# MARKETEERS' WORKSHOP
## Promotional Opportunities for Members in the 19th Term

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**ODVA**

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**ODVA**

**February 22, 2017**

ODVA 2017
Industry Conference and 18th Annual Meeting

# 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


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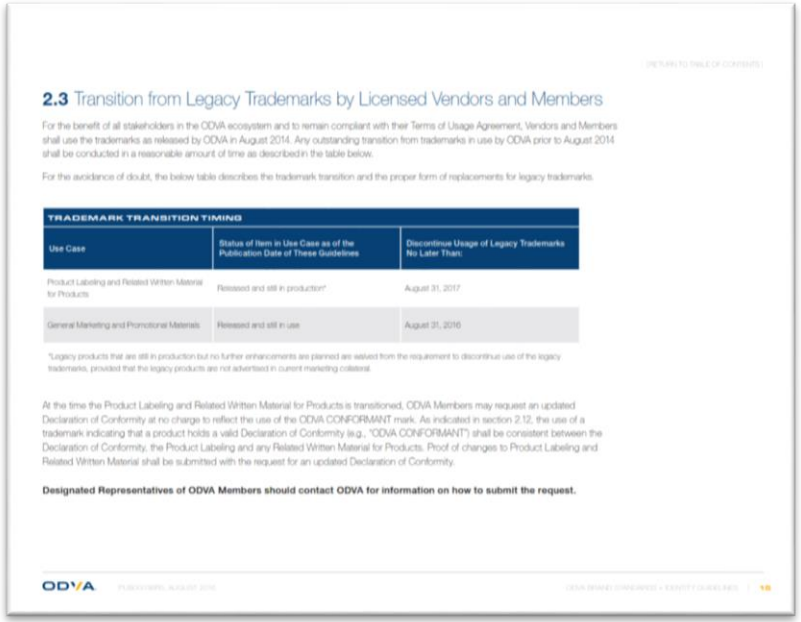
# Brand Standards & Identity Guidelines



## 2.3 Transition from Legacy Trademarks by Licensed Vendors and Members

For the benefit of all stakeholders in the ODVA ecosystem and to remain compliant with their Terms of Usage Agreement, Vendors and Members shall use the trademarks as released by ODVA in August 2014. Any outstanding transition from trademarks in use by ODVA prior to August 2014 shall be conducted in a reasonable amount of time as described in the table below.

For the avoidance of doubt, the below table describes the trademark transition and the proper form of replacements for legacy trademarks.

**TRADEMARK TRANSITION TIMING**

| Use Case | Status of Item in Use Case as of the Publication Date of These Guidelines | Discontinue Usage of Legacy Trademarks No Later Than: |
|---|---|---|
| Product Labeling and Related Written Material for Products | Released and still in production* | August 31, 2017 |
| General Marketing and Promotional Materials | Released and still in use | August 31, 2016 |

*Legacy products that are still in production but no further enhancements are planned are waived from the requirement to discontinue use of the legacy trademarks, provided that the legacy products are not advertised in current marketing collateral.

At the time the Product Labeling and Related Written Material for Products is transitioned, ODVA Members may request an updated Declaration of Conformity at no charge to reflect the use of the ODVA CONFORMANT mark. As indicated in section 2.12, the use of a trademark indicating that a product holds a valid Declaration of Conformity (e.g., "ODVA CONFORMANT") shall be consistent between the Declaration of Conformity, the Product Labeling and any Related Written Material for Products. Proof of changes to Product Labeling and Related Written Material shall be submitted with the request for an updated Declaration of Conformity.

**Designated Representatives of ODVA Members should contact ODVA for information on how to submit the request.**

ODVA

- 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)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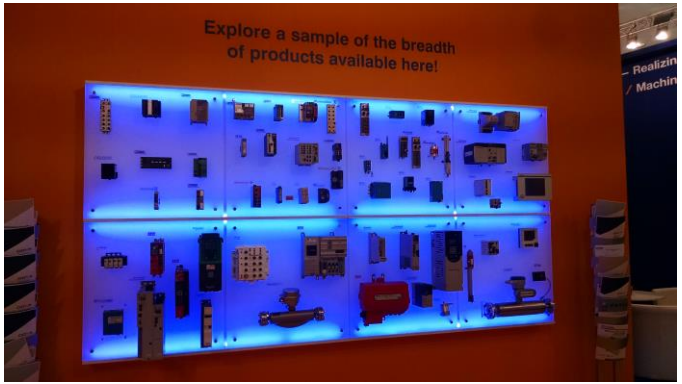
# Promotional Activities

