

SMT Insights

Your participation possibilities



smtconnect.com

mesago
Messe Frankfurt Group

Overview

Profile of the SMT Insights

Overview of participation possibilities

SMT Insights: News

SMT Insights: Talks

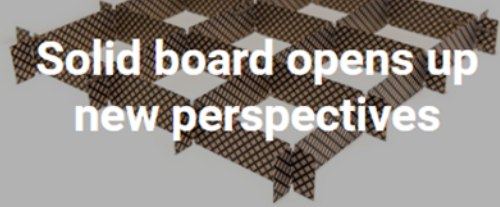
Booking and contact

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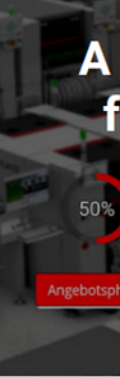


Wirebonding

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



**Solid board opens up
new perspectives**



A
f

50%

Angebotspreis



SMT Insights: Your content platform for electronics production



**Lightning-fast test
electrical imaging red**

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: News	SMT Insights: Talks
Your text contribution on smtconnect.com incl. videos, pictures, links, downloads, contact	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
Price for exhibiting/non-exhibiting companies	780 / 1,290 Euro	1,190 / 1,750 Euro

SMT Insights: News

Services

- Selfwritten online text contribution incl. videos, 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)

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

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

SMT Insights: Talks

SMT Insights: Talks 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: Talks to position yourself online as a market driver and establish contact with potential business partners.



SMT Insights: Talks

Services

- Participation as speaker of the SMT Insights: Talks (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 (1,750 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