

SMT Insights

Your participation possibilities



smtconnect.com

mesago
Messe Frankfurt Group

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Wirebonding

**The right connection technology
facilitates market entry for battery
packs**



**Solid board opens up
new perspectives**



SMT Insights: Your content platform for electronics production



**Lightning-fast test
electrical imaging recorder**

Here it's all about you, 365 days a year

Profile

SMT Insights, the content platform of the SMTconnect, offers a wide range of insights into industry topics, trends, challenges and product innovations.

In both German- and English-language text and video contributions, the pacesetters of electronics manufacturing have their say, both online and on-site in Nuremberg.

The combination of content diversity, cross-media orientation and a qualified readership makes the SMT Insights unique.

Advantages

- + Reach customers and decision-makers 365 days a year
- + Meet the high demand for information in the industry, regardless of the trade show date
- + Spread your expertise in the community
- + Gain attention and reach for your products and solutions by addressing international target groups
- + Position yourself as a thought leader in electronics manufacturing

Overview of the packages

	SMT Insights Starter	SMT Insights Advanced	SMT Insights on air
Your text contribution on smtconnect.com incl. pictures, links, downloads, contact	x	x	
Additional videos		x	
Digital presentation at the SMT Insights on air			x
Receipt of participant data			x
Publication of the lecture on smtconnect.com			x
Logo overlay during the presentation			x
Promotion on LinkedIn	x	x	x
Banner in the article overview of the SMT Insights		x	
Price for exhibiting / non-exhibiting companies	380 / 690 Euro	780 / 1,290 Euro	1,190 / 1,750 Euro

SMT Insights Starter

Services

- Selfwritten online text contribution incl. images, links, download area (e.g. whitepaper) and contact details
- Promotion on the social media channels of the SMTconnect (e.g. LinkedIn)

Benefits

- + Increased attention for your product or service – independent of trade fair participation
- + Gain in reach via different channels
- + Presentation as an impulse generator for electronics production

Price

380 Euro (690 Euro for non-exhibiting companies)

SMT Insights Advanced

Services

- Selfwritten online text contribution incl. images and videos, links, download area (e.g. whitepaper), info of contact person
- Promotion on the social media channels of the SMTconnect (e.g. LinkedIn)
- Banner in the article overview in tile format incl. link to your article (4 weeks runtime from publication, no influence on placement)

Benefits

- + Increased attention for your product or service – independent of trade fair participation
- + Gain in reach via different channels
- + Presentation as an impulse generator for electronics production
- + Additional attention through your banner advertising in the article overview

Price

780 Euro (1,290 Euro for non-exhibiting companies)

SMT Insights on air

SMT Insights on air is the compact online event series of the SMTconnect that addresses innovations and trends in electronics production. Participants can expect an exciting program with three presentations highlighting a current focus topic, such as EMS, digital transformation or assembly reliability.

Enter into dialog with an interested audience and use the SMT Insights on air to position yourself online as a market driver and establish contact with potential business partners.



SMT Insights on air

Services

- Participation as speaker of the SMT Insights on air (20 min. presentation time and 10 min. Q&A)
- Publication of the lecture (video recording and presentation, brief description and contact details) afterwards on the event website
- Receipt of participant data (company, e-mail, name)
- Display of your company logo
- Promotion of your presentation in all event communications, e.g. newsletter, SMTconnect social media channels (e.g. LinkedIn)

Benefits

- + Maximum visibility for your product or service
- + Exclusive promotion of your presentation to target visitor groups before and after the event
- + Direct exchange with potential new customers
- + Generation of high quality leads
- + Gain in reach via various channels, such as social media, newsletter and website
- + Presentation as an impulse generator for electronics production

Price

1,190 Euro (1,790 Euro for non-exhibiting companies)

Booking and contact

Contact



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Registration

Under the following link you can easily and quickly book one of the participation packages:

https://mesago.biz/mesago/SMTconnect_insights_en