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METALEX
VIETNAM

Vietnam's International Exhibition on Machine Tools & Metalworking Solutions for Production Upgrade
16th Edition

04-06
OCT 2023

Saigon Exhibition
& Convention Centre (SECC)

CREATING
THE NEXT GIANT
MANUFACTURERS



**PROMOTIONAL
OPPORTUNITIES**

1. Onsite Marketing
2. Print Marketing
3. Online Marketing
4. METALEX Conference

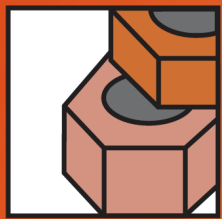
Built by:

RX Tradex

Co-located:



**Welding
Vietnam 2023**



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CREATING **THE NEXT GIANT** MANUFACTURERS

METALEX Vietnam 2023 would be taking place under the theme of "CREATING THE NEXT GIANT MANUFACTURERS" with the aim of accelerating Vietnam's manufacturing market to rebound. The event promises to offer a one-stop destination for all world-class technology providers and local industrialists to exchange breakthrough ideas, business know-how, along with advancements which could lead to a burst of innovation, productivity improvement, and a reconnected world. This would be achieved through various year-round activities such as technology showcases, skill competitions, factory roadshows, thought-provoking conferences, and business matchmaking events.



Built by:



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**Welding
Vietnam 2023**

Value Added Services

Introduce Your Nature With Excellent Platforms

For businesses that want to stand out in the marketplace and be regarded as a company worthy of support, promotional marketing can help your business stand out even more. Businesses that add value by meeting special marketing needs and helping customers achieve greater levels of performance are rewarded with a special package that includes advertising, marketing support, and digital expose. These service may cost extra, but it is surely can add great value to your business and make it more visible on the market





PRE-EVENT & ONSITE PROMOTIONAL ACTIVITIES

REGISTRATION PAGE

“Utilise all branding opportunities through each step of registration”

Exclusive

MXV23 HEADER BANNER

We are pleased to welcome you to the METALEX Vietnam 2023 , organized by Reed Tradex Vietnam (RX Tradex). This is free-to-attend event, please spare your time to fill in this registration form as inquired. Exhibitors you MUST SEE at MXV 23

YOUR AD HERE

First Name*

Last Name*

1. REGISTRATION PAGE

Utilise all branding opportunities through each step of registration. Maximise the exposure through click through banners.

Logo is hyperlinked and displayed (carousel banners) to all of the visitors registering for the exhibition (up to 10,000 visitors)



2. E-CONFIRMATION ENTRANCE TICKET

Whenever visitor complete their registration form, they will automatically receive the confirmation which will combine their ticket to enter the show (QR code, name...)

The offer is to enable the exhibitor to have their logo, call to action and stand number on the online confirmation ticket. This can help to drives visitors to Exhibitor stand at the event and enables the exhibitor to get exposure for visitors to at the event.



MXV23 HEADER BANNER

[Visitor Name], your registration is now complete!
Thank you for registering to attend Vietnam Metalex 2023
A confirmation email with your badge QR Code will be sent to: [Visitor's Email Address]

Ryan Phan Vinh
vihn.phan@rxtradex.com

Badge Type: VISITOR | VIP
For any questions regarding your registration,
please email us at: contactcenter@rxtradex.com

Hi! We've found a very MATCHED Exhibitors for you,
don't miss a chance to meet them at MXV 23

YOUR AD HERE

YOUR AD HERE



PRE-EVENT PROMOTIONAL ACTIVITIES

1. SMS ADVERTISING MATTER

SMS Marketing, or Text, message marketing, is a simple way to reach your attendees and get a much higher ROI. Enjoy with our brand new supporting service to make it easy to communicate directly with your potential customer and send out special offer or announcement with just a few words and grab their fully attention

SMS-Pre Event

The SMS is sent out prior to the show with a link to the online ticket and reminding visitors the event is starting. The sponsorship carries the sponsor's key call to action and stand details.

