REPORT

### VIRTUAL EXHIBITION 2020

METALTECH & AUTOMEX embarked on their first digital exhibition journey in 2020 following the postponement of the physical event due to the COVID-19 pandemic.

[VIRTUAL EXHIBITION 2020 POST EVENT REPORT](#) 

### METALTECH PHYSICAL EXHIBITION 2019

METALTECH & AUTOMEX 2019 was held in Malaysia International Trade & Exhibition Centre Kuala Lumpur, Malaysia. The debut in MITEC proved to be a success as the event attracted 18,906 trade visitors and over 1,500 participating companies from 40 countries & regions.

[METALTECH & AUTOMEX PHYSICAL EXHIBITION 2019 POST EVENT REPORT](#) 



# PARTICIPATION PACKAGES

METALTECH & AUTOMEX 2021 will be hosted as a **HybridEvent**, a live event combined with virtual components such as on-demand techtalk, live streaming and an online exhibition designed as a practical and cost-effective solutions to all exhibitors.

## PHYSICAL EXHIBITION

Held in MITEC Kuala Lumpur, METALTECH & AUTOMEX **Physical Exhibition** offer great value with all the convenience and amenities you need for a successful business-to-business exhibition with valuable face-to-face interaction. Choose from the two options below or set up an appointment with our sales representative to learn more.

### BOOTH OPTION



#### Bare Space @ USD 330 per sqm

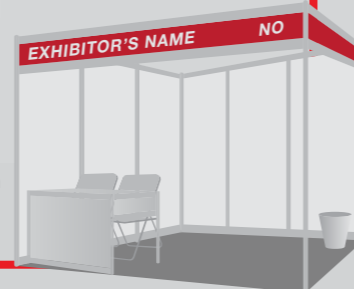
- Rent a space, appoint a registered contractor and customize your own stand design to suit your needs. (Without Carpet)
- Minimum rental size - Eighteen (18) Square Meters (m<sup>2</sup>)

#### Shell Scheme @ USD 370 per sqm

- This complete build-up shell scheme will minimise your stand design issues.
- Minimum rental size - Nine (9) Square Meters (m<sup>2</sup>)

#### Shell Scheme package includes:

- 1 x Information Counter
- 1 x 13 Amp Single Phase Power Point
- 2 x Fluorescent Tubes
- 2 x Folding Chairs
- Fascia Board with Exhibitor's Name and Booth Number
- Needle Punch Carpet Flooring
- 1 x Waste Paper Basket
- White Laminated Plywood Panel with Aluminium Pole wherever applicable



## VIRTUAL EXHIBITION

The virtual exhibition was introduced as one of the appropriate solutions to reposition your business to thrive in the post Covid-19 world. Complementing the values of physical exhibition, the virtual exhibition enables you to showcase your products, services and technology solutions at a compelling price-point and targeting a wider "online" attendees around the world. You may select between the Standard and Premium options:

### BOOTH OPTION

#### Virtual Standard @ USD 1,000

Virtual Standard Exhibitors will be offered a basic platform equipped with a virtual booth and value added benefits in the Digital Showroom and Offline Enquiry.

#### Virtual Premium @ USD 2,000

Virtual Premium Exhibitors will be offered an enriched platform, filled with key features including business matching, branded and interactive booths, live chat, downloadable content, networking lounges and detailed event reports for lead tracking.



OFFERINGS	VIRTUAL STANDARD	VIRTUAL PREMIUM
Company Logo	✓	✓
Company Name	✓	✓
Company Profile / Description	✓	✓
Contact Details	✓	✓
Product Listing	3x	10x
Sales Brochures	3x	6x
Video Upload	1x	3x
Article	N/A	1x
Me'Digital™ Tech Platform (Website)	✓	✓
Offline Enquiry	✓	✓
Real Time Interactive Meeting & Chat	N/A	✓
Pre-scheduled Business Matching	N/A	✓
Business Leads Provided	N/A	✓



## HYBRID EXHIBITION

### (International Participation Only)

METALTECH & AUTOMEX Hybrid Exhibition combines both physical and virtual presence of exhibiting brands, providing all international exhibitors with options to connect in a professional setting in a safe physical environment and a non-restricted virtual space simultaneously. You may select from the following three options:



### Package Options:

Hybrid Individual

Hybrid Pavilion Lounge

Hybrid Pavilion Booth

BOOTH INCLUSIVE	HYBRID INDIVIDUAL USD 3,500	HYBRID PAVILION LOUNGE USD 3,500	HYBRID PAVILION BOOTH USD 3,800
Virtual Premium Platform	✓	✓	✓
6sqm (3m x 2m) booth	✓	N/A	✓
Fascia Board with company Name	✓	N/A	✓
1 x High counter with company Name	✓	✓	✓
1x Bar Stool	✓	✓	✓
1x Brochure Rack	✓	✓	✓
<b>Hybrid Requirements Inclusive</b>			
LED TV ( Product Image & video Playing)	✓	✓	✓
Laptop with Webcam + Headset	✓	✓	✓
Internet Connection	✓	✓	✓
Lighting & Electrical	✓	✓	✓
Receptionist	✓	✓	✓

