



SupplyFrame Launches New Brand Campaign: 'Be There.'

An Engineer Gets Hooked-Up in :60 Commercial.

PASADENA, CA - May 29, 2013 - [SupplyFrame](#), the world's leading online channel for reaching electronics engineers, has kicked off a humorous new marketing campaign based on the simple (yet awesomely compelling) tagline "Be there."

The first sixty-second web film features Kenneth, an electronics engineer in China who's searching for a component online. Almost magically, a product line manager from California appears, points out the perfect part on Kenneth's computer, and hands over the datasheet. The result? A happy engineer and a big design win.

"It's about being in the right place at the right time so you have influence at the moment of decision," explains SupplyFrame CEO Steve Flagg. "Nearly 70% of the B2B sales cycle occurs on the Web, so having a strong online presence is critical. For design wins, you need to be on that short list. And nobody puts you there like we do."

Electronics professionals now conduct most of their research and sourcing online where workflow has become streamlined. Foreseeing this shift, SupplyFrame has spent years building turnkey online platforms that help connect world-class brands with real electronics decision makers, delivering 6.7 million sales inquiries in 2012 alone. The ability to reach and influence this widespread group has never been more powerful.

"Just look at the people in our network," states John Schirmer, VP of Worldwide Sales. "Globally, we have over five million engineers and buyers who depend on SupplyFrame for big sourcing decisions. That's more potential buyers than the entire population of Chicago. So if you have a component to sell, I have to ask. How can you afford not to be there?"

The "Be there" commercial can be viewed on the [SupplyFrame.com homepage](#).

About SupplyFrame

Since 2003, SupplyFrame (<http://www.supplyframe.com>) has grown to become the electronics industry's leading online channel, reaching a network of over five million engineers and buyers worldwide. SupplyFrame provides measurable, transparent, brand-safe platforms to influence electronics decision makers and increase revenues, i.e., be there and get more design wins. SupplyFrame is committed to doing whatever it takes to help their clients and partners succeed. The company currently offers three exclusive sales channels: SupplyFrame Media Network, SupplyFrame Sourcing, and SupplyFrame-EEFocus China.

Contact

SupplyFrame, Inc.
+1 626-793-7732
pr@supplyframe.com