☐ PACKAGE 1:

Choose your best time to win attraction

- **1st send out:** 15 days before the show (est. 3,500 recipients)
- **2nd send out:** 10 days before the show (est. 5,200 recipients)
- **3rd send out:** 3 days before the show (est. 7,000 recipients)

☐ PACKAGE 2:

Maximise the exposure with 3 slot combination

**From
\$800**



2. NEWSLETTER ELECTRONICS

**From
\$500**



☐ Strip Ads (W 21 x H 5cm)

Your gateway into driving more conversation with unique position

☐ Interview E-news

Individuals who locate and contact you want to hear about the goals, mission and vision of your business, as well as how you can assist them in resolving their issues. An impactful and unforgettable first impression will be created by your company's brief yet sharp introduction, which will help you stand out from the competitors"

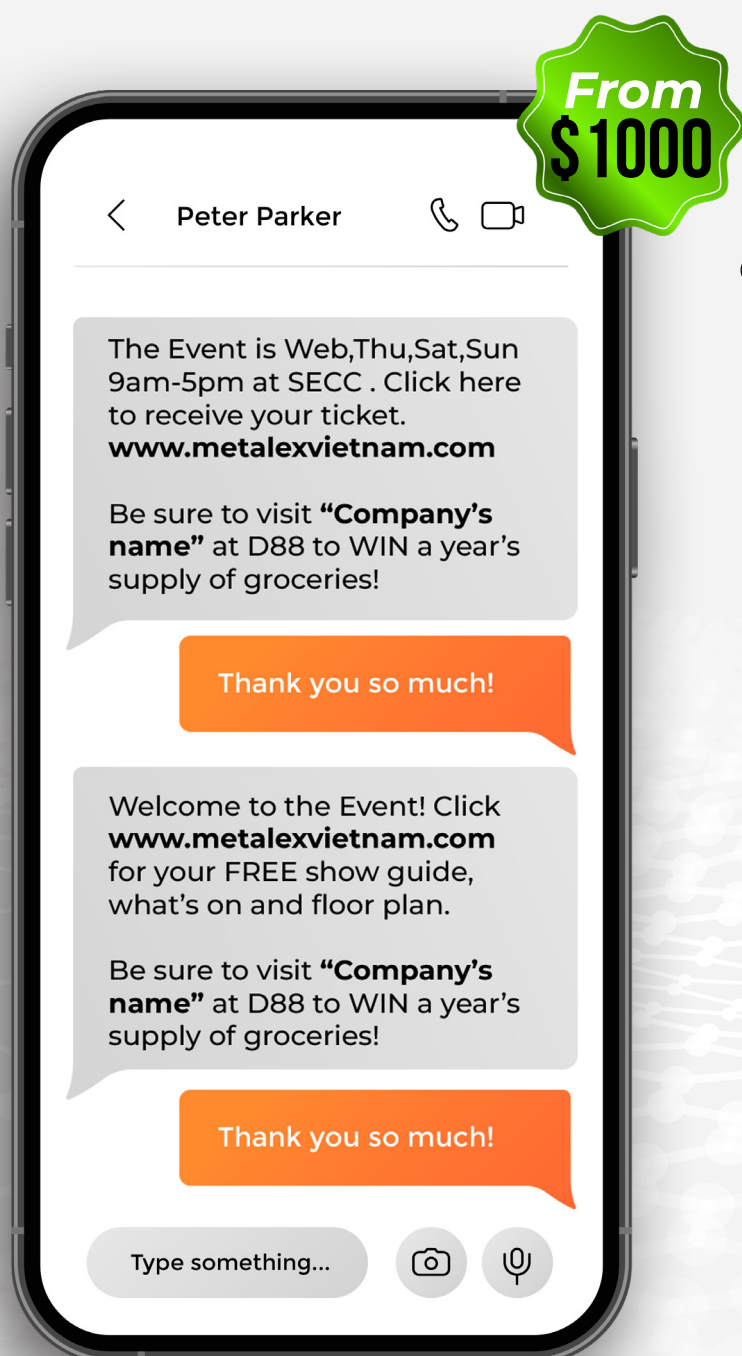


ON-SITE PROMOTION ACTIVITIES

1. SMS ENTRANCE

This highly relevant SMS has huge value for a visitor as it is delivered within a minute of arriving at the event. The message contains the link to the Event Portal and a key message from a sponsor.

