

Join as an event sponsor

Kuala Lumpur, Malaysia
16 – 18.03.2023

intelligent
manufacturing



Agenda

01 Event details

02 Why be a sponsor?

03 Sponsorship packages and items

- **Platinum Sponsorship**
- **Gold Sponsorship**
- **Silver Sponsorship**
- **Sponsorship and advertising items**

Event details

01



Intelligent Manufacturing

Date:

16 – 18.03.2023

Venue:

Kuala Lumpur
Convention Centre (KLCC),
Malaysia

Co-located fair:

Automechanika Kuala Lumpur

Organiser:

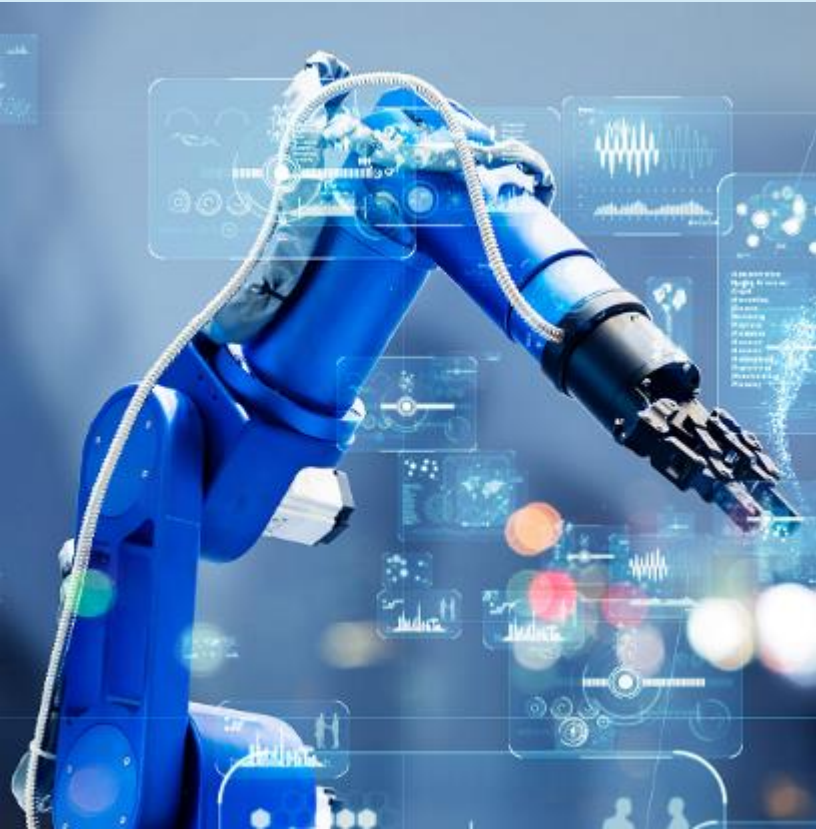
Messe Frankfurt (HK) Ltd

Conference co-organiser:

Selangor Human Resource
Development Centre (SHRDC)



About the event



- A one-of-a-kind conference-led event to spotlight the country's leap into Industry 4.0.
- To share related technology trends in the manufacturing industry (Industry 4.0) while keeping it local – **Glocalisation**
- To share, educate and showcase the various **digital transformational** solutions readily available for businesses to consider adopting it
- To encourage **collaboration** between solution providers, technical training institutes and manufacturers to take place in this rapidly changing manufacturing scenario
- To have in-depth and honest discussions among industry leaders on how we can move forward

Concept

A conference led event designed for businesses of all sizes (especially SMEs) to understand that digital transformation can be done



