

SUMMARY

The IEEE 2010 EMC Symposium will be held in Fort Lauderdale, Florida, USA from July 25 – 30. www.emc2010.org. The Symposium creates a focal point in the EMC industry calendar when engineers and buyers look to find what new products, technologies and information they can discover. Many suppliers launch new products around the event, engineers save their best papers to present at the show, and in prior surveys we have done at the show, the #1 answer to the question, “What do you hope to learn from this year’s show?” is “What’s New?” Of course, a “new” product could be an “old” product that a prospect is discovering for the first time, so this is an opportune time for EMC suppliers to actively present their products and services. Interference Technology offers 4 sales / marketing programs designed around the Symposium, to harness the interest of potential buyers at this time for our clients.

NOTE: Request a copy of our new case studies on “Promotional Marketing for EMC,” and “Content Marketing for EMC”. Find out how other EMC suppliers have built contacts, leads and their brands around the Symposium, and throughout the year.

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2010 EMC Symposium – Sales & Marketing Programs

1. InterferenceTechnology.com - The Symposium Channel
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1. INTERFERENCETECHNOLOGY.COM - THE SYMPOSIUM CHANNEL

Our 2010 Symposium Channel (“mini-site”) is now live on the *Interference Technology* site, and offers a supplier the opportunity to leverage the interest of attendees and non-attendees. In 2009, our Symposium Channel was viewed by 7,000+ visitors over the course of 3 months. In 2009, the Quell company was the exclusive sponsor, and used the site to build awareness and branding of their EESeal EMI filter seal product.

Sample page: Click here

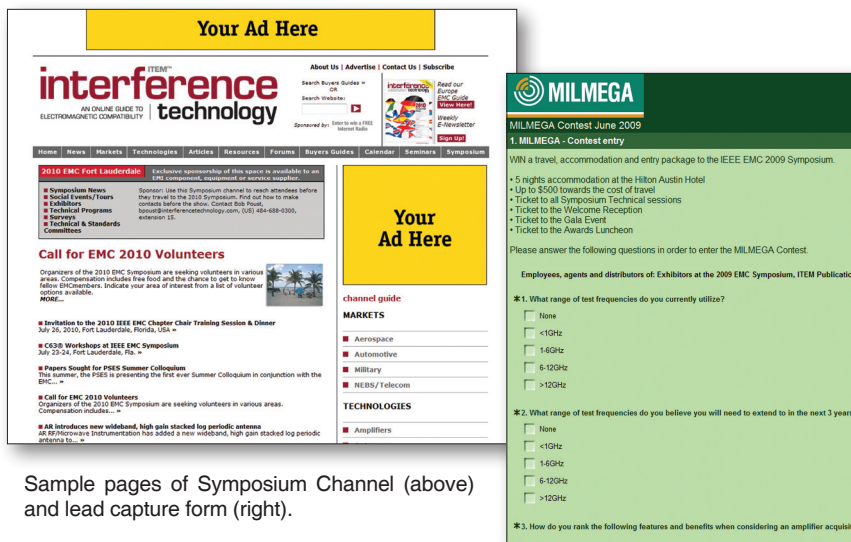
The site could also be used by the sponsor to generate contacts, or leads, or to survey engineers who are planning to attend the show, to set up meetings with attendees, or simply to generate web traffic to the supplier’s own site. We can also create lead capture forms if required.

Please contact us if you would like learn how, or to see how other clients have used our online Symposium media tools. Sponsorship of the 2010 Symposium Channel is still available.

Package

Sponsorship is offered on an exclusive basis. Estimated number of pages in the EMC Symposium mini-site package: 50. Package includes 3 ads per page. Estimated 2010 traffic: 7,000 visitors. Timing: June to September.

Price: USD\$4,995. Prices include development of lead capture forms, if required.



Sample pages of Symposium Channel (above) and lead capture form (right).

2. INTERFERENCE TECHNOLOGY ENEWS - PRE-SHOW SPECIAL EDITIONS

The *Interference Technology* newsletter is broadcast each Thursday afternoon, to a global audience of 16,000+ subscribers. Approx. 50% of the audience is in North America, 25% in Europe and 25% in Asia. Published since 2005, it now has wide recognition and a consistent open rate of 4,000 to 5,000 readers each week. In the weeks leading up to the EMC Symposium, our content includes an increasing amount of pre-show coverage, e.g. demos, events, the technical program updates etc.