- 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





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# 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

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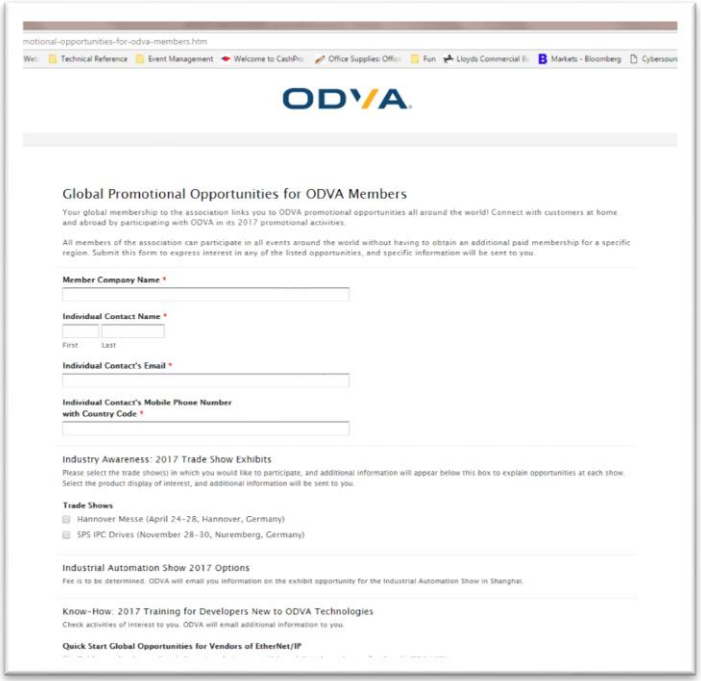
# Promotional Activities

- 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!)



motional-opportunities-for-odva-members.htm

Technical Reference | Event Management | Welcome to CashPro | Office Supplies: Offic | Fun | Lloyds Commercial B | Markets - Bloomberg | Cybersourc

ODVA

Global Promotional Opportunities for ODVA Members

Your global membership to the association links you to ODVA promotional opportunities all around the world! Connect with customers at home and abroad by participating with ODVA in its 2017 promotional activities.

All members of the association can participate in all events around the world without having to obtain an additional paid membership for a specific region. Submit this form to express interest in any of the listed opportunities, and specific information will be sent to you.

Member Company Name *

Individual Contact Name *

First Last

Individual Contact's Email *

Individual Contact's Mobile Phone Number with Country Code *

Industry Awareness: 2017 Trade Show Exhibits

Please select the trade show(s) in which you would like to participate, and additional information will appear below this box to explain opportunities at each show. Select the product display of interest, and additional information will be sent to you.

Trade Shows

- Hannover Messe (April 24–28, Hannover, Germany)
- SPS IPC Drives (November 28–30, Nuremberg, Germany)

Industrial Automation Show 2017 Options

Fee is to be determined. ODVA will email you information on the exhibit opportunity for the Industrial Automation Show in Shanghai.

Know-How: 2017 Training for Developers New to ODVA Technologies

Check activities of interest to you. ODVA will email additional information to you.

Quick Start Global Opportunities for Vendors of EtherNet/IP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# Marketplace