There are 6 different slot for sending out the welcome SMS to recipients



☐ PACKAGE 1: "Only 2 exhibitors for 1 day"

1st send out:

1st show day (2 times/day)

- Morning (9:00 -12:30)
- Afternoon (12:31 - 17:00)

2nd send out:

2nd show day (2 times/day)

- Morning (9:00 -12:30)
- Afternoon (12:31 - 17:00)

3rd send out:

3rd show day

- Morning (9:00 -12:30)
- Afternoon (12:31 - 17:00)

☐ PACKAGE 2: "Only 1 exhibitor"

Maximise the exposure with
3 slot combination

2. DAILY E-NEWSLETTER

E-newsletter that help you connect with right target audience in Online version. Newsletter sponsorships are rapidly gaining traction among advertisers across a range of industries.

They stand out against other marketing channels for many reasons, including:



1. Relevance



2. High Engagement



3. Built-in Targeting



4. Credibility



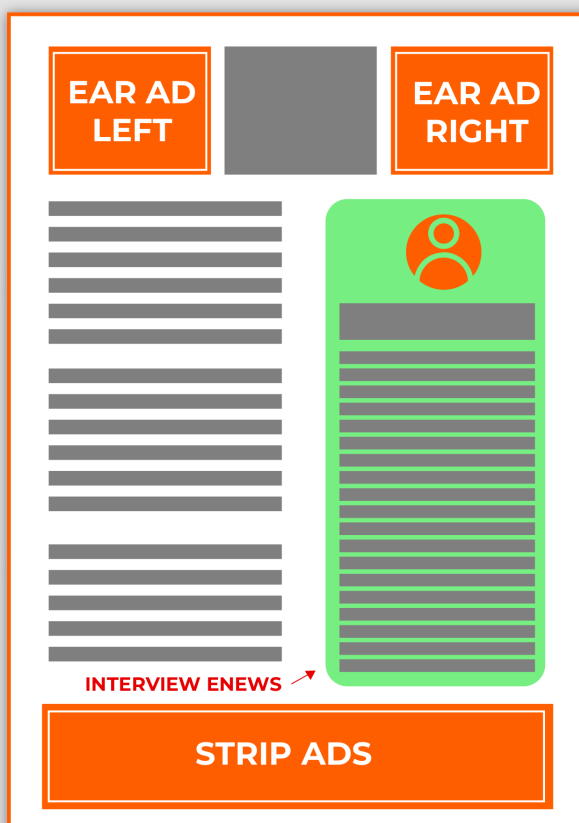
5. High ROI

- ☐ **Ear banner**
- ☐ **Strip Ads (WxH 21x5cm)**

Your Gateway into Driving More Conversions with Display Banners & Advertisement

- ☐ **Interview E-news**

Individuals who locate and contact you want to hear about the goals, mission and vision of your business, as well as how you can assist them in resolving their issues. An impactful and unforgettable first impression will be created by your company's brief yet sharp introduction, which will help you stand out from the competitors



3. RECOMMENDATION LIST

The exhibitor Recommendation List is designed and released based on an intelligent algorithm integrated with auto-matching upon the "Product of Interest" of Visitor during the registration process. Don't miss the opportunity to be the first brand to capture their attention and wining the "Brand in Mind"



MECHANICS:

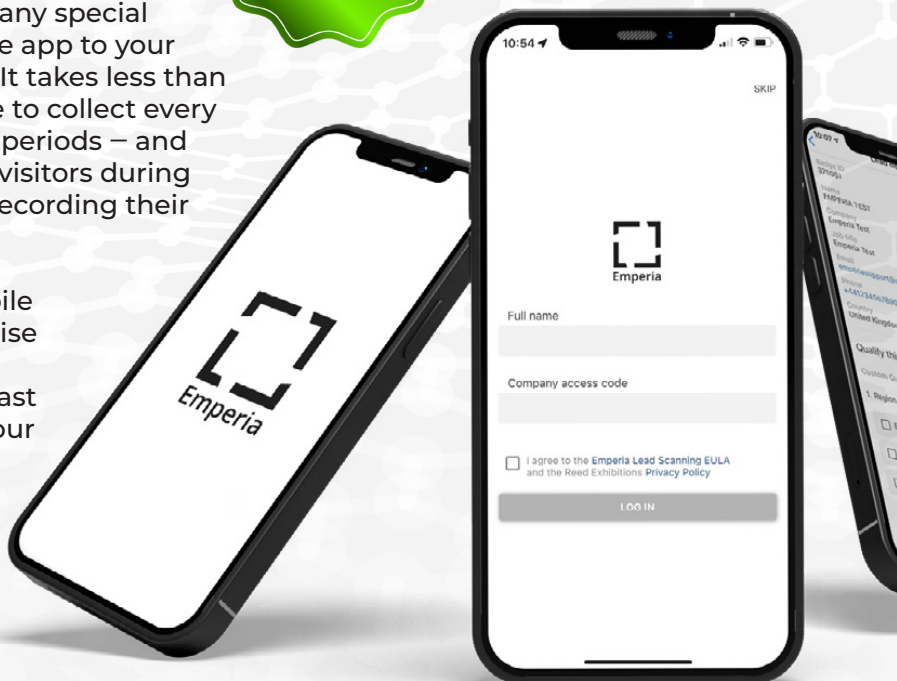
- Exhibitor name and booth number to be exposed based on "Products of Interest" when visitor complete registration form
- Company brand and booth stand will expose on Visitor's Recommendation list which will distributed at on-site. The top list is "MUST VISIT EXHIBITORS"
- "OTHER GREAT EXHIBITORS" will be random displayed based on the auto-matching system and applied for all Exhibitors



4. SALE LEAD RETRIEVAL APPLICATION - EMPERIA

For fast and reliable lead capture at the show use Emperia, the RX badge scanning app. You don't need any special technology or training – simply download the app to your Apple or Android phone and start scanning. It takes less than a second to scan a badge, so you'll have time to collect every lead that visits your stand, even during busy periods – and because Emperia uses the data provided by visitors during registration, you don't need to worry about recording their details incorrectly.

You can view your leads instantly in the mobile app and add notes and star-ratings to prioritise the hottest prospects. Lead reports can be consolidated and downloaded any time for fast follow-up by sales teams, and uploaded to your CRM system as a CSV file. And every visitor who has been scanned gets a post-show email to remind them about you!

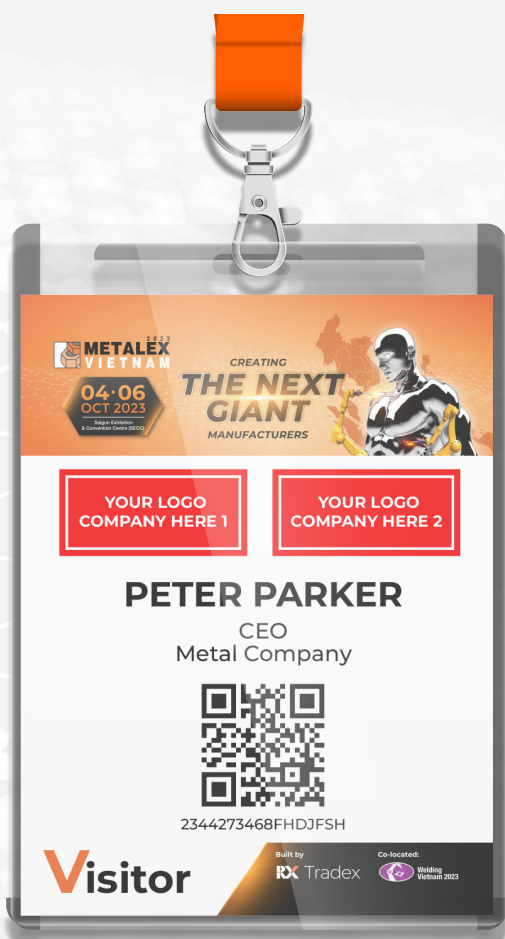


5. VISITOR LANYARD



Exclusive feature puts Company brand around the neck of every Visitors at the event - even your competitors! Be one of the very first brands that is seen as each attendee picks up their name badge. Apply for Visitor lanyard only