Conferences



Deep Dive*



Tech Labs**



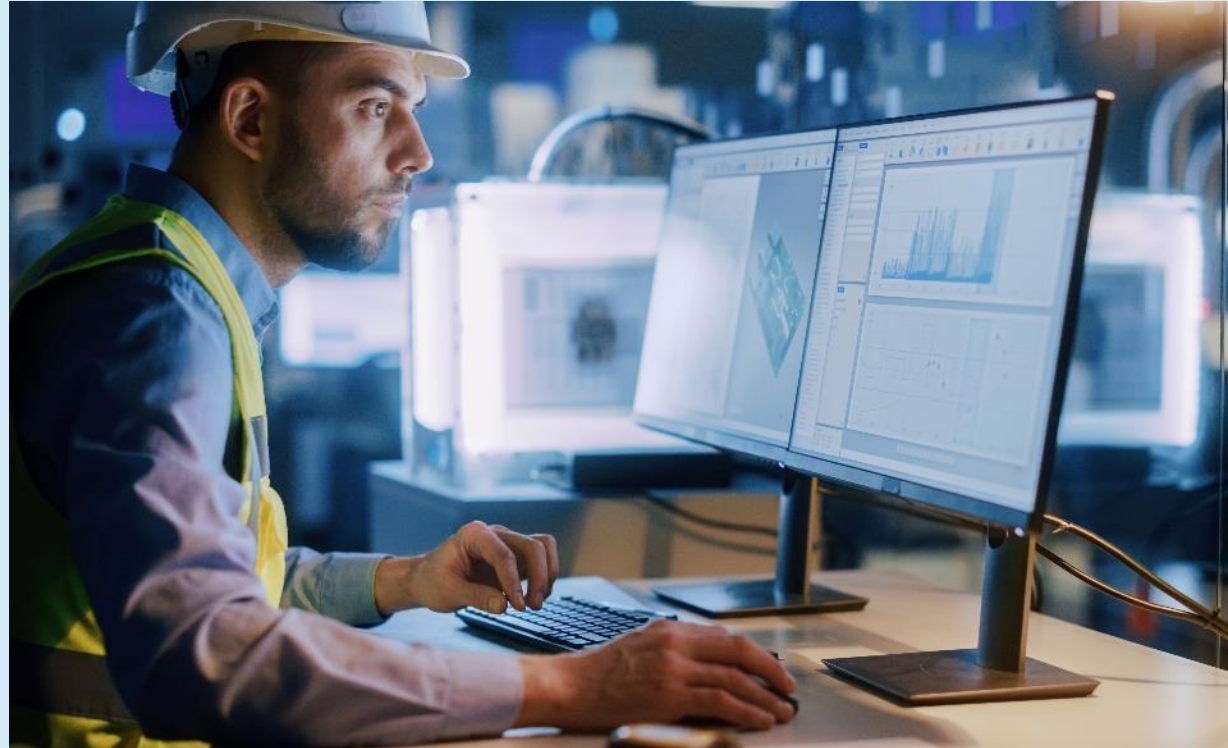
Booths

* Interactive sessions that allow for a more focused, in-depth exploration presentations

**Scheduled presentations with hot topics to meet the market demand

Attendees

- Manufacturers (MNCs, Large Local, MSMEs)
- Dealers, agents, distributors
- System integrators, solution providers
- Academicians, technologists, publishers, research institutions, universities, polytechnics
- Trade associations, government agencies
- Others



Why be a sponsor?

02



Three Key Takeaways



**Increase Brand
Exposure**

**intelligent
manufacturing**

**Explore
Business
Opportunities**

**Stay ahead in the
competition**

Three Key Takeaways

- **Increase your brand exposure** and website traffic to new potential clients in smart manufacturing and industry 4.0 industry
- **Explore Business Opportunity** to meet potential customers and build your networks from the varied activities, including booths, conferences, deep dives and tech labs
- **Stay ahead in the competition by** building up a prestigious image around the industry in our high-profile event



Sponsorship packages and items

03



Platinum Sponsorship

- Exhibiting Booth sized 36 sqm
- Top recognition at Intelligent Manufacturing 2023 conference, deep dives and tech labs
- Brand exposure on event entrance, backdrops / signage, luncheon and Tech Lounge
- Prominent logo placement and dedicated featuring on event's LinkedIn, Facebook and Instagram accounts and digital channel (including website, e-newsletter and promotional video)
- 4 weeks of digital advertising on mass media
- Feature profile or interview on press release or editorials for medias
- Complimentary 10 conference tickets
- 20% Special discount on additional tickets
- Free access to Tech Lounge
- Speaking opportunities in conference
- 3 Tech lab sessions
- Up to 3 minute video provided by sponsor to be played during the conference period