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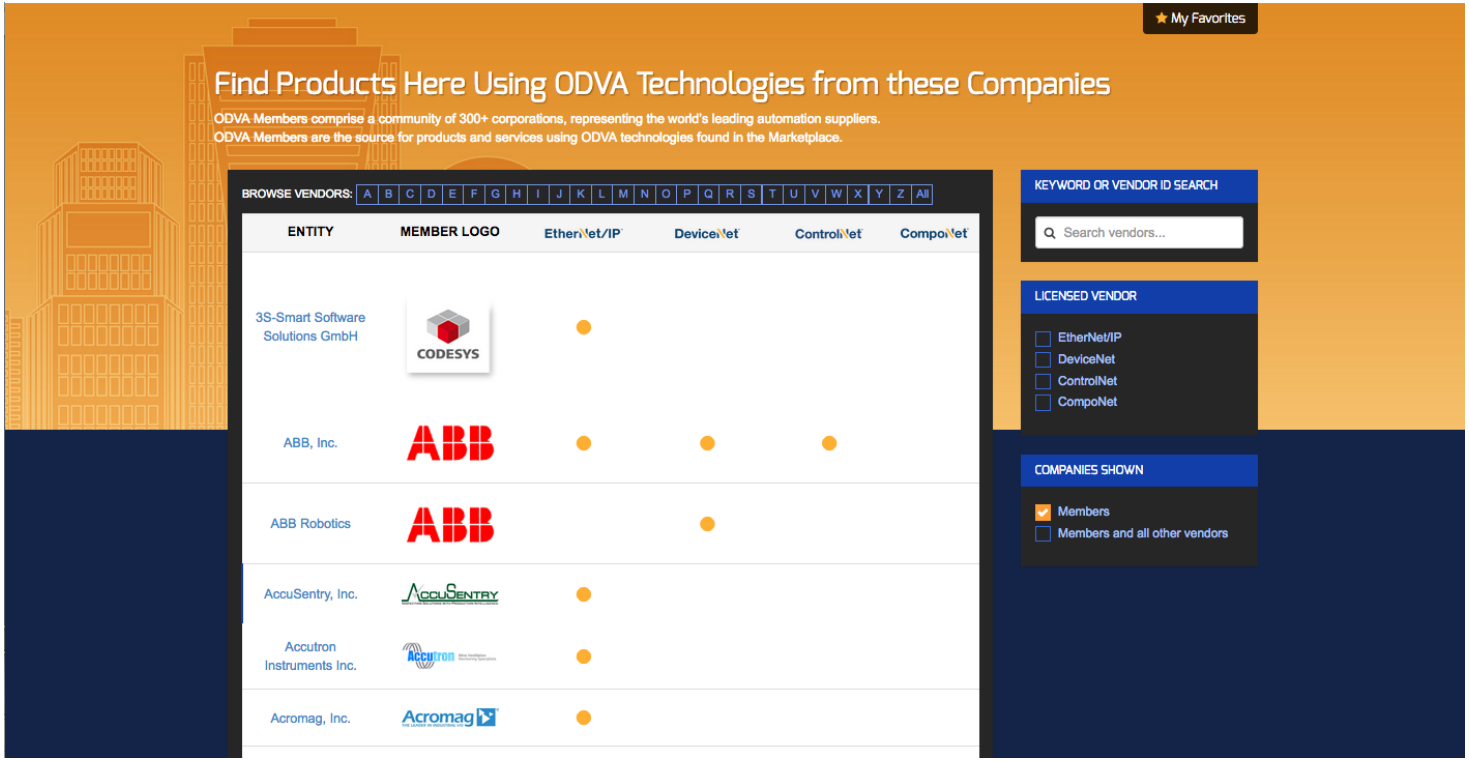
# Member Pavilion





