

### **APEC 2023 Garnering Historic Technical Media Coverage**

*APEC 2023 returns to Orlando for the first time since 2012; attendance projected to fully recover to pre-COVID levels; record number of media attracted by high-quality conference program and fully booked exhibition*

Orlando, FL—March 1, 2023—The 38<sup>th</sup> Annual Applied Power Electronics Conference – [APEC 2023](#) – is shaping up to be an exceptional experience for all attendees – including a record number of journalists and analysts covering the power electronics industry. The conference and exhibition, running March 19-23 at the Orange County Convention Center in Orlando, Florida, continues the long-standing tradition of addressing issues of immediate and long-term interest to the practicing power electronics engineer. Conference organizers credit the amplified interest in media coverage to outstanding technical content – including [Technical Program Papers](#), [Industry Sessions](#) and [Professional Education Seminars](#), along with the free-to-attend [Plenary Session](#) and [Exhibit](#). As of today, three dozen technical journalists and industry analysts have registered to attend.

This year’s conference and exhibit is especially relevant since power electronics are a key element of many high-visibility, high-growth global markets. Vehicle electrification, alternative energy sources, battery technologies, high-efficiency power conversion for data centers, wearable electronics and energy harvesting are just some of the leading-edge technologies addressed at APEC.

“We’re really excited that nearly two dozen technical journals covering the power electronics industry are actively supporting APEC this year,” said Kathy Naraghi, APEC 2023 Publicity Co-chair. “Thanks to APEC’s exceptional promotional effort, our Supporting Publications – made up of top industry outlets – have already scheduled their editorial staff to cover the conference and exhibit in record numbers. Additionally, we expect to see the number of registered press increase as we get closer to the start of the event.”

#### **About the Applied Power Electronics Conference (APEC)**

As *The Premier Event in Applied Power Electronics™*, APEC focuses on the practical and applied aspects of the power electronics business. This is not just a designer's conference. APEC has something of interest for anyone involved in power electronics:

- Equipment OEMs that use power supplies and dc-dc converters in their equipment
- Designers of power supplies, dc-dc converters, motor drives, uninterruptable power supplies, inverters and any other power electronic circuits, equipment and systems
- Manufacturers and suppliers of components and assemblies used in power electronics
- Manufacturing, quality and test engineers involved with power electronics equipment
- Marketing, sales and anyone involved in the business of power electronics
- Compliance engineers testing and qualifying power electronics equipment or equipment that uses power electronics

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