Gold Sponsorship

- Exhibiting Booth sized 18 sqm
- Prominent logo placement and dedicated featuring on event's LinkedIn, Facebook and Instagram accounts and digital channel (including website, e-newsletter and promotional video)
- Two weeks of digital advertising on mass media
- Brand exposure on conference backdrops / signage and luncheon
- Feature profile or interview on press release or editorials for medias
- Complimentary 5 conference tickets
- 10% special discount on additional tickets
- Free access to Tech Lounge
- Speaking opportunities in conference
- 3 Tech lab sessions
- Up to 3 minute video provided by sponsor to be played during the conference period

Silver Sponsorship

- Exhibiting Booth sized 9 sqm
- Prominent logo placement and dedicated featuring on event's LinkedIn, Facebook and Instagram accounts and digital channels (website and e-newsletters)
- One week of digital advertising on mass media
- Brand exposure on conference backdrops / signage
- Complimentary 2 conference tickets
- 1 Tech Lab session



**BECOME A
SPONSOR**

Sponsorship and Advertising Items

A) Sponsorship

A01) Networking session – luncheon

- Sponsor's name and / or logo to be displayed on related online and onsite promotion channels
- Sponsor's logo to be displayed on table
- Sponsor's brochure rack to be placed at event area
- Emcee announce Sponsor's name during the luncheon



A02) Networking session – cocktail

- Sponsor's name and / or logo to be displayed on invitation materials, online and on-site signage
- Sponsor's logo to be displayed on reception table
- Sponsor's brochure rack to be placed at event area
- Emcee announce Sponsor's name during the cocktail



A03) Networking Session – coffee & tea break

- Sponsor's logo to be displayed on coffee & tea serving table
- Sponsor's brochure rack to be placed at event area

Sponsorship and Advertising Items

A04) Press centre / VIP lounge

- Exclusive sponsorship of the Press centre / VIP Lounge, the resting areas where journalists and VIPs stay during the show.
- Sponsor's name and / or logo (single unit) will be displayed on invitation materials and onsite signage
- Sponsor's brochure / flyer will be placed in the area
- Sponsor will be entitled to access passes for accessing the lounge
- The location of the sponsor's advertisement will be allocated by the organisers

A05) Attendee badge (or e-badge)

- Sponsor's logo or advertisement will appear on one side of the badge
- The event organisers must approve the design in advance
- Sponsorship includes the production fee for 3,300 attendee badges

A06) Goodie bag

- Your company logo / design layout will be printed on one side of the goodie bag which will be distributed to all attendees.

A07) Goodie bag insertion

- Insertion of your materials (eg: max 4 pages brochure or gifts) in goodie bag which will be free distribution to all attendees during the event days



Sponsorship and Advertising Items

A08) Attendee lanyards

- Sponsor's logo and event logo will appear on one side of the lanyard
- The show organisers must approve the design in advance.



A09) Badge printing kiosk

- Sponsor's logo (single unit) will appear on the kiosk together with the event logo
- Sponsorship includes production fee

Sponsorship and Advertising Items

B) Onsite advertising options

Multiple communication touch-points and a variety of spaces and medium are available within the venue and event for an impactful brand awareness.

B01) Hanging banner – banner pillar

Specification: 5.12-6.08mHx 0.8mW (top)
1.22-1.37mW (bottom)



B02) Hanging banner – centre core

Specification: 5mH x 2mWx 2-side



B03) Hanging banner – foyer

Specification: 3mH x 4mWx 2-side



Sponsorship and Advertising Items

B) Onsite advertising options

Multiple communication touch-points and a variety of spaces and medium are available within the venue and event for an impactful brand awareness.