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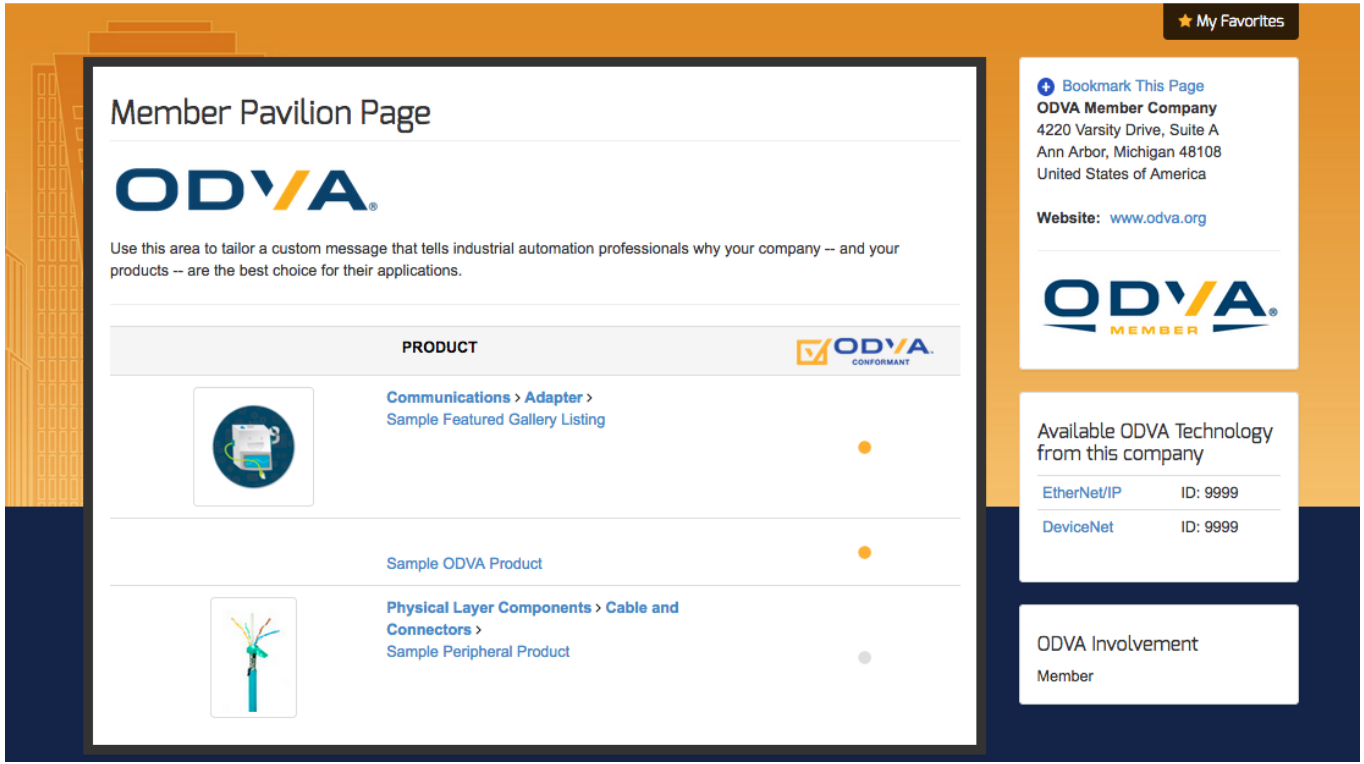
# ODVA Member Page





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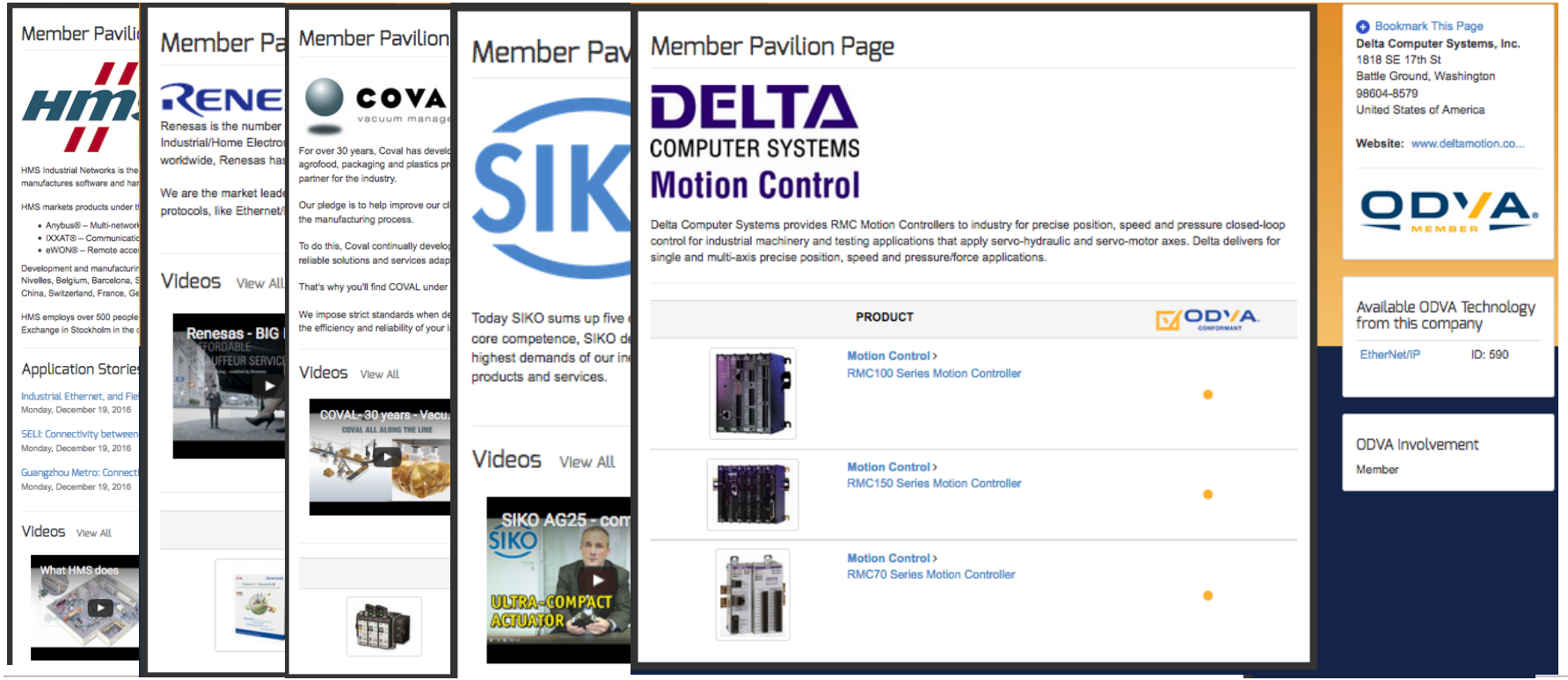
# Member Page Enhancements Contest





