



2026

PETROBOTS MAKER FAIR

MARKETING PROPOSAL



UTP
UNIVERSITI TEKNOLOGI PETRONAS



SA
STUDENT AFFAIRS



PETROBOTS
UTP ROBOTICS SOCIETY



**PETROBOTS
WAKBAPAIR**

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ABOUT UTP



Universiti Teknologi PETRONAS (UTP) was established on January 10, 1997, when PETRONAS was invited by the Malaysian Government to set up a university. The university was formerly known as The Institute of Technology PETRONAS (ITP) and was a wholly owned subsidiary of PETRONAS. UTP offers a wide range of **industry-relevant engineering, science and technology programmes at undergraduate and postgraduate levels** and aims to produce well-rounded graduates with excellent leadership qualities and communication abilities.



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PETROBOTS
WAKILAH PAKR

ABOUT PETROBOTS

UTP Robotics Society (PETROBOTS) is a **well established robotics society** that has been active for a long time at UTP. Originally formed to compete in ROBOCON, it has gradually evolved to serve as a platform for undergraduate robotics advancement for students from diverse backgrounds. PETROBOTS strives to establish a maker culture within the UTP community, or, in layman's terms, "an urge to create". PETROBOTS has participated in various robotics competitions, research, and event management, with the hope of creating many success stories both within and outside of UTP.



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ABOUT PMF

PETROBOTS Maker Fair 2026 (PMF) is an event under UTP PETROBOTS in collaboration with **Rajamangala University of Technology Srivijaya, (RUTS) Thailand**. This event is an initiative aimed at **introducing robotics skills** and providing a platform for UTP students to engage with companies specializing in engineering fields such as artificial intelligence, and robotics through **exhibitions and workshops**. In conjunction with the fair, UTP PETROBOTS will be hosting an **international level robotics competition** named **PETROBOTS RoboTrack Grand Prix (RoboTrack GP)** in Chancellor Hall, Universiti Teknologi PETRONAS (UTP).

PETROBOTS Maker Fair 2026 is a **two-day physical event**. This competition will be conducted in two days, first day as testing day and competition group stages for all teams, while the competition will resume on the second day, through groupings, then qualified to knockout stages then to finals. This event is expected to attract 500-700 participants from UTP, as well as students from elementary schools, secondary schools, and universities from Malaysia as well as other countries such as Taiwan, China, Vietnam, Thailand, etc. The exhibition will be held at Chancellor Complex, the competition will be held inside Chancellor Hall, and the workshop will be held at Undercroft. This event will be held on **3rd – 4th October 2026**. The theme for PETROBOTS Maker Fair 2026 is **“Engineering Intelligence with Robotics and Automation”**.



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ABOUT RUTS

Rajamangala University of Technology Srivijaya (RUTS), Thailand, is a leading public technical university with a strong emphasis on applied engineering, technology, and hands-on education. RUTS is also a **partner university of Universiti Teknologi PETRONAS (UTP)**, reflecting a shared commitment to academic collaboration, student development, and technological innovation.

RUTS has a long-standing focus on engineering disciplines such as electrical and electronic engineering, mechatronics, automation, and industrial technology. The university actively promotes hands-on learning through laboratories, workshops, and project-based activities, while encouraging student participation in robotics development, applied research, and technology-oriented competitions. Through industry engagement, practical experimentation, and international partnerships, RUTS strives to cultivate a strong engineering and maker-oriented culture within its academic community.



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PAST PMF EXPERIENCE



- PMF is an annual **national event** by PETROBOTS.
- PMF 2025 mainly consists of a **hackathon**, which is a solution-driven programming competition to solve real-world problems. The event also consists of a company exhibition where companies specializing in engineering fields are invited to be exhibitors during the hackathon.
- PMF 2025 attracted **105 participants from 5 universities** competing in a total of **28 teams** in this national-level hackathon. Each team presented innovative solutions aimed at advancing various areas of the technology sector.

