MARKETEERS’ WORKSHOP
Promotional Opportunities for Members in the 19th Term

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ODVA

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ODVA

February 22, 2017
Brand Standards & Identity Guidelines

- Your guideline for how to market your products using ODVA trademarks

- This document and the Terms of Usage Agreement give the rules for how & when to use logos
Brand Standards & Identity Guidelines

- Updated last in August 2016 based on member feedback
  - Names of compliant products
  - ODVA® and ODVA CONFORMANT®
  - Upcoming changes

- Key deadlines
  - Natural triggers (e.g., new DOC)
  - Obligations for transitioning (i.e., legacy products)
Promotional Activities

• Trade shows between now and next Industry Conference (approx. Oct. 2018)
  – Hannover Messe 2017
  – Industrial Automation Show Shanghai 2017
  – SPS IPC Drives 2017
  – System Control Fair Japan 2017
  – Hannover 2018
  – ACHEMA 2018
Promotional Activities

- EtherNet/IP End User Seminars
  - USA: Four locations targeted, starting in late Q2. Information to be sent to members.
  - Germany: Q3-Q4
  - Spain: Q3-Q4
  - Other locations on request and as members contact HQ

- EtherNet/IP Developer Training Courses
  - USA: late Q2, Q4
  - Germany: late Q2
  - Denmark: Q3
  - Other locations on request and as members contact HQ
Promotional Activities

• To register interest in participating in promotional activities, complete form that will be sent out in *The Net Gazette* in March

• (Not receiving *The Net Gazette*? Talk to an ODVA staff member!)
Find Products Here Using ODVA Technologies from these Companies

ODVA Members comprise a community of 30+ corporations, representing the world’s leading automation suppliers. ODVA Members are the source for products and services using ODVA technologies found in the Marketplace.

<table>
<thead>
<tr>
<th>ENTITY</th>
<th>MEMBER LOGO</th>
<th>Ethernet/IP</th>
<th>DeviceNet</th>
<th>ControlNet</th>
<th>COMPoNet</th>
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<tbody>
<tr>
<td>3G-Smart Software Solutions GmbH</td>
<td>CODESYS</td>
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<td>ABB, Inc.</td>
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<td>AccuSentry, Inc.</td>
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<td>Accuron Instruments Inc.</td>
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<td>Acromag, Inc.</td>
<td>Acromag</td>
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</tbody>
</table>

Keyword or Vendor ID Search

Licensed Vendor

Companies Shown

Members

Members and all other vendors
Member Pavilion Page

Use this area to tailor a custom message that tells industrial automation professionals why your company — and your products -- are the best choice for their applications.

PRODUCT

Communications > Adapter
Sample Featured Gallery Listing

Sample ODVA Product

Physical Layer Components > Cable and Connectors
Sample Peripheral Product

Available ODVA Technology from this company

EtherNet/IP
DeviceNet

ODVA Involvement
Member
Member Page Enhancements Contest

DELTA COMPUTER SYSTEMS
Motion Control

Delta Computer Systems provides PLC Motion Controllers to industry for precise position, speed and pressure closed-loop control for industrial machinery and testing applications that apply servo-hydraulic and servo-motor axes. Delta delivers for single and multi-axis precise position, speed and pressure/force applications.

PRODUCT

- Motion Control > RMC100 Series Motion Controller
- Motion Control > RMC150 Series Motion Controller
- Motion Control > RMC250 Series Motion Controller
Managing Your Member Page

From your ODVA Member page

Resources for Your Team

Submit Updates

- Welcome Developers
- Why Adopt
- Get Started
- Resources to CIPcelerate™ Your Development
- Obtain DOC
- Market Your Product
Featured Gallery Listing

Sample Featured Gallery Listing

Language Selection: [English]

Member Gallery Listing From

Learn more about this member

Available ODVA Technology

- EtherCAT
  - ID: 9999
- DeviceNet
  - ID: 9999

An ODVA Declaration of Conformity has been issued for the product(s) described on this page.

This Declaration confirms that the product(s) possess conformity and is certified by an ODVA vendor-independent Test Service Provider.

Download the Declaration of Conformity
  - Declared Product: EtherCAT
  - Declaration Number: 9999
  - Year: 2017

Download the IDDS File

Product Features:
- Product features, benefits, sales contact information, CIP Network features, and links to additional product information on your company website.

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  - Declared Product: EtherCAT
  - Declaration Number: 9999
  - Year: 2017

Download the IDDS File

Phone:
ODVA Member Services

Email:
info@odva.org

Website:
marketplace.odva.org
Managing Your Product Pages

From every product page

Submit Product Updates

Resources for Your Team

Welcome Developers
Why Adopt
Get Started
Resources to CIPcelerate™ Your Development
Obtain DOC
Market Your Product
Sample Featured Gallery Listing

Network(s): Distinctive CIP Services
N/A
Product Category: Communications > Adapter
Device Profile: Communications Adapter: 0x0C

Upgrade a DOC Listing to make an ODVA CONFORMANT product a full-featured Member Gallery Listing in the ODVA Marketplace. When potential customers visit the Marketplace seeking solutions for their industrial automation applications, you can provide them with:

- Product features, benefits, sales contact information, CIP Network Features, and links to additional product information on your company website
- Product's Declaration of Conformity (DOC)
- Products EDS file
- Case studies on the product
- Translations of your English-language product names and descriptions in Japanese, Chinese, German, or Korean
- Larger, high-quality product photo
- ODVA Vendor IDs held by your company
- Link to your ODVA Member page, where buyers can learn more about your company and see a complete list of your CIP Networks products

Phone: ODVA Member Services
Email: info@odva.org
Website: marketplace.odva.org

An ODVA Declaration of Conformity has been issued for the product(s) described on this page.

This Declaration confirms that the product(s) detailed herein, in conformance with established ODVA standards, achieved successful testing at an ODVA vendor- independent Test Service Provider.

Download the Declaration of Conformity
DOC Number 150999 Year:2017

Download the EDS File

Available ODVA Technology

Ethenet®
ID: 0999
DeviceNet®
ID: 0990
Marketplace Best Practices

• Look for the quarterly Call for Products emails from ODVA

  – Are there DOCs that should be upgraded to full-featured Gallery listings?
  – New peripheral products?
  – Do any current featured ODVA CONFORMANT or peripheral product Gallery listings need updates?
  – Do your product photos look great? Are they maximizing the 300 pixel height available?
  – If you hold a Regular-level ODVA Membership, you get two free Gallery pages – are you using them?
Marketplace Best Practices

• On your ODVA Member page:
  – Is your company information correct on your Member page
  – Does your logo look great? Is the logo at least 250 pixels wide?
  – Are you taking advantage of all the enhancements available to you?
New in 2017-2018

• New communications when your DOCs listings are published
• New incentives for active Marketplace participation
• Enabling technology providers
  – Highlighted in the Know-How Hub
  – Opportunity to add a “blind” application story about how your products are used
  – Opportunity to contribute an articles the new blog in the Online Community inside Know-How Hub
New in 2017-2018

• On-demand marketing resources in the Know-How Hub
THANK YOU