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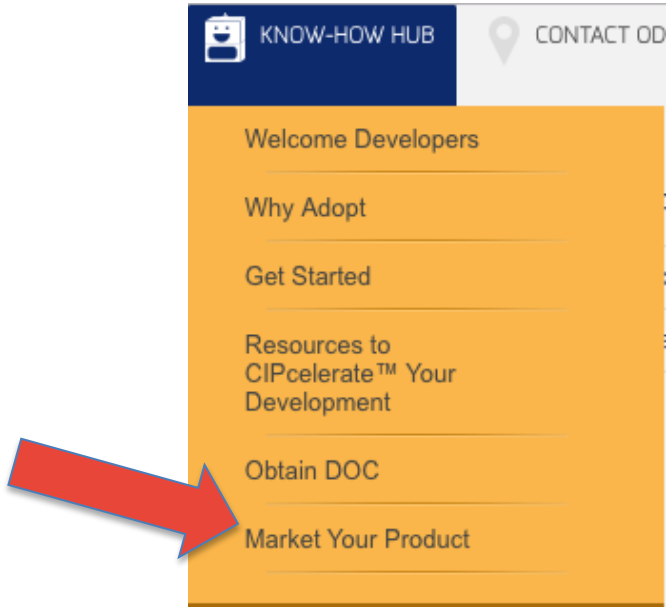
# Managing Your Member Page

From your ODVA Member page

Submit Updates

Resources for Your Team





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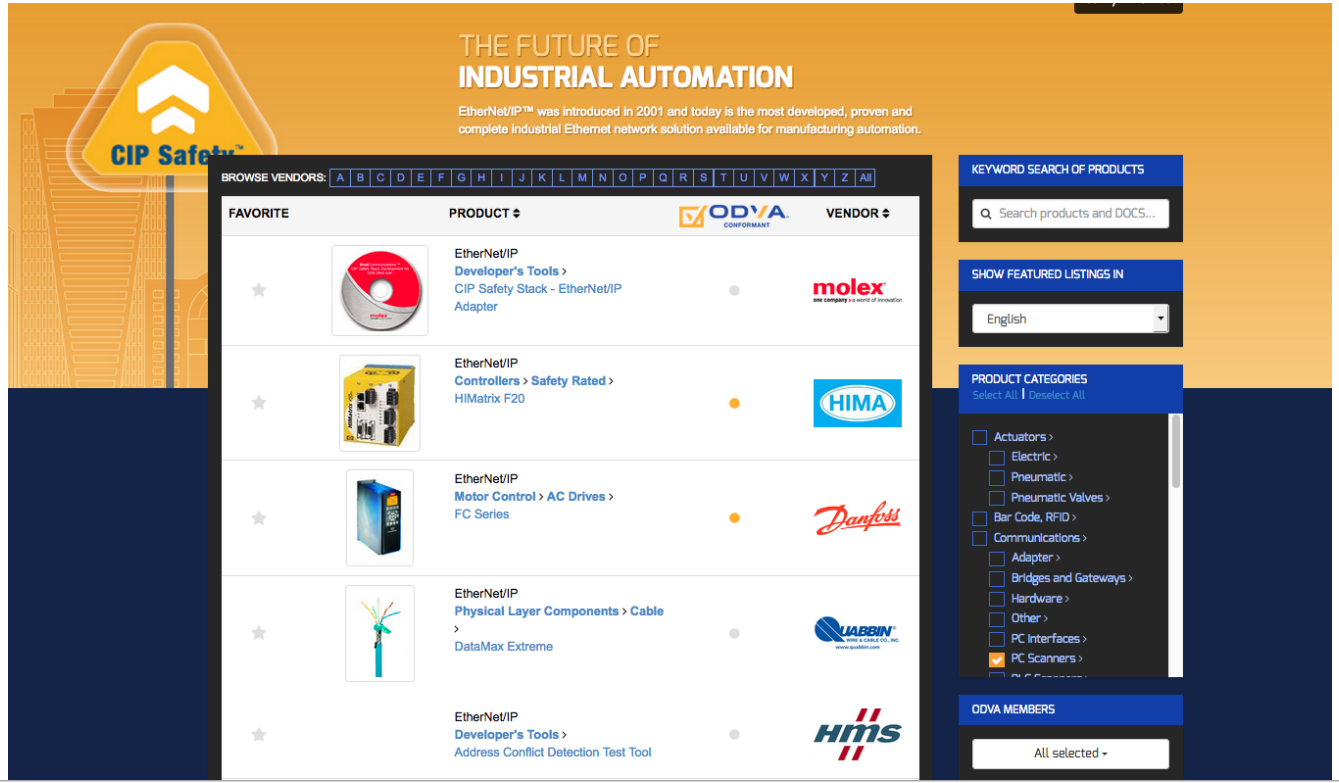
# Member Gallery