Est. 10,000 lanyard will be produced



6. VISITOR WEARING BADGE



- The attendee badge is the first thing delegates look at when speaking to another attendees. The Badge sponsor will be 'front of mind' throughout the event by the inclusion of your logo on the badges that every delegate wears. Apply for Visitor badge only

Est. 10,000 Badge will be printed out

7. LOGO ON DIGITAL SCREEN GATES



Be the first to be seen by thousands as they walk through the main lobby. Increase your brands exposure and leave an unforgettable impression among visitors as they see your logo be played out the entire duration of the show



PACKAGE 1:

- ☐ Main Lobby
- ☐ A1 Gate
- ☐ A2 Gate

PACKAGE 2:

- ☐ Maximise the exposure with 3 slot combination

Best Choice



8. BUSINESS MATCHING

Business matching is a customised service that connects your business or your business ideas with individuals and companies that share the same business interests. It is a targeted on both face to face or virtual business meeting service that provides an opportunity that involves more than you and the interested party. We, as the leading business matching services provider, act as the intermediary with the ultimate goal of trying to lead you to the most effectiveness business matching.



Contact Us

Best Choice



9. CONFERENCE

- ☐ **PRESENTATION SLOT**
Presentation slot at Conference Room
- ☐ **ROLL UP BANNER**
Standee 80x180cm at the entrance
- ☐ **PRE-EVENT RECOGNITION**
Name, Logo and website exposure on Conference homepage
- ☐ **ON-SITE RECOGNITION**
Sponsor brochure/give-away distributed to attendee at the Conference Room
Logo exposure on big Backdrop at Conference room"
- ☐ **POST-EVENT RECOFNITION**
Acknowledgement in "Thank You" Email, social media and website

Contact Us




10. Logo and Short Description on Directional Sign

Prominently displayed in the main lobby. This is a perfect opportunity for attendees to learn about your company as they walk into the show

From \$500

Best Choice




11. Logo on Welcome Gate Banner

A unique way to making your brand stand out. Once they've entered, you want them to have the best possible experience with your brand and remember it long after they go

☐ A1 ☐ A2

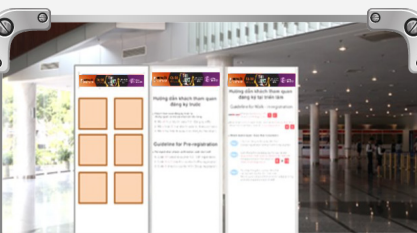
Contact Us



12. VIP Lounge Sponsor

Your branding is used throughout –guaranteeing a powerful impact on all delegates in the show – and forming a lasting association between your brand and the most influential names

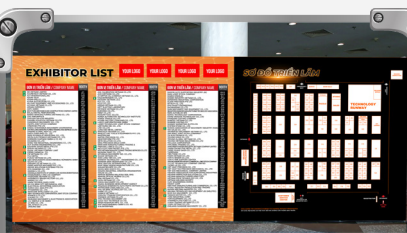
From \$5000



13. Logo on Board Registration

A best way to attract the attention of the crowd, the first thing that can catch the eyes of your target audiences and will pique their curiosity which will urge them to look further into your brand as well as the products and services you offer since they finish registration