OBJECTIVES

- To provide a comprehensive platform that promotes robotics, STEM education, and hands-on technological learning for students from Malaysia and international participants.
- To strengthen engagement between industry and university by connecting students with companies specializing in robotics, AI, IoT, and automation through technology exhibitions and industry demonstrations.
- To enhance international collaboration and cultural exchange through the PETROBOTS RoboTrack Grand Prix, involving participants from Malaysia, Vietnam, Thailand, etc.
- To equip students with practical programming and robotics skills through dedicated workshops that support their involvement in the competition.
- To cultivate a maker culture within the UTP community by fostering teamwork, creativity, and innovation through hands-on workshops, exhibitions, and competitions.



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EXPECTED OUTCOMES



To increase students' interest in various technologies, especially in robotics



To showcase student's talents and improve their skills



To serve as a platform for students to interact with professional companies



KEY ACTIVITIES

PETROBOTS ROBOTRACK GRAND PRIX (ROBOTRACK GP)

PETROBOTS RoboTrack Grand Prix (RoboTrack GP) is an **international line-following robot competition** will be organized as the main competitive activity of PETROBOTS Maker Fair 2026. Participants will **design and program autonomous robots capable of completing line-following challenges** based on surprise maps or tasks revealed during the competition. The event aims to strengthen students' understanding of robotics fundamentals such as sensor integration, control logic, and embedded programming, while encouraging problem-solving, teamwork, and hands-on engineering experience. This competition also provides participants with an opportunity to apply theoretical knowledge in a practical setting and will be open to participants from local and invited international institutions.



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KEY ACTIVITIES



COMPANY EXHIBITION

Companies from various technology fields such as **robotics, artificial intelligence, IoT, software engineering and automation** will be invited to showcase their innovations. The exhibition serves to expose UTP students and visitors to the latest industry technologies and to spark interest in emerging engineering solutions.

WORKSHOP

A hands-on workshop will be conducted for students from **Rajamangala University of Technology Srivijaya (RUTS), Thailand**. The workshop will focus on programming, **robotics development, and STEM applications**. These skills will support their involvement throughout the event, including their participation in the **PETROBOTS RoboTrack Grand Prix Competition**.



PROGRAM DETAILS

EVENT	PETROBOTS Maker Fair 2026
DATE	3rd – 4th October 2026
VENUE	<ul style="list-style-type: none"> • Testing and Competition Days: Chancellor Hall • Exhibition: Chancellor Complex • Workshop: Undercroft
COLLABORATOR	Rajamangala University of Technology, Thailand (RUTS)
ORGANISER	UTP PETROBOTS
TARGETED PARTICIPANTS	60 TEAMS (around 180 participants)
TENTATIVES	<p>MAIN EVENT DAYS</p> <p>Day 1 (Saturday, 3/10/2026)</p> <ul style="list-style-type: none"> • Opening Ceremony • Competition Testing Day for participants (10:30A.M. – 5:00P.M.) • Companies Exhibition (10:30A.M. – 5:00P.M.) • Workshop <p>Day 2 (Sunday, 4/10/2025)</p> <ul style="list-style-type: none"> • Competition Day - Preliminary Round of Competition for all team - Knockout Stages for shortlisted teams - Grand Finals for shortlisted teams • Companies Exhibition (10:30A.M. – 5:00P.M.) • Winners Announcement • The Podium Lounge (Award Night + Closing Ceremony)



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SPONSORSHIP PACKAGES

PACKAGES	PLATINUM	GOLD	SILVER
SPONSORSHIP AMOUNT	RM 3500 and above	RM 1500 - RM 3499	RM 300 - RM 1499
SPONSORSHIP PATHWAY			
PROMOTING AND ADVERTISING			
E-CERTIFICATE	/	/	/
PROMOTION DURING EVENT (BY MC)	/	/	/
LOGO ON BANNER	LARGE	MEDIUM	SMALL
LOGO ON COMMITTEES' SHIRT	LARGE	MEDIUM	SMALL
LOGO ON DIGITAL BACKDROP	/	/	X
PHYSICAL TOKEN APPRECIATION	/	/	X
SOCIAL MEDIA APPRECIATION POST (ONLY LOGO FEATURED)	FEATURED AS INDIVIDUAL POST	FEATURED AS INDIVIDUAL POST	FEATURED ALONGSIDE OTHER LOGO
SOCIAL MEDIA PROMOTION (MATERIALS PREPARED BY SPONSORS)	1 POSTER AND 1 CORPORATE VIDEO	1 POSTER	X



