Briefing on ODVA Marketing and Promotional Opportunities for Members in the 18th Term

Adrienne Meyer
manager of membership and marketing communications

October 14, 2015
• Launched August 2014
• Minor revision coming in the next month
• Transition to new logos
  – On products
  – On collateral materials
Overview of Major Opportunities in 18th Term

- ODVA exhibits at major tradeshows
- Industry facing activities in specific geographies
- Presence at www.odva.org in new ODVA “Marketplace” coming on October 16
ODVA Exhibits at Major Tradeshows
ODVA Exhibits at Major Tradeshows

Confirmed as of October 14, 2015

- October 27-30, 2015: Smart Manufacturing Show in Shanghai, China
- November 3-7, 2015: Industrial Automation Show in Shanghai, China
- November 24-26, 2015: SPS IPC Drives Show in Nuremberg, Germany
- December 1-4, 2015: System Controls Fair in Tokyo, Japan
- April 25-29, 2016: Hannover Messe in Hannover, Germany
- November 22-24, 2016: SPS IPC Drives Show in Nuremberg, Germany

Participation opportunities are still open for events shown in italics.
ODVA Exhibits at Major Tradeshows

• Events
  – Hannover Messe in April
  – SPS IPC Drives in November

• Available Opportunities
  – EtherNet/IP Product Gallery (static)
  – ODVA Member Gallery (powered), linked to interoperability demonstration
Industry-Facing Activities in Specific Geographies

• Regional Interest Communities (RICs) RICs: Informal member promotional groups to drive EtherNet/IP
  • RIC Germany
    – End user seminar: January 2016
      » Available opportunities: presenters
  • RIC Italy
    – End user seminar: May 2016 at SPS Italia
      » Available opportunity: presenters

• HQ-sponsored events
  • Anticipated end user seminar: May 2016: Detroit
    – Available opportunity: presenters, table tops
New ODVA “Marketplace” Coming

concurrent with launch of significantly refreshed website

The MARKETPLACE is the major innovation in the refreshed site.

*Industry’s One-Stop Place for Information on Products and Companies who “Make and Sell” Products Using ODVA Technologies*
Presence at www.odva.org

The MARKETPLACE is the Major Innovation in the First Release

Consolidates and enhances multiple areas of current site
Presence at www.odva.org

The MARKETPLACE is the Major Innovation in the First Release

-now for the live preview-
New ODVA “Marketplace” Coming

-Members Call to Action

– Review your product pages to know what’s there and submit updates where appropriate.
– Review your member page and submit ODVA-relevant content.
– Consider upgrading DOC-only pages to Member Gallery pages.
– Start reviewing “product features” on member gallery pages for accuracy. In 2016 ODVA plans to start the process of aligning these features with what has been documented in conformance testing.
New ODVA “Marketplace” Coming

Stay tuned for the full preview on October 15, 2015
THANK YOU