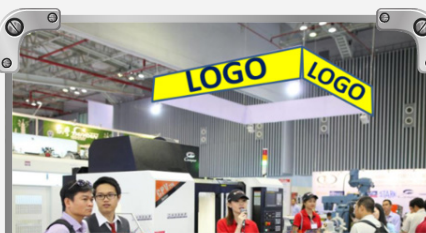
From \$500



14. Logo on Floorplan Board

ALL ROADS LEAD TO YOU
Centrally located at the main crossover points between halls, huge "You are here" boards help attendees navigate around the show

From \$500




15. Truss Banner

FIRST IMPRESSIONS LAST
This is the perfect way to help attendees see your booth as they walk into the show! Simply provide us with the graphics and we'll do the rest.
(4 sides-3 days)

From \$4000


Best Choice



16. Hanging Banner
Size: W 3 x H 5 M

Prominently displayed in the aisle, these banners are the focus point for attendees trying to find their way around the hall. They are highly visible and irrespective of your position in the hall and provide you with an excellent branding opportunity. No one will have an excuse for not visiting your booth!

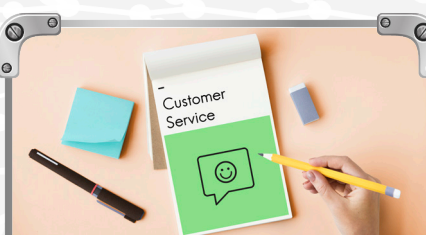
From \$3000



17. BOOTH CONSTRUCTIONS

"Backdrop
Material: Vinyl / Inkjet"