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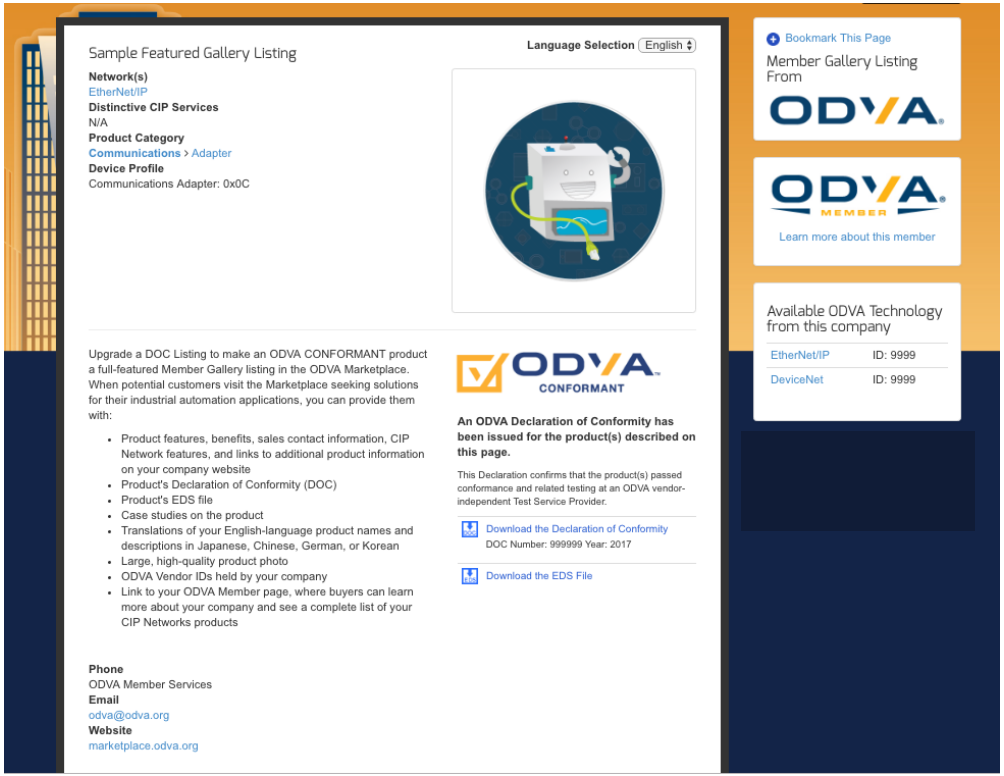
# Featured Gallery Listing





