

UBM Electronics: Power Solutions Virtual Conference

Connect, collaborate and drive deeper engagements with design decision makers



Presented by:

EE Times

Exclusive Distributor Sponsor:



Live Date: November 10, 2011, 11:00 am ET- 6:00 pm ET

On-Demand: November 11, 2011 – June 10, 2011

URL: e.ubmelectronics.com/power (live 9/12/11)

Conference

Co-Chairs: **John Donovan**, Editor/Publisher, Low-Power Design, Low-Power Wireless

Carolyn Mathas, Editor of EE Times' Industrial Control DesignLine and CommsDesign

Smart Energy Technologies and Techniques

Today, energy-efficient design is the number one concern of design engineers, whether working on low-power wireless sensor nodes or HB-LED lighting networks. Whether you're focused on prolonging the battery life of your standalone system or reducing the cost of running a server farm, this virtual conference will introduce you to new smart energy technologies and techniques that can save you time and money.

Who Will Participate

The *EE Times Power Solutions Virtual Conference: Smart Energy Technologies and Techniques* is unique in that it spans a large audience, with topics to interest and engage the **experienced design engineer as well as the student, academia professional, hobbyist, and the procurement specialist.**

Why Virtual Events?

Attendees of EE Times Virtual Conferences learn from and interact directly with industry experts and technology providers via keynote speeches, webinars, moderated discussion panels, and live interactive chats, and gain access to a comprehensive collection of educational material and resources on the topic.

Sponsor Benefits

Reach your target audience through a highly interactive platform and receive:

- Targeted, global access to focused design decision makers
- Alignment with award winning editorial content
- Attendee tracking and reporting
- Advanced platform to promote your rich media assets
- Immediate interaction with customers and prospects
- Targeted leads with detailed demographic data

About UBM Electronics

UBM Electronics, a division of United Business Media, is the global leader in media and marketing solutions for the electronics industry. More than 2.2 million engineering professionals engage with our online and event brands and print 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.

<http://electronics.ubm.com/mediakit/>

Marketing Solutions that Power the Global Electronics Market

UBM Electronics: Power Solutions Virtual Conference

Connect, collaborate and drive deeper engagements with design decision makers

Descriptions of Sponsor-Eligible Sessions

Panel Discussion: Energy Harvesting

Ultra-low-power wireless sensor networks are widely used to monitor stresses in buildings and bridges as well as events such as fires and pending earthquakes. All of these sensors must work for years on tiny batteries, supplemented by local ambient power sources such as light, heat, vibration, RF, and more. Learn how to harness, store, utilize, and manage the small amounts of power available from these energy sources.

Panel Discussion: Power Electronics and Alternative Energy

Utilizing alternative energy sources—solar and wind sources in particular—requires sophisticated power electronics: maximum power point trackers (MPPT), microinverters, DC-DC converters, and specialized power management techniques—and that's before you even consider connecting to the grid. Discover from the system level on down the power electronics involved in harnessing and utilizing energy from renewable sources.

Panel Discussion: Module vs. Discrete Power

Yes, your team can certainly design a power supply that will meet the needs of your current project, but is it worth the effort? When time to market is short and engineering resources are constrained, it makes sense to consider buying basic building blocks so your team can focus on what differentiates your product. Our panel of experts will examine the “build or buy” decision over a wide range of applications.

Panel Discussion: Power Technology Trends and Challenges

Power efficiency has become one of, if not the major issue in electronics design, all the way from handsets to server farms. Advances in circuit design, components, and packaging/assembly techniques have made powering such devices easier, but hardly easy. Get up to date on application technology trends, market drivers, regulatory issues, and challenges for power systems designers in computing, communications, digital power, industrial, lighting, medical, military, and alternative energy applications.



UBM Electronics: Power Solutions Virtual Conference

Connect, collaborate and drive deeper engagements with design decision makers

Virtual Conference Sponsor Packages

	Exclusive platinum sponsorship	Gold [limit 5]	Silver [unlimited]
Branding			
Recognition as exclusive platinum sponsor of event	Yes	N/A	N/A
Logo: registration page and confirmation emails	Yes	Yes	N/A
Logo: Event advertising	~1 million impressions	~1 million impressions	~1 million impressions
Logo: Post event materials	Yes	Yes	Yes
Banner: Lobby	Yes	N/A	N/A
Banner: Exhibit Hall	Yes	Yes	N/A
Sponsor Logo Bar inclusion	Yes	Yes	N/A
Booth	<ul style="list-style-type: none"> Preferred central location 8 tabs, 40 pieces of content In booth marquee message 3 clickable custom graphics 2 clickable marquee message 	<ul style="list-style-type: none"> 6 tabs, 30 pieces of content In booth marquee message 2 clickable custom graphics 1 clickable marquee message 	<ul style="list-style-type: none"> 4 tabs, 20 pieces of content In booth marquee message
Audience briefcase	2 pieces of content	1 piece of content	N/A
Thought Leadership			
Keynote	<ul style="list-style-type: none"> 30 second promotional intro video Clickable banner 	N/A	N/A
Editorial panel participation	Option to participate in 1 panel	Option to participate in 1 panel	N/A
Content Pavilion	10 pieces of content	5 pieces of content	N/A
Sponsorship of Networking Lounge	Yes	N/A	N/A
Attendee interaction: Chat and email	Yes	Yes	Yes
Lead Generation			
Leads: live and archive	<ul style="list-style-type: none"> Leads from all event registrants, associated booth, webinars, and pavilion areas Available on demand from self-service reporting tool 	<ul style="list-style-type: none"> Leads from associated booth, webinars, and pavilion areas Available on demand from self-service reporting tool 	<ul style="list-style-type: none"> Booth only Available on demand from self-service reporting tool
Sponsored Industry Address Webinar	<ul style="list-style-type: none"> Live audio (w. Q&A) Attendee redirect to booth post-session 	N/A	N/A
30 minute Scheduled Chat	N/A	One	N/A
Prize giveaways	Yes	Yes	Yes
Surveys	Yes	Yes	Yes
Price:	\$25,000	\$15,000	\$7,500

<http://electronics.ubm.com/mediakit/>

Marketing Solutions that Power the Global Electronics Market