

UBM Electronics | EBN

The premiere online community for global supply chain professionals.

By Popular Demand: EBN: The Community Meeting Place Designed To Foster Engagement & Development of a Healthy Supply Chain.

The electronic industry supply chain is under tremendous pressure. Elements that were concentrated in one location are disaggregated with design, procurement, manufacturing, sales, logistics, outsourcing, environmental regulations, supply-demand and allocation often occurring not just in different countries – but separate continents. Add tension of global economic uncertainties, equipment, and vendors today are often unable to determine demand for their products or develop the right supply chain to support their operations. In many cases companies don't compete, their supply chains do.

- **EBN** is the meeting place for the world's supply chain professionals to create and participate in conversations regarding their industry.
- Lead industry veteran business editor **Bolaji Ojo** will facilitate the engagement supported by hundreds of community moderators.
- Built with **integrated community technology** – serves as the focal point for discussing time critical industry issues.
- Proprietary research and market data are integrated into EBN, offering market stats, end-of-life and other essential information.

Main Content Sections

- Blogs
- Research
- Quick Poll
- Community/Message Board
- EBN Lists
- Dialogue
- EBN Newswire

Subsections Include: Business, Career, Conferences and shows, Course, Distribution, Financial, Green, Logistics, Manufacturing, Products, Profile, Research, Technical paper and Technology.

EBN Audience Profile: Over 50,000 Strong!

- ✚ Mid- to senior level procurement/purchasing managers, supply chain executives, manufacturing supervisors and executives
- ✚ Mid- to senior level executives at electronic component vendors
- ✚ Electronic Component Distributors

Why Sponsor EBN?

- Position your company as a thought leader in the EBN community.
- Drive qualified prospects directly to your product offerings.
- Associate your brand with the premier community for global supply chain professionals.



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, next-gen marketing services built around industry-leading editorial content.

