






Power Management Korea 2018 Spring

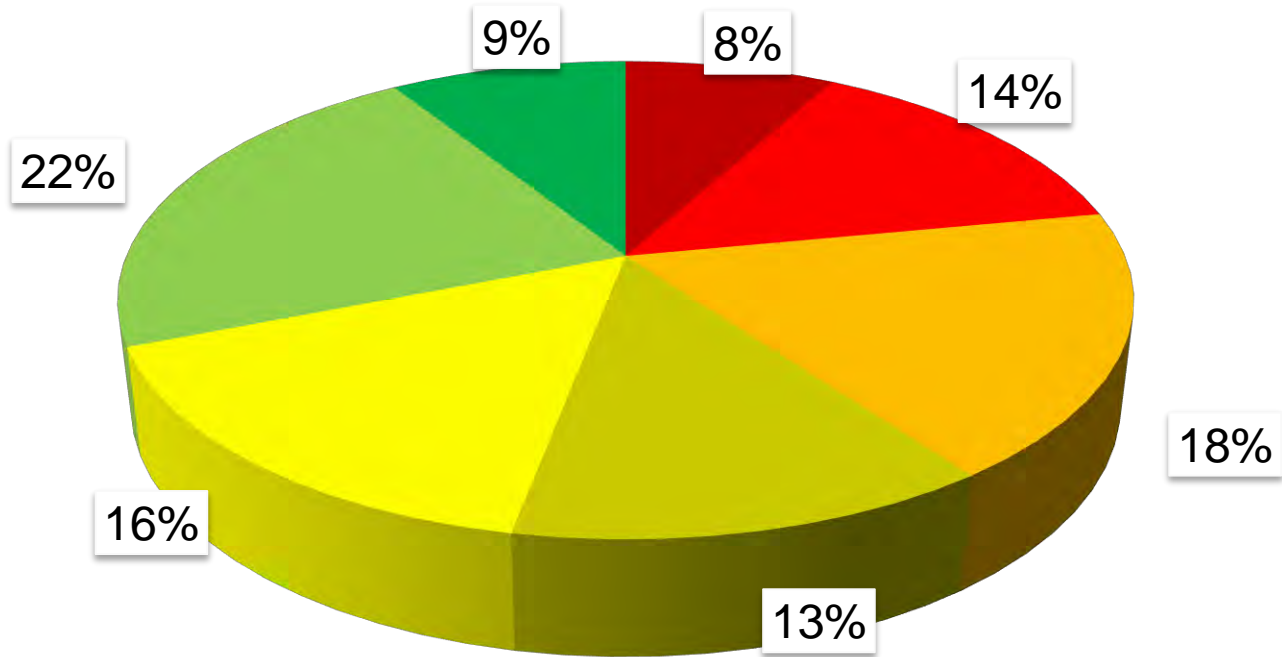
- April 20 (Fri.), 2018
- Korea Chamber of Commerce and Industry

Event Outline

Date	April 20(Fri.), 2018
Venue	Conference Hall, Korea Chamber of Commerce and Industry
Organizer	 파워일렉트로닉스 매거진 코리아
Managers	 
Number of attendees	80 expected
Type	Presentation, table-top demo & media interviews/press conference
Coverage	<ul style="list-style-type: none"> - Intelligent power chips and modules for IoT, wearable, portable and industrial applications - Battery management solutions for wearable an portable applications - Wireless charging solutions and services