# EXHIBITOR PROFILE

## METALTECH

### MACHINE TOOLS & METALWORKING

- Bending & Folding Machine
- Boring Machine
- Broaching Machine
- Chamfering Machine
- Deburring Machine
- Drawing Machine
- Drill Press
- Drilling Machine
- EDM / ECM Machine
- Forging Machine
- Gear Cutting Machine
- Grinding Machine
- Hobbing Machine
- Honing Machine
- Laser Cutting Machine
- Laser Engraving Machine
- Laser Marking Machine
- Lathe Machine
- Machine Tool Parts
- Machining Center
- Metal Cutting Machine Tools
- Metal Forming Wire / Tube Forming
- Metal Stamping Machine
- Milling Machine
- Notching Machine
- Planer Machine
- Punching Machine
- Riveting Machine
- Roll Forming Machine
- Saw Machine
- Shaper Machine
- Shearing Machine
- Tapping Machine
- Threading Machine
- Welding Machine
- Wire Cutting Machine
- Wood Cutting Machine

### INDUSTRIAL HARDWARE & SUPPLIES

- 3D Printing
- Air Cooler, Air Compressor & Air Dryer
- Bearings & Conveyor
- Chain Hoist & Winch
- Cleaning Chemical
- Coolant & Lubricants
- Fastener Products
- Flooring Protection
- Fluid Power
- Foundry & Metal Casting
- HVAC / Fan Ventilation
- Industrial Marker
- Industrial Oil & Gas
- Industrial Water Chiller
- Laser Marking Machines
- Logistics & Packaging
- Material Handling & Storage (Forklift & Cranes)
- Paint / Spray Gun
- Power Tools
- Racking & Storage Systems
- Safety Products & Equipment
- Software & Prototyping System
- Surface Finishing & Heat Treatment

## automEX

- Drive Technology
- Electronic Components & Equipment
- Industrial 4.0 Automation & Communication Technology
- Integrated Assembly Solution & Automation Handling Systems
- Positioning Systems

### PRECISION METROLOGY

- 3D Co-ordinate Measuring
- 3D / Laser Scanner
- AR & VR Technologies
- Balancing Testing Machine
- "Co-ordinate Measuring Machine (CMM) & Instrument"
- Data Management & IoT Technologies
- Digital Position Readout System
- Gauge & Calibration
- Laser Tracker
- Measurement Technology
- Metallurgical Microscope /Micrometer
- Optical Measuring Instruments for Machine Tool Industry
- Profile Projector
- Quality Assurance
- Surface / Hardness Testing
- Software for Computer Aided
- X-Ray CT Systems

### TOOLS & TOOLING

- CAD/ CAM/ CAE/ PLM Software
- Clamping & Gripping Tools
- Cutting Tools, CBN, End Mills
- Mould & Die
- Die-casting
- Hot Runner System
- Grinding & Polishing machines
- Moulding
- Tungsten Carbide/ Precision/ Diamond Tools
- Workpiece Holding

# VISITOR PROFILE

### KEY VISITOR INDUSTRY PROFILES

Here's who you could be meeting at METALTECH & AUTOMEX 2020, sorted by industry sectors:

- Agriculture
- Automotive & Supply
- Aviation & Aerospace Manufacturing
- Bio-medical Products and Equipment Manufacturing
- Building and Construction
- Chemicals & Process Engineering
- Consultancy / R&D
- Defence
- Electronics and Electrical Manufacturing
- Finance / Banking Institution
- Food & Beverage Processing
- Furniture Manufacturing
- HVAC / Fan Ventilation / Air Compressor
- Industrial Consumables
- Industrial Hardware & Supplies
- Industrial Automation
- Information & Communication
- Logistic
- Machining Services
- Marine / Shipbuilding and Repair
- Medical & Pharmaceutical Equipment
- Metal Parts and Components Manufacturing
- Metrology
- Mould and Die Manufacturing
- OEM / Subcontractor
- Oil & Gas
- Packaging Industry
- Paper & Printing
- Pharmaceutical & Cosmetics Manufacturing
- Plastic & Rubber Products Manufacturing
- Pneumatic Industry
- Precision Engineering
- Robotics Technology
- Safety Products & Equipment
- Semiconductor Industry
- Solar / Renewable Energy
- Steel Manufacturing
- Test and Inspection & Quality Control
- Tools & Tooling
- Trade / Agent / Distributor
- Trade Association / Government / Government Agency
- Training Institutions / College / University
- Water Industry
- Welding Manufacturing
- Wood Processing Industry





# METALTECH<sup>®</sup>

Co-locating:

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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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