

UBM Electronics | EBN Webinar Sponsorships

Build thought leadership, educate and engage your audience while generating leads.



Why Webinars?

- Introduce new products
- Build thought leadership
- Generate leads
- Interactive formats to suit your marketing objectives
- Educate and engage your target audience while generating leads

Sponsor Benefits

- Targeted, global access to focused supply chain decision makers.
- Alignment with EBN branded editorial content
- Attendee tracking and reporting
- Targeted leads with detailed demographic data.
- On-demand webinar archived for 12 months on EBN.

About UBM Electronics

UBM Electronics, a UBM company, is the global leader in media and marketing services for the electronics industry. Each month more than 2.2 million global electronics industry professionals engage with our online, event and print brands and communities. We serve marketers with targeted, deep and measurable engagement with our audience, and we offer innovative, nextgen marketing services built around industry-leading editorial content.

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About EBN Editorial Webinars

EBN, the premier online community for global supply chain professionals, presents a powerful quarterly webinar series addressing the trends and complexities of managing a global supply chain. The series will cover a range of compelling topics from understanding the role of distribution in the design chain to component pricing and how social media fits into the supply chain.

This webinar series is an extension of the EBN community where electronics professionals can develop, generate, and sustain ideas that lead to the attainment of a smoother, more responsive, and less turbulent supply chain environment. These webinars have been developed by the EBN editorial team and will feature luminaries from within and outside the electronics market who will offer guidance and share best practices on how to redirect resources swiftly and smoothly and execute projects for success.

Why Sponsor EBN Editorial Webinars?

This is your opportunity to reach procurement and supply chain professionals within the electronics market as they educate themselves on the critical supply chain management issues that matter most.

By sponsoring an EBN Editorial Webinar you will align your company with industry recognized and highly respected EBN branded editorial while participating in sharing your expertise, industry knowledge with a highly engaged audience made up of your prospective buyers.

An EBN Editorial Webinar sponsorship will also enable you to:

- **Leverage Our Experience and Expertise:** We are the leader in building successful Webinars within the electronics market.
- **Reach a Global Audience:** Flexible live broadcast times and 24/7 On-demand events allow you to reach any supply chain professional at any time and in any language.
- **Access to Industry-Leading Promotional Assets:** With our extensive database of over 1 million electronics professionals and our industry-leading media brands, we deliver your global target.
- **Real-Time Results, Comprehensive Lead Reporting:** We provide you with state-of-the-art, real-time reporting, which allows you to focus on converting attendees into customers

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2011 EBN Editorial Webinar Series Schedule:

Topic: Distribution and Design **May, 2011**
The Role of Distribution in the Design Chain

Distributors are beefing up their design services in response to both supplier and customer demands. Suppliers want to push their products; distributors want to improve their profit margins; and customers want all the help they can get. How are these efforts working for all the parties involved? In this Webinar, EBN will call on customers, suppliers and distributors to discuss the value of these practices and to find out who really benefits from all this design help.

Topic: Component Pricing **July, 2011**
Component Pricing: Does the Secrecy Help or Hurt Buyers

Procurement executives are often unable to determine whether they are getting the optimal pricing for components relative to the competition due to the absence of verifiable data about actual sales agreements between suppliers and buyers. Some people have called for increased transparency in the system and perhaps even the publication of pricing information but will this help or hurt the industry? How can component buyers ensure they are getting the best pricing terms for parts without feeling they have to engage in needless bargaining with suppliers? Which companies in the industry are able to offer assistance in the process without adding to procurement costs?

Topic: The Future of the Supply Chain **Oct 2011**
How to Remain Relevant in a Changing and Interconnected World

Component distributors are changing along with the high-tech supply chain. All of the biggest distributors are increasing value added services and even branching into adjacent markets while expanding globally to create the international footprints needed by customers. What changes are taking place at the major distributors; how are they leveraging their strengths to service customers and what parts of the globe are new entrance points for additional services? In this webinar, we explore the specifics of how top distributors are modifying their services and global reach to satisfy customer requirements and generate new revenue streams.

Topic: Social Media and the Supply Chain **Dec, 2011**
How to Leverage Social Media for the Supply Chain

Social networking is arguably the most popular way of sharing information 24/7, but can it be leveraged for the supply chain? Culling through numerous messages and data security are just two of the concerns users have about using social networking for business. In this webinar, EBN will call on some supply chain companies that are currently using social networking and some experts in the market that are implementing best practices in this rapidly evolving community.

Sponsorship Opportunities:

Sole Sponsorship: \$20,000 Net or **Co-sponsorship:** \$15k (up to two sponsors)

Includes:

- Sponsor will get a 5 minute spot during the presentation
- All the leads (soft leads)
- Your logo included on all pre-event, reminder and post-event promotion
- 25k impressions on EE Times (3 months)

**For more information on EBN Webinar Sponsorships please contact your UBM Electronics sales rep or
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