Attendee Analysis by industry

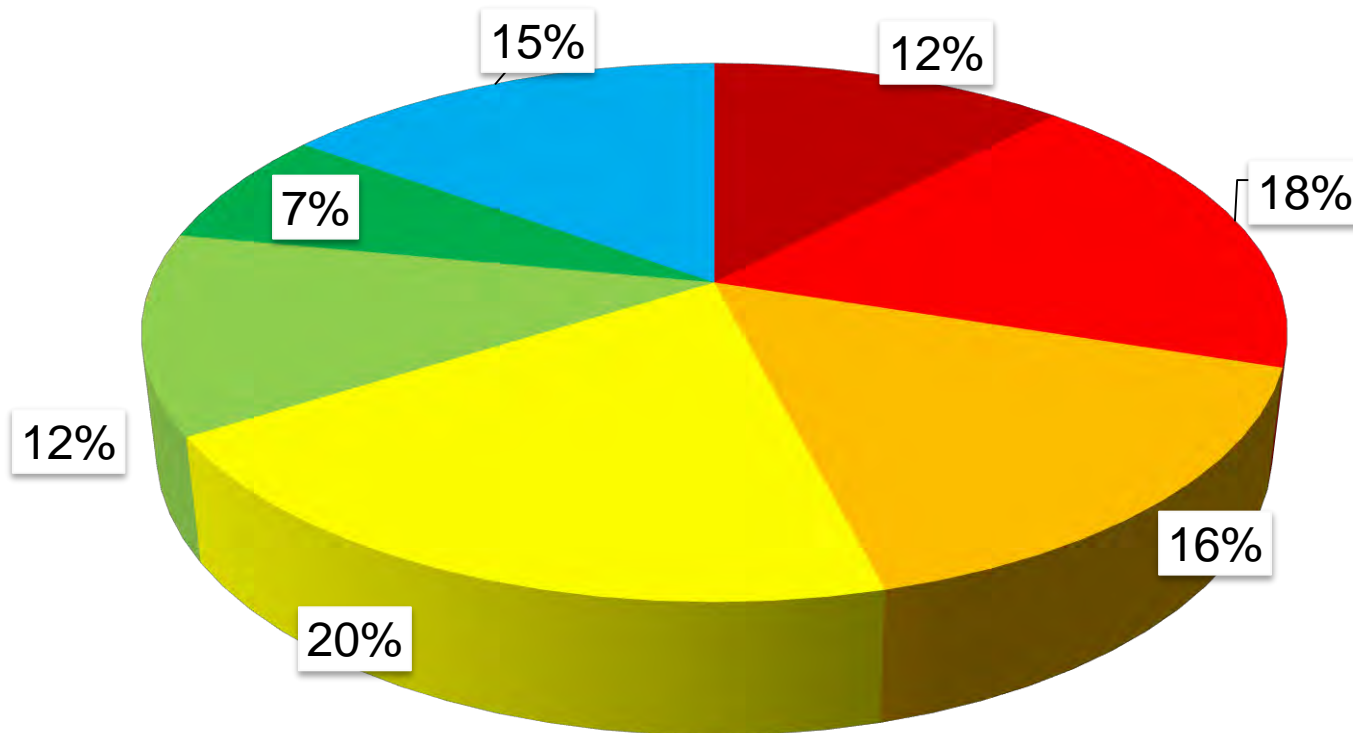
- Makers
- Mobile devices
- Wearable devices
- IoT applications
- Batteries and chargers
- Industrial equipment
- Others



Source: survey among Power Electronics Magazine Korea readers

Attendee Analysis by job title

- CXOs
- Marketers
- R&D specialists
- Product designers
- Product planners
- Others
- Field application engineers



Source: Survey among Power Electronics Magazine Korea readers

Previous Events



Participation

Contents	Diamond	Platinum	Gold	Silver	Bronze
Table-top demo (120 x 90cm) Private booth (space only given)	booth	table	table	table	
Speaking opportunity	50 minutes	40 minutes	30 minutes	-	20 minutes
Attendee invitation (valued at \$200 per person)	5	4	3	2	-
Company profile article on www.powerelectronics.co.kr	0	0	-	-	-
Technical article placed to seminar hand-outs: in Korean	0	-			
Attendee contacts provided	0	0	-	-	-
Free online banner posting on www.powerelectronics.co.kr	0 (for two months)	0 (for one month)	-	-	
E-mail blast to Korean engineers (before event)	0	-	-	-	-
Fee	US \$6,000	US \$3,000	US \$1,500	US \$1,000	free

Service format	Contents	Fee
One-on-one interview	<ul style="list-style-type: none"> - two separate interview arrangements - with two editors - on the seminar day - interpretation service provided - clipping report provided one month later 	<p>US \$2,500 (including a business room rent with coffee provided)</p>
Media round table meeting	<ul style="list-style-type: none"> - one integrated interview arrangement - with four editors - on the seminar day - interpretation service provided - clipping report provided one month later 	<p>US \$4,000 (including a business room rent with coffee provided)</p>
Press conference	<ul style="list-style-type: none"> - press conference in a hotel conference room - with more than ten editors - before or after the seminar day - interpreter hired for smooth messaging - lunch, coffee, banner, prints and other expenses all included - media follow-up and debriefing provided - clipping report provided from one week later on 	<p>US \$12,000 (including hotel conference room rent/ with lunch-and-coffee, interpretation hiring and all other expenses)</p>

The PR service is optional, provided by a semiconductor-centric Korean PR agency promoting the seminar.
Payments for both seminar participation and project PR should be made before March 21



Thank you for joining the event

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