Contact Us



18. Other Services

Contact Us



POST-EVENT

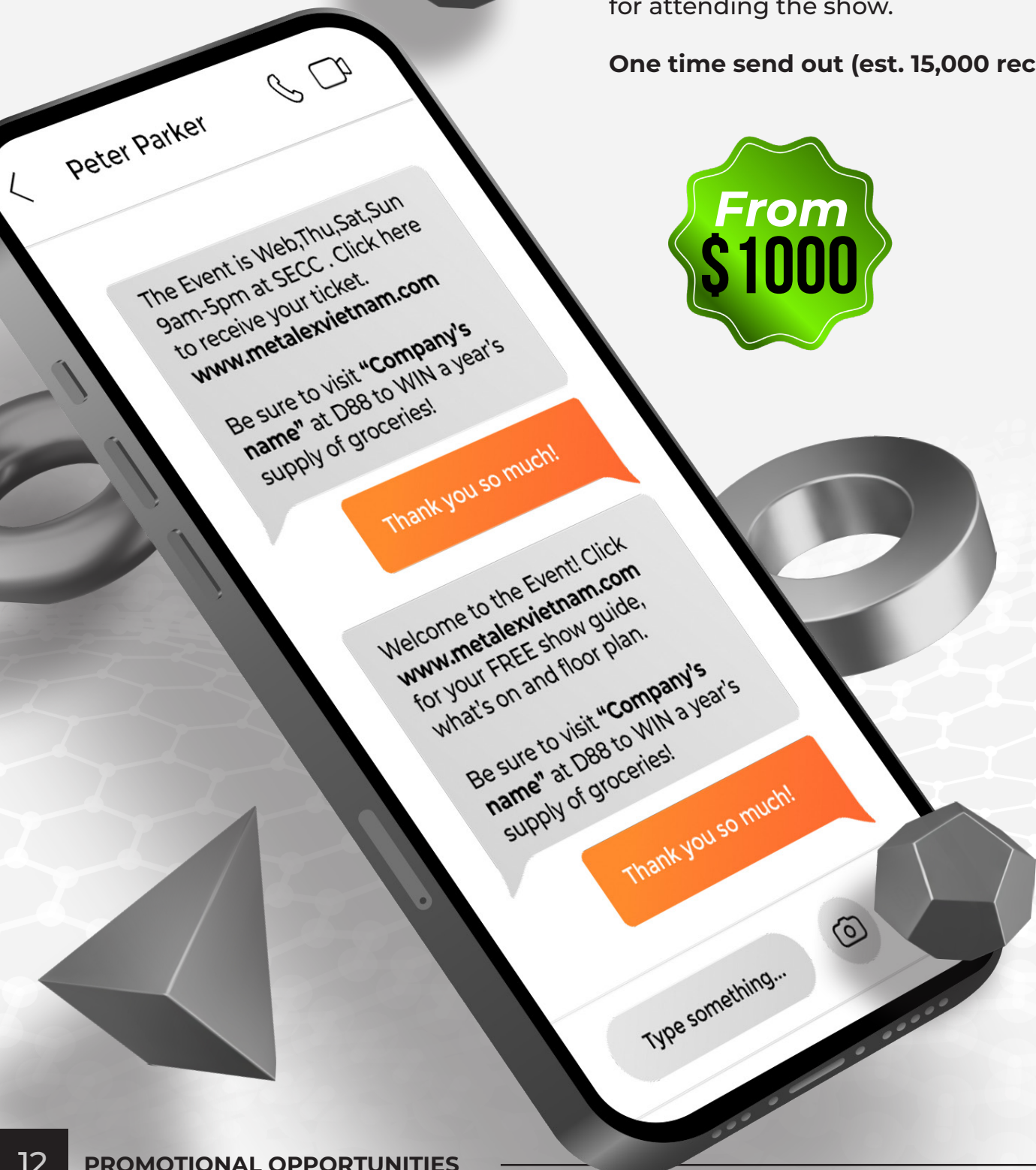
PROMOTION ACTIVITIES

SMS ADVERTISEMENT

☐ SMS-On Exit

This sms will be sent out 1 day after the show finish and thank you to all attendees for attending the show.

One time send out (est. 15,000 recipients)



PLEASE SELECT THE PACKAGE TYPE OF EXHIBITOR?

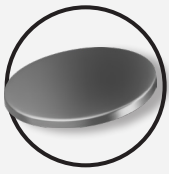
	BRONZE BASIC	SILVER \$990.00	GOLD \$1,990.00	DIAMOND \$4,990.00
Company Profile Listing (Directory on website)	✓	✓	✓	✓
Product/Service Listing (Directory on website)	✓	✓	✓	✓
Company Logo Exposure on Newsletter (Electric)	✓	✓	✓	✓
Listed on Supplier Recommendation	✓	✓	✓	On top 3
Company Introduction on EDM	✗	✓	✓	✓
Company introduction via Social Media	✗	1 Post	1 Post	2 Post
Emperia Applications	✗	✓	✓	✓
Banner on METALEX website	✗	Medium Rectangle Displayed in the Homepage mid of web body 300x250	Middle Leaderboard Display in the Homepage mid of web body 728X90	Super leaderboard Displayed in the Homepage top of web body 1200x300
SMS pre-event	✗	✗	1st send out: 15 days before the show	1st send out 15 days before the show 2nd send out 10 days before the show
CEO's voices & product presentation on Daily E-news	✗	✗	✗	Day 1
Strip ads on Daily E-news	✗	✗	✗	Day 1
H banner on Online Registration Page/ Vistor Wearing badge	✗	✗	✗	✓
Registration Cart Abandonment	✗	✗	✗	✓

EXHIBITOR REGISTRATION FORM

Exhibitor Name:

Exhibitor Booth No. Booth SQM

Administrator Email



BANNER ON METALEX WEBSITE

2,000 Users / Monthly website visits

SUPER LEADERBOARD

Displayed in
the Homepage
top of web body

1200x300

MIDDLE LEADERBOARD

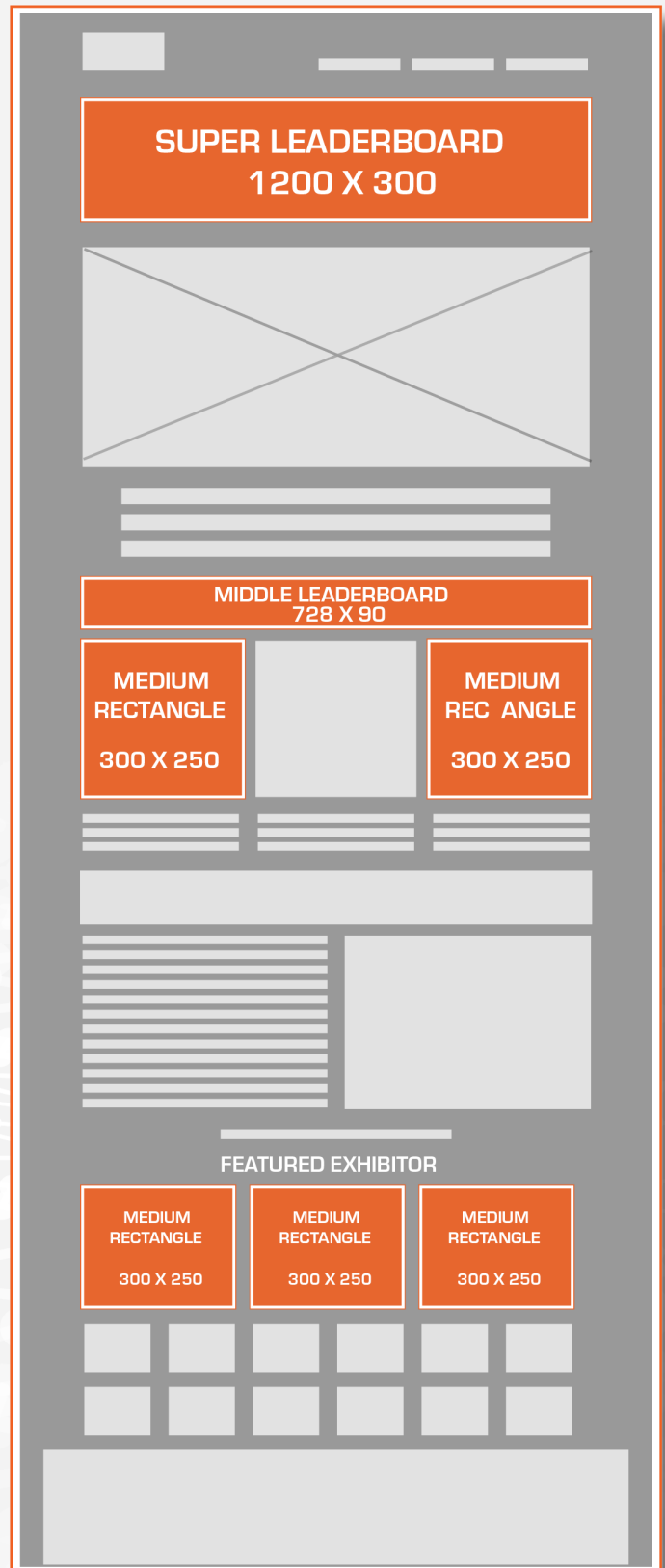
Display in
the Homepage
mid of web body

728X90

MEDIUM RECTANGLE

Displayed in
the Homepage
mid of web body

300x250



M-TALKS

PRIVATE NETWORKING EVENT

This is an exclusive event for Vietnam manufacturing community to share their demands for machinery and equipment. METALEX Vietnam community's guests would be invited to join the event to meet and mingle with their potential customers.

BECOME M-TALKS SPONSOR

Sponsorship of M-TALKS provides a unique chance to raise the international profile and position for your company.

SPONSOR BENEFITS



**HIGH IMPACT
NETWORKING**



**BRAND
AWARENESS**



**PROMOTE
YOUR BUSINESS**

**CONTACT OUR TEAM TO REGISTER FOR THIS
EXCLUSIVE EVENT AND SEIZE OPPORTUNITIES
TO GROW YOUR BUSINESS NOW!**

Phone: +84 286 287 3355
Mail: metalexvietnam@rxtradex.com
Website: www.metalexvietnam.com



ALL YEAR ROUND



SCAN NOW

to stay update with
METALEX Vietnam

2023



To Book A Stand or/and
To Sponsor Our Activities
please contact via:

Phone: +84 286 287 3355

Mail: metalexvietnam@rxtradex.com



Built by
RX Tradex