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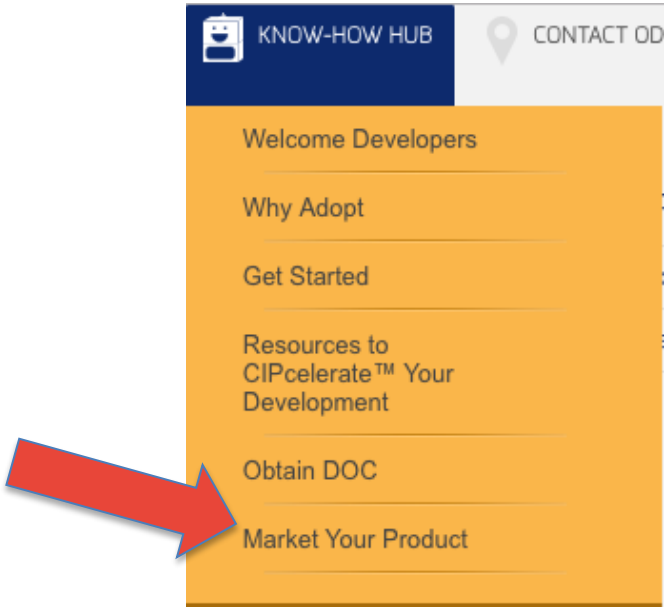
# Managing Your Product Pages

## From every product page

Submit Product Updates

## Resources for Your Team





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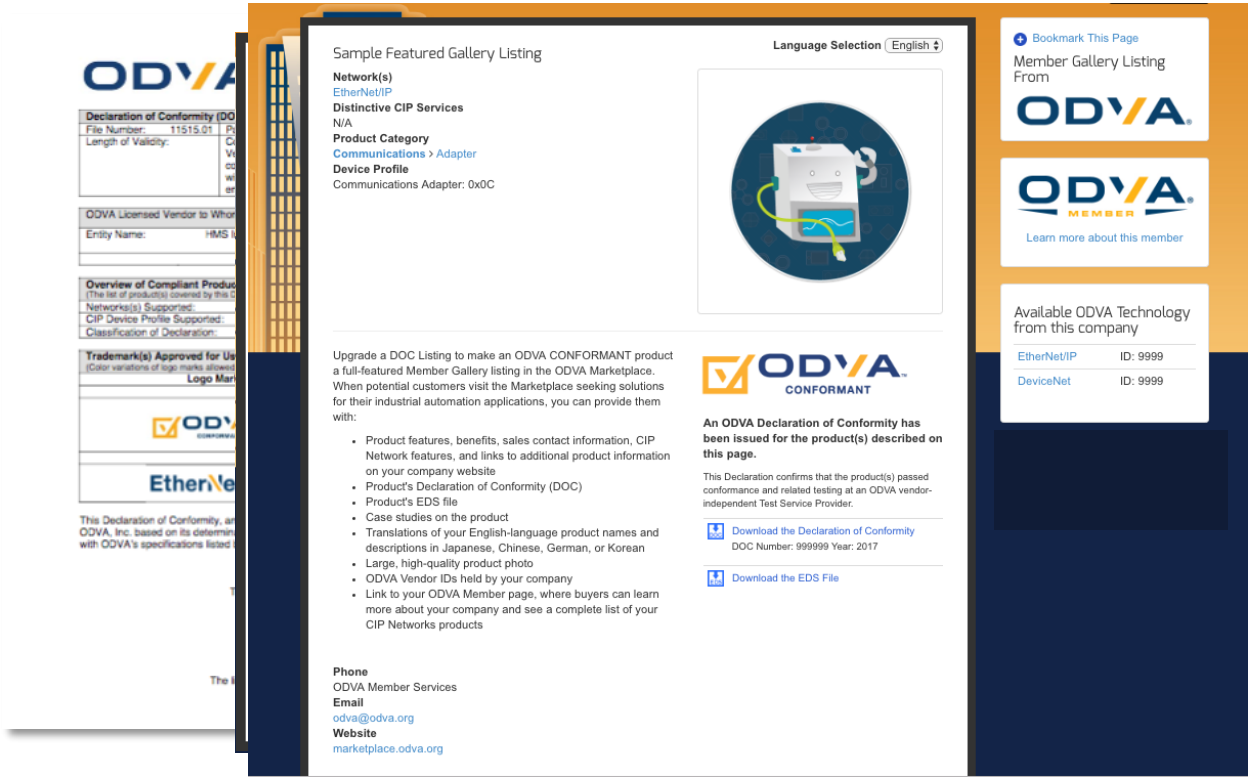
# Marketplace Best Practices: from DOC to Member Gallery





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# 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?


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# 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?


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# 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


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# New in 2017-2018

- On-demand marketing resources in the Know-How Hub

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# THANK YOU