Sample newsletter: [Click here](#)

Several companies have used the timing of these special pre-show editions, to promote their EMI products and services to the attendees (and non-attendees) before the show. Suppliers using our pre-show editions have used a number of strategies including: inviting readers to visit their booth, announcing new product/service launches, offering incentives for attendees to visit their booth, etc. Some also used lead capture tools in conjunction with their eNews ads to survey which readers who will be attending and what their needs are for EMI components, materials, equipment, testing etc. They then contacted the relevant leads to establish a meeting during the show. Some used the lead capture tools to build a database of attendees and then used their own email systems to promote their products before and during the show. There are many variations on this idea.

Package

The *Interference Technology* newsletter offers a maximum of 5 ad spaces per issue, in order to optimize the response levels for advertisers. The remaining pre-show edition dates (Thursdays) are: June 17, June 24, July 1, July 8, July 15, and July 22.

Price: From \$1,530 with frequency discounts available. Prices include development of lead capture forms, if required.

interference technology eNews
A WEEKLY RESOURCE FOR ELECTROMAGNETIC COMPATIBILITY
June 10, 2010

An Email Newsletter for Electromagnetic Compatibility

In This Issue: Medical | EMC design considerations for medical products. Indian hospital battles EMI with new wireless LAN. EMI shields for medical applications

Standards Watch

Technical Report on Metallic Communication Cable Test Methods
[Read More](#)

Europe Wants Unified System for Recharging Electric Cars
[Read More](#)

Military CE Marking Guide to be Unveiled
[Read More](#)

Ultra-Compact Power Inlet Filters for Telecom Racks
Heind Electronics now offers Tyco Electronics' Corcom CU Series of Power Entry Modules to provide power entry for equipment designed for popular 1U (1 3/4") height telecom equipment racks. The filtered versions provide complete shielding, provided quick connect terminals and basic filtering for 1-15A applications. Contact Heind Electronics at 877-413-6723 or visit our [website](#).
[Read More](#)

EMC SINE Wave Output Filters
Schurter's new 3-phase series PFMAC S31E and PFMAC S31E DCL filters are designed to output clean sine waves from voltage wave forms produced by PWM frequency converters. Optimized for long motor cables, these compact filters enhance system performance, reliability, and efficiency in motor drive applications. Current range is 4-15 A at 500/280 VAC PFMAC S31E DCL equipped with voltage connection to converter dc link circuit.
[Read More](#) | [Email Us](#)

EMC Design Considerations for Medical Products
Anthony A. DiIorio
[Read More](#)

Research Points to an Electromagnetic Bazaar
[Read More](#)

Avoiding EMC Problems in Automotive Systems
[Read More](#)

PEI's EMI/RF shields with snap-on, snap-off covers allow users easy access to components within the shields. They protect components from radio frequency/electromagnetic interference and environmental hazards and provide electrical grounding. We create covers that attach onto a fence yet can be removed and replaced easily, with no cost for the forming tooling.
[Read More](#) | [Email Us](#)

Timing Up
Make sure your subscription is up to date, to receive the following special issues. Coming up in the next few weeks:

Reserve your free copy of the Interference Technology 2010 Europe EMC Guide
Divided into country sections, the guide provides detailed information on EMC requirements

3. INTERFERENCE TECHNOLOGY NEWS – SHOW DAILIES



Our Show Daily editions will cover the daily events of the 2010 Symposium – selected papers, exhibitor news, social events, photo galleries etc. Our readership last year far exceeded our regular newsletter audience by 20%. This year, they will be published on Tuesday July 27 (the first day of the tradeshow), Wednesday July 28, Thursday July 29, and Friday July 30 (wrap-up issue). Each of these 4 show dailies is available for sponsorship on an exclusive basis.

Sample Show Daily (2009): [Click here](#)

Previous sponsors of these special editions have used them to capture the attention of the attendees on a single day, and to the exclusion of other suppliers. Show dailies have been used to: announce new products and services, invite attendees to promotions or events being held at their booth on a particular day, announce corporate news, offer special deals to attendees who buy at the show and more. The Show Dailies also reach non-attendees.