SPONSORSHIP PACKAGES

PACKAGES	PLATINUM	GOLD	SILVER
SPONSORSHIP AMOUNT	RM 3500 and above	RM 1500 - RM 3499	RM 300 - RM 1499
SPECIAL PRIVILEGES			
EXHIBITION BOOTH	/ (3M X 6M)	/ (3M X 3M)	X
INVITATION AS VIP DURING OPENING CEREMONY	/	/	X
MOCK CHEQUE PRESENTATION DURING OPENING CEREMONY	/	/	X
INVITATION AS JUDGE	/	X	X
LOGO ON EVERY INSTAGRAM POST'S FRAME AND STORY'S FRAME	/	X	X
RESUME FROM PARTICIPANTS AND COMMITTEES	/	X	X
FEATURED IN PROGRAM BOOK	/	X	X



SPONSORSHIP PACKAGES

****Company logo** will be featured on the PETROBOTS Maker Fair **Website**:

- The logo on the PETROBOTS Maker Fair will be embedded with a direct hyperlink to the company's official website. When visitors click on the displayed logo, they will be **automatically redirected to the company's official website**, enabling them to explore the company's products, services, and corporate information. This feature enhances the sponsor's digital visibility while also creating an opportunity to drive traffic and potential engagement from the event's online audience.



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UNIVERSITY TUNKU ABDUL RAZAK



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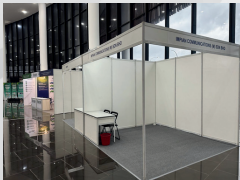
EXHIBITION BOOTH DETAILS

1. Exhibition booth is only applicable for **Platinum and Gold Tier** of companies which choose **SPONSOR PATHWAY**.
2. Limited booth for **non-tech industry** exhibition booth.

EXHIBITION BOOTH DETAILS	QUANTITY
COMPANY NAME CUT OUT	1 UNIT
INFO DESK	1 UNIT
FLIP CHAIR	2 UNITS
SMALL DUSTBIN	1 UNIT
TUBE LIGHT	2 UNITS
13 AMP POWER POINT	1 UNIT
CARPET	9 SQM



EXHIBITION BOOTH DETAILS

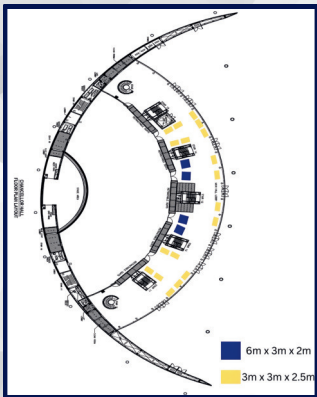


3m x 3m x 2.5m



6m x 3m x 2m

EXHIBITION BOOTH LAYOUT



CONTRIBUTOR PACKAGES

PACKAGES	PLATINUM	GOLD	SILVER
SPONSORSHIP AMOUNT	RM 3500 AND ABOVE	RM 1500 - RM 3499	RM 300 - RM 1499
CONTRIBUTOR PATHWAY			
TAX EXEMPTION	/	/	/

*Only companies that choose **contributor pathway** are **ELIGIBLE FOR TAX EXEMPTION** but without any benefits, meaning no logo placement, publicity, or appearance in event collaterals, and no public acknowledgement or promotional exposure.



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SPONSORSHIP BENEFICIARIES



Companies are welcome to be involved in:

1. Monetary Contribution

Monetary sponsorships to fund event operations, prizes, and participant support, either by pursuing the **Sponsor Pathway** or the **Contributor Pathway** within our sponsorship package.

- **Sponsor Pathway:** Includes monetary support provided with benefits, such as publicity and branding exposure, logo engagements, and media coverage or acknowledgement. (**NOT ELIGIBLE for tax exemption**)
- **Contributor Pathway:** Includes monetary support provided without any benefits, meaning no logo placement, publicity, or appearance in event collaterals, and no public acknowledgement or promotional exposure. (**ELIGIBLE for tax exemption**)

2. In-Kind Contribution

In-kind sponsorships include the provision of goods or services that benefit the competition.

