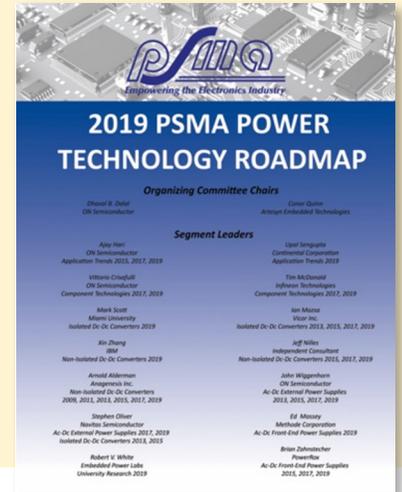




# Exclusive Members-Only Underwriting Opportunity

## An Unprecedented Underwriting Opportunity to Support the Work of PSMA

The PSMA Power Technology Roadmap (PTR) is a signature effort of our association. The published volume is the culmination of dedicated work of the PTR Committee. This valuable document maps out the industry's combined assessment of the technology developments and trends affecting our industry in the 5-year period ahead.



### Underwriting the PTR Webinar Series

The PTR Webinar Series is the foundation of the report. It all starts with a dozen or more individual webinars (via Zoom) conducted during each "season." Each webinar draws on industry experts investigating a specific topic and is typically attended by 150-300 registrants.

For both the completion of the 2022 edition and the start of the next edition, the "season" covers webinars conducted from September 2021 and through 2022. PSMA is now offering our members the exclusive opportunity to underwrite these important and well-attended webinars. Current Underwriters will be offered an advance opportunity to continue in future seasons.

Underwriters of the PSMA webinars receive promotional benefits according to three levels of Underwriting offered – Platinum, Gold and Silver levels:

- Recognition in each PSMA email announcement sent before every webinar:
  - The PSMA email list consists of over 2,200 highly qualified power electronics technology professionals
  - Underwriter's logos will be listed and sized according to level
- Inclusion of your company logo in a composite image of Underwriters on the webinar registration site – listed and sized by level

- Recognition at the start and end of each PTR webinar:
  - For five minutes before the webinar begins, slides will rotate with Platinum, Gold and Silver Underwriters' logos – each appearing for up to 20 seconds.*
  - At the end of each webinar, the slides will appear again.*
- A Platinum Underwriter will receive:
  - A dedicated slide with a company logo and brief supportive text beneath the logo
  - Company patronage orally recognized at the start of each webinar
- The Gold Underwriters' logos will share a second slide:
  - Logos presented side-by-side
- The Silver Underwriters' logos will appear together on a third slide:
  - Logos presented side-by-side
- Following each webinar, slide decks sent to participants will include recognition of the Underwriters.
- All PTR Webinar promotion on the PSMA website will include recognition of the Underwriters.

The PTR Webinars are offered at no cost to attendees and registration is open to everyone, not only to PSMA members. The various acknowledgments the Underwriters receive will amount to thousands of exposures to members of our industry.



## Your Underwriting Supports All the Great Work of PSMA

As an Underwriter of the PTR Webinar Season, your organization is acknowledging the great body of work produced by the PSMA. You are also promoting your company's contribution to our industry's advancement.

The core work of PSMA is embodied in fourteen PSMA Committees and Forums that work to support our industry through an array of publications and events including:

- The industry benchmark "Power Technology Roadmap"
- Capacitor and Inductor Technology Workshops
- A wide array of APEC Industry Sessions
- Sponsorship of cutting-edge technology conferences, including PwrSoC, IWIPP, EnerHarv and others.

### Your Underwriting support furthers the stated mission of PSMA:

*"To enhance the stature and reputation of its members and their products, improve their knowledge of technological and other developments related to power sources, and educate the entire electronics industry, plus academia, as well as government and industry agencies as to the importance of, and relevant applications for, all types of power sources and conversion devices."*

### Seasonal Underwriting Subscription Schedule

The Underwriting Levels for the 2021-2022 Webinar Season are:

**Platinum - \$ 20,000**

**Gold - \$10,000**

**Silver - \$5,000**

### This is a Limited Offer

This is your opportunity to be part of this worthy and necessary endeavor. There are limited Underwriting opportunities. Should your company have an interest in this opportunity, please contact us immediately.

Contact: [Power@psma.com](mailto:Power@psma.com)



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