Package

3 of the 4 Show Daily issues are still available (1 is sold). Our Show Daily editions will be published on Tuesday July 27 (the first day of the tradeshow), Wednesday July 28, Thursday July 29, and Friday July 30 (wrap-up issue). Each sponsorship package includes 3 ads (60 words each + text + web and email links), a news item about the sponsor, company logo, credit to the company as sponsor of the issue, and a product review.

Price: \$4,995 each. Prices include development of lead capture forms, if required.

4. INTERFERENCE TECHNOLOGY NEWS – EMC MALL

The EMC Mall is an email service to our readers which allows them to download whitepapers, app notes, tech briefs, catalogs, product data sheets etc. And for our advertisers, it instantly delivers names, addresses, email addresses etc of those readers who download their content. The benefit of the EMC Mall as a marketing tool is that its content is entirely supplied by the advertisers; the advertisers therefore receive 100% share of the readers’ attention, and response rates, as compared to our newsletter for example, are typically higher. In the April 2010 issue of our EMC Mall, the average number of leads earned by the advertisers was 74, most of which were received within 48 hours of the broadcast. Some response levels this year have been as high as 200+ from a single ad.

The EMC mall has not been offered as a part of our Symposium eMedia program before. Normally, the EMC mall is broadcast on the last Tuesday of each month. During the two weeks prior to the 2010 Symposium however, we will broadcast several EMC Mall emails to our readership.

Sample edition: [Click here](#)

In previous issues, advertisers have used the EMC Mall program to offer new catalogs, data sheets, app notes, tech briefs, software demos, seminar and training brochures, whitepapers, free samples, calculation tools and more.

Package

Each EMC Mall ad includes 60 words, 1 image, (we also require the email address of the sales manager etc who will receive the leads).

Price: \$2,495 each, with frequency discounts available.

interferenceTM
AN ONLINE GUIDE TO ELECTROMAGNETIC COMPATIBILITY | **technology EMC Mall**
April 27, 2010

Welcome to the **Interference Technology EMC Mall** - each month, you may request the latest free data and design documents from suppliers.

<p>Optical Fineline and Micro EMI Mesh Laminations for EMI/RFI Shielding Filters and Windows - Free Datasheet</p> <p>DONTECH provides a wide range of optical filters and coatings for EMI/RFI shielding of LCDs and enclosures. Offerings include high transmission ITO coatings on glass (with resistances <math>< 1 \Omega</math>), as well as VCM™ conductive films, fine wire meshes and etched grids. Donteck, Inc. is an ISO-9001:2008 certified manufacturer and designer of optical filters, coatings and enhanced display solutions.</p> <p>REQUEST MORE INFORMATION</p>	<p>Controlling Automotive Electronic Emissions & Susceptibility with Proper EMI Suppression Methods - Free White Paper</p> <p>Laird TECHNOLOGIES Innovative Technology for a Connected World</p> <p>Automotive EMI Shielding - Controlling Automotive Electronic Emissions and Susceptibility with Proper EMI Suppression Methods. Check out the latest information regarding Automotive EMI from the experts at Laird Technologies. This white paper highlights the EMI issues currently facing today's automotive industry. Click below to read more.</p> <p>REQUEST MORE INFORMATION</p>
<p>Ultra-Compact Power Inlet Filters for Telecom Racks - Free Spec Sheet</p> <p>Tyco Electronics introduces Corcom CU Series of Power Entry Modules to provide power entry for equipment designed for popular 1U (1 3/4") height telecom equipment racks. The filtered versions provide complete shielding, shrouded quick connect terminals and basic filtering for 1-15A applications, in an extremely compact size. Contact Hellind Electronics at 877-413-8723 or visit our website.</p> <p>REQUEST MORE INFORMATION</p>	<p>NVLAP accredited EMI/EMC/HIRF Test Services - Free Datasheet</p> <p>L3 communications Cincinnati Electronics provides NVLAP accredited EMI/EMC/HIRF test services for the Aerospace and Defense industries. L3 CE's experienced and NATE certified staff provide turnkey solutions including comprehensive plans and reports that complement extensive automated MIL-STD-461 and RTCA-DO-160 test capabilities. Modern facilities include technologically advanced reverberation and semi-anechoic chambers. Mobile services provide customers added convenience of on-site testing.</p> <p>REQUEST MORE INFORMATION</p>

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