

Web session

Robotics meets SMT

EPP web session supported by Automationspraxis

June 19, 2024



What is the Web Session about?

The topic

Robotics meets SMT

How can robots make electronics production flexible or more efficient?

Robot manufacturers have set themselves the goal of offering customised, robot-based automation solutions in every industrial sector. In the electronics industry, the flexible use of robots is indispensable. Robots are in demand for handling small parts, component testing or pick & place activities. There are also a wide range of applications in assembly, such as joining processes, soldering and gluing, as well as screwdriving processes.

Target group: Owners, managing directors, technical managers of small- and medium-sized industrial companies, production management/production management, factory and production planners of larger companies

Demonstrate your presence on these topics and take part as one of several partners in the web session.

The editorial team moderates



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Why should you book a presentation slot?

Your advantages

As a partner, you have the opportunity to convey your expertise and your subject area to your target group in a presentation. Position yourself as a competent partner for existing customers and potential new customers.



Qualified lead generation

You receive the full registration list as well as detailed reporting to identify potential new customers.



Wide Reach

Reach your target group throughout Germany and beyond and benefit from our network.



Long-term effect

We take care of the technology and project management and generate additional leads through the on-demand webcast



More visibility

By advertising before, during and after the web session, you as a partner gain additional visibility in our network.



Clear positioning

You present yourself as a competent contact in your industry and stand out through relevance in the target group.

What does your booking include?

Services and Prices

Your innovations placed in an eye-catching way

In view of a range of robots - collaborative or mobile, grippers, software and image processing through to additional devices - that is quite confusing, especially for beginners, the web session with the individual presentations provides perfect orientation, assistance and tips for all those who manufacture electronic components and want and need to automate their processes beyond the actual production line.

In addition to the complete registration list, you will also receive a wide reach through the extensive webinar application. The number of presentations is limited. We therefore recommend early booking.

Booking deadline: April 24, 2024

Data delivery: May 3, 2024

Performance	Price
20-minute presentation incl. Q&A	
Presentation of the topic / speaker by the EPP editorial team	
Organisation and project management	
GDPR-compliant participant leads following the web session	
Webinar promotion in all EPP channels	
Price <small>(plus VAT)</small>	3.000,- €
Recording of your presentation for publication on your own channels	+ 500,- €
1/1 Page Advertorial in Print	+ 1.750,- €
2/1 Page Advertorial in Print	+ 2.950,- €
Leads (after live webinar), per lead	Ab 70,- €

*The information is based on EPP's 2024 media data.

What do we need from you?

Data request

	Required Content	Format	Volume	More details
	Name and function of the speaker, company	DOC, TXT		
	Company logo	402 x 402 px		The company logo is used for the logo slider on the landing page and in newsletters.
	Phone, e-mail	DOC, TXT		The contact details will be used for communication with the speaker.
	Portrait picture	JPG, RGB		The speaker image should be created in landscape format 16:9 and be larger than 300 px.
	Link: LinkedIn and XING profile	DOC, TXT		The links are published on the landing page, if available and desired
	Presentation title	DOC, TXT		The title of the presentation should be as specific as possible and arouse the interest of potential participants.
	USP/quintessence for the landing page	DOC, TXT	Max. 200 characters*	The text describes the benefits of the presentation for the participants.
	Teaser for promotion in newsletters	DOC, TXT	Max. 300 characters*	The teaser text describes the benefits and should attract attention. It must be clear to potential participants what your presentation is about.
	Icebreaker questions for the Q&A after your presentation	DOC, TXT	3 questions	We use icebreaker questions to "break the ice" if questions do not come directly from the audience. You also have the opportunity to prepare for the answer in the best possible way.

*characters incl. spaces

Let's stay connected!

Whether print media or comprehensive online marketing solutions - we would be pleased to discuss an individual campaign, adapted to your objectives and budgets

We are looking forward to your request.



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