

## IPC Apex Expo 2020 Remarks

[IPC's APEX EXPO](#) is always exciting & always fun and, most importantly, always beneficial to those who exhibit and attend. From technical conferences to standards committees to new and exciting things on the show floor - APEX 2020 was indeed a success. We especially enjoyed the 'Connected Factory Initiative' on Monday February 3rd co-chaired by Matt Kelly, [IBM Corporation](#); Marc Peo, [Heller Industries Inc.](#); and Jason Spera, [Aegis Software](#).

[The IPC reported 8,516 visitors at APEX 2020](#) (compared to 9,796 in 2019). During the same time frame as the 2020 APEX trade show & conference people from around the world visited the SMTnet site looking for solutions. From 1-7 Feb, 2020 the SMTnet website had 10,000 unique visitors with 15,000+ sessions. As of today (March 8th 2020) there have been 50,000 visitors with 66,000+ sessions since APEX 2020 ended (1 month's time).

A somewhat 'slower pace' on the show floor is always good for [SMTnet's](#) visit since the exhibitors at APEX are whom we like to meet with and understand better. This included learning about new & disruptive technologies and technological improvements. Here are a few of these we ran into at the show:

- SIR - Surface Resistance Cleanliness Testing from [MAGNALYTIX](#)
- Non-Intrusive Sensing of Materials + Solder Paste Testing from [INSITUWARE](#)
- On Demand, In House Tool Making Capabilities from [INSPIRE SOLUTIONS LLC](#)
- New low temperature Solder Pastes from [INDIUM](#) & [NIHON](#)

While meeting with some of our supporters we confirmed that SMTnet's [WHO SAW YOU](#) report can be quite valuable at a trade show. For instance, we reviewed data points related to [component storage](#) with [Inovaxe](#). This meeting affirmed that the people who are doing research on SMTnet BEFORE they visit the trade show oftentimes are the same people who visit exhibitors on the trade show floor. For example, Inovaxe saw that 4 out of 5 companies who had visited their information on SMTnet in the 2 weeks prior to the show also visited them on the show floor - asking about the same things they were looking at online.

Do you think your sales team would be better prepared as a result of knowing this info? The WHO SAW YOU data points give our supporters a great 'heads up' - our supporters learn which companies may be coming to visit them at their trade show booth and which product or service they have interest in discussing. By knowing who the company is and what interests they have in your products / services your sales teams will have an opportunity to be prepared with knowledge about their business...and how your products and services can help.

80% of SMTnet's traffic comes from Google due to our large aggregation of content, This makes our customer's ads valuable to companies who want to get found in Google & other search engines. We showed companies this information... In addition to providing traffic data about visitors to SMTnet during 2019 ([600,000+ Unique Visitors - 30% Asia, 30% North America, 20% Europe](#)) , many companies we met with were shown data about the number of people looking at their very specific product category on SMTnet:

- Pick & Place - 60,000+ unique people looked at pick and place pages. People also searched for brand names, here are a few:
  - [Panasonic](#) – 5,000+
  - [Fuji](#) - 14,000+
  - [ASM](#) – 6,000+
  - [DEK](#) – 8,000+
  - [JUKI](#) – 7,000+
  - [Mycronic](#) - 6,000+
  - [Europlacer](#) – 3,000+
  - [MPM](#) - 3,000+
  - [Koh Young](#) - 3,000+
  - [Mirtec](#) - 2,000+
- Printing - 50,000+ page views
- AOI / SPI / AXI - 30,000+ page views
- Reflow - 50,000+ page views
- Dispensing - 20,000+ page views
- Component Storage - 15,000+ page views
- Solder Paste - 90,000+ page views
- Selective Soldering - 15,000+ page views
- ATE - 20,000+ page views

We'd like to thank those companies that gave us a little bit of their time at the show to discuss how SMTnet can help them obtain new business - [Heller Industries](#), [GPD Global](#), [Nordson Asymtek](#), [Mirtec](#), [Europlacer](#), [Speedprint](#), [Kyzen](#), [Zestron](#), [Mycronic](#), [JUKI](#), [ASM](#), [SAKI](#), [Count on Tools](#), [Clariant](#), [FKN Systek](#) & [Universal Instruments](#) . At one of these meetings, I even got to explain our view of Internet marketing - with a fishing analogy:

I like to fish for striped bass. These fish follow their food (bait fish) up the

east coast of the USA every year as the water temperature changes. This allows me to know where my targets are and what to use for bait in order to catch them. When the [online report](#) comes in that 'the striped bass have arrived' and that they are currently feeding on (x) bait fish - I know exactly where to go and what to use for bait in order to bring in my catch.

Internet marketing is the same. In most cases you know who your targets are, where they are at and what they 'eat' for information. So, you just have to find a way to put your value propositions, at the right time, in front of the right people. We believe this is most easily and economically done by identifying people who are searching for a solution to a given problem.

APEX 2020 summary - the IPC put on another informative & beneficial event to the industry and its suppliers. Everyone who visited APEX for technical sessions or standards committees or to source providers of products and services left with a sense that the trip was well worth the visit.

See you in 2021 & God speed to those affected by the coronavirus. If you want a way to reach your target audience without your sales teams having to travel, [contact us](#).

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