Examples include but are not limited to:

- Merchandise or gift items for participants
- Apparel
- Food and beverage
- Robotics Kits

TERMS & CONDITIONS (T&C)

1. The listed packages and details are **HIGHLY NEGOTIABLE** to better suit both parties' needs.
2. By agreeing to become a contributor or sponsor for PETROBOTS Maker Fair 2026 (PMF), the Contributor or Sponsor **consent** to the UTP or Yayasan UTP's **use of the Contributor or Sponsor personal data** as per **UTP Privacy Notice** which can be viewed at www.utp.edu.my.
3. **Sponsor Pathway** includes monetary support provided with benefits, such as publicity and branding exposure, logo engagements, and media coverage or acknowledgement which are **NOT ELIGIBLE for tax exemption**.
4. **Contributor Pathway** includes monetary support provided without any benefits, meaning no logo placement, publicity, or appearance in event collaterals, and no public acknowledgement or promotional exposure which are **ELIGIBLE for tax exemption**.
5. The sponsorship package for **in-kind sponsorship** will be determined by **80%** based on the total value of the merchandises sponsored.
6. In-Kind Sponsors are kindly requested to provide a price estimation or receipt for the sponsored items to assist the organizing committee in assigning the appropriate sponsorship tier.
7. The **Sponsorship Confirmation Form** should be submitted to the organising committee not later than **2nd September 2026** to avoid any complications.
8. **Full payment** regarding the monetary sponsorship applied should be addressed to us before **2nd September 2026**.
9. Please be informed that once the CONFIRMATION LETTER has been signed by your esteemed company, withdrawal from sponsoring will be required to pay **30%** of the promised value.



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TERMS & CONDITIONS (T&C)

10. Please be informed that for companies that choose **contributor pathway**, every **donation to Yayasan UTP is tax-deductible under Subsection 44(6) of the Income Tax Act 1967**. For your kind information, as per paragraph 6.1(i)(c) of the guidelines from IRB, Yayasan UTP now requires the **Full Name, SSM No., and Mailing Address of donors** who wish to obtain the official YUTP tax deductible receipt.
11. **All forms of publication materials, company name, logo and corporate video** should reach us by **2nd September 2026**. This is to avoid any complications regarding the publication of promotional materials.
12. Sponsors **shall grant** the Organiser and UTP (collectively referred to as “UTP”) the **right to use of their corporate logos, trademarks, company descriptions and any other marketing materials** (collectively referred to as the “Materials”) in any **advertising and promotional medium** distributed by the Organiser solely in connection with PETROBOTS Maker Fair 2026 (PMF).
13. UTP **shall not be liable** for any **indirect, incidental, or consequential loss, damage, or expense** arising out or in connection with PETROBOTS Maker Fair 2026 (PMF), any damage to the Sponsors’ business or reputation as a result of the UTP’s failure to hold the event as scheduled or provide the required exhibition space to the Sponsors for the event.
14. **All forms of bribery and corruption are prohibited**. UTP upholds a **zero tolerance approach**. In addition to not participating in bribery, the Sponsors and Contributors **must not participate in any corrupt activity**, including but not limited to **extortion, collusion, breach of trust, abuse of power, trading under influence, embezzlement, fraud or money laundering**.
15. Any changes prior to PETROBOTS Maker Fair 2026 will be **informed by PETROBOTS Maker Fair 2026 committees**.



PAYMENT DETAILS

Any PAYMENT should be addressed to:



Account Name: **YAYASAN UNIVERSITI
TEKNOLOGI PETRONAS**

Account Number: **8001062118**

Account Bank: **CIMB BANK BERHAD**

Reference : **MakerFair2026**

RETURN ON INVESTMENT



**Branding platform
to UTP students,
staff and public
communities**



**Opportunity for
long-term academic
research and
industrial
partnership**



**Create stronger
public relations and
positive company
reputation**



**Discover a talent
pool of prospective
engineers**



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