International Forum on Innovation and Development of Electric Vehicle

Fusion, ushering a smart future

March 18–20, 2020
Shanghai New International Expo Centre
electronica-china.com
General Information

Date: March 19th, 2020
Venue: Room M19 in Hall E2 (2nd Floor)
Organizer: Messe München Shanghai Co., Ltd.
Language: Chinese or English, no simultaneous interpretation (Non-Chinese speakers are recommended to use bilingual slides)

Material Submission Deadline:
- Bilingual info of subject and speaker, presentation abstract of 250 words: December 31, 2019
- Complete PPT submission: January 30, 2020

Topics
- Driving motor
- Charging pile
- Motor control technology
- SBMS & System integration
- Power electronic converter
- Wireless charging technology
- New energy automobile industry trends and development

2019 Sample List

General Motors Corporation
SAIC Volkswagen Automotive Co., Ltd.
Chery Technical Center Shanghai (CTCS)
FAW International Co., Ltd.
Shaanxi Automobile Group Co., Ltd.
SAIC Commercial Vehicle Technology Center
Shaanxi Automobile Group Co., Ltd.
Hunan CRRC Times Electric Vehicle Co., Ltd.
United Automotive Electronics Co., Ltd.
Bosch Automotive Components (Suzhou) Co., Ltd.
Chongqing Yanfeng Andaotuo Auto Parts Co., Ltd.
ZF (China) Investment Co., Ltd.
CRRC Qingdao Sifang Rolling Stock Research Institute Co., Ltd.
Pan Asia Electronics Industry (Wuxi) Co., Ltd.
Wuhu Hongyu Automotive Electronics Co., Ltd.
Weichai Power Co., Ltd.
Nanjing Yuebo Power System Co., Ltd.
Cummins (China) Investment Co., Ltd.
Huayu Automotive Electric Co., Ltd.
Suzhou Inovance Co., Ltd.
Shanghai Dajun Technology Co., Ltd.
Chuangdrive (Shanghai) New Energy Technology Co., Ltd.
Shanghai Yihang Auto Parts Co., Ltd.
Shaanxi Wanfang Tianyun Auto Electric Co., Ltd.

2019 Audience analysis

Attendance audience: 369

By Job function
- R&D: 70%
- Marcom/Sales: 12%
- Corporate management: 6%
- Manufacturing/Production: 6%
- Procurement: 2%
- Education/Research: 2%
- Others: 2%

By Industry
- Automotive: 48%
- Industrial: 24%
- New Energy: 8%
- Consumer Good: 8%
- Communications: 4%
- Home appliance: 2%
- Others: 6%

2019 Speaker Team

SAGW
Junzheng Wang
SEDS Bridge Assembly Project Manager

NOVOSENSE
Jian Ye
Director of Digital Isolation PL

Monolithic Power Systems
Derek Xie
Automotive Electronics Application Manager

United Automotive Electronic Systems Co., Ltd.
Sun Hai
Development Director

ROHM Semiconductor
Lucas Lu
Senior Engineer

Beijing Century Doldray Semiconductor Co., Ltd.
Botao Sun
Minister, Application development department

Alpha Power Solutions Limited
Eddie Zhu
FAE Manager

Rosenberger
Tiger Zhou
Automotive Business Unit Key account manager

Littlefuse, Inc.
Haofeng Jiang
Field Application Engineer

Shanghai Jiao Tong University
Li Chen
Associate Professor, Institute of Power Plant and Automation, Shanghai Jiao Tong University
## Forum sponsorship packages

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum Sponsor CNY 50,000</th>
<th>Gold Sponsor CNY 35,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>During the show</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slot price (about 30 min, including Q&amp;A)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Poster / Roll-up (production excluded)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on backdrop</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Gift Sponsorship (production excluded and distribution time arranged by organizer)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Speech Brochure distribution</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Advertisement on the Visitor Guide (it is free of charge and nearly every visitor who attends the fair uses it to have a better orientation)</td>
<td>Inside page, 1/1 (4c)</td>
<td>Inside page, 1/2 (4c)</td>
</tr>
<tr>
<td>Sponsors’ advertising video will be shown during lunch time or before the forum (five mins at most, only two exhibitors)</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Desktop exhibit</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Before the show</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newsletter with the information of sponsor (more than twice)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Speech information promotion on the WeChat group</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Speech information promotion on the conference page of official website</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Tailor-made email delivery (once)</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Press release publish via WeChat (once)</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Banner on conference webpage</td>
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<td>✓</td>
</tr>
</tbody>
</table>

## Single sponsorship

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Price</th>
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<tbody>
<tr>
<td>Slot price (about 30 min, including Q&amp;A)</td>
<td>CNY 25,000</td>
</tr>
<tr>
<td>Tailor-made email deliveries to the pre-registrants</td>
<td>CNY 3,000</td>
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<tr>
<td>Logo on backdrop</td>
<td>CNY 5,000</td>
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<tr>
<td>Desktop exhibit, one table per sponsor (placed outside the venue)</td>
<td>CNY 8,000</td>
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<tr>
<td>Gift Sponsorship (production excluded)</td>
<td>CNY 3,000</td>
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<tr>
<td>Poster / Roll-up (production excluded)</td>
<td>CNY 3,000</td>
</tr>
<tr>
<td>Speech Brochure distribution (production excluded)</td>
<td>CNY 5,000</td>
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<tr>
<td>Conference stationery sponsorship (production excluded)</td>
<td>CNY 5,000</td>
</tr>
<tr>
<td>Tote bag sponsorship (production excluded)</td>
<td>CNY 5,000</td>
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**Contact**

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