



MARKETEERS' WORKSHOP

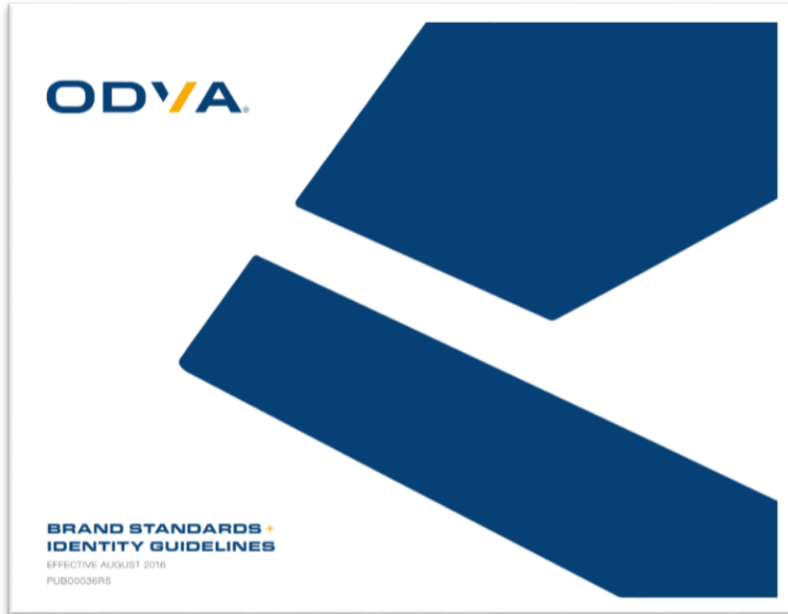
Promotional Opportunities for Members in the 19th Term

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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

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 subject to 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.

- 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)

- 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



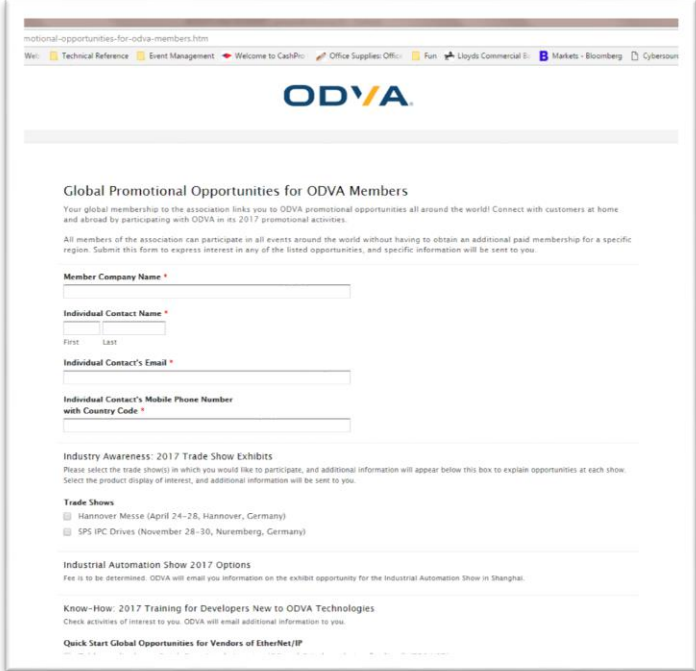
- **EtherNet/IP End User Seminars**
 - USA: Four locations targeted, starting in late Q2. Information to be sent to members.
 - Germany: Q3-Q4
 - Spain: Q3-Q4
 - Other locations on request and as members contact HQ
- **EtherNet/IP Developer Training Courses**
 - USA: late Q2, Q