B04) Hanging banner – inside the hall

Specification: 3mHx 5mW x 2-side



B05) Round columns

Specification: 5.4mW x 3mH



B06) Advertising board – foyer

Specification: 2.44mH x 1mW x 2-side



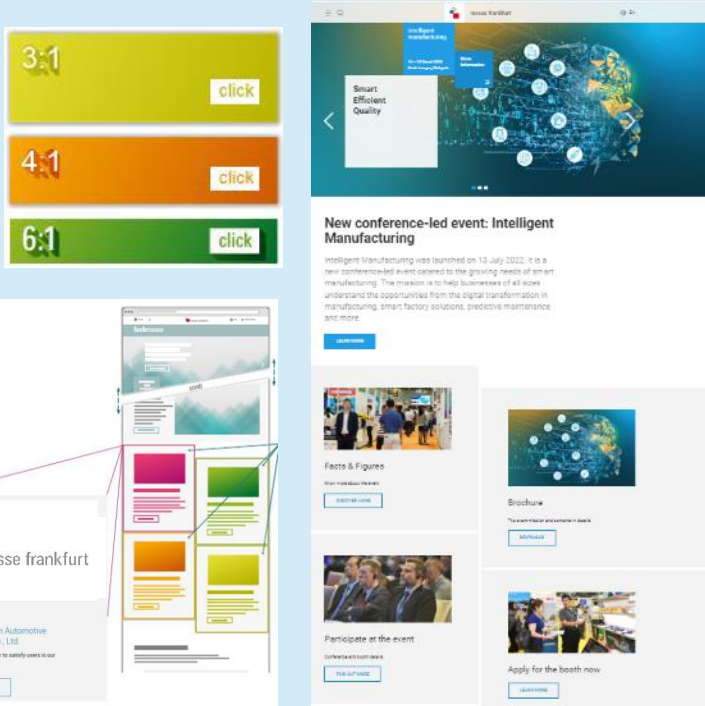
B07) Digital signage

Specification: please contact organisers

Sponsorship and Advertising Items

(C) Digital Marketing

C01) Banner ad on official website

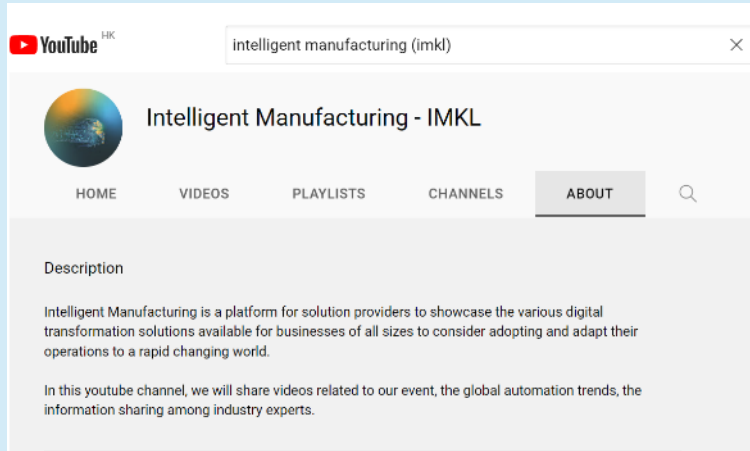


C02a,b,c) Post on social media (Facebook, LinkedIn, Instagram)



Sponsorship and Advertising Items

C03) Exposure in Youtube channel

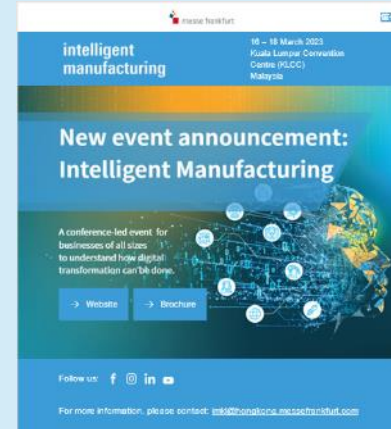


C05) Advertising in official event guide (e-version)

Advertisement in the official event guide which will be used by the attendees as a valuable reference tool during and after the event.

C04) E-newsletter

Your information will be featured as an Exhibitor Highlight which is at an eye-catching position in the monthly show's e-newsletter distributed to 100,000 global contacts. The bilingual content will be presented with subheading, short description (up to 50 words), image, and external link to company website.



Sponsorship and Advertising Items

D01) Presentation slot in Tech Lab

A good opportunity for sharing your company products or services to all attendees in the event area.



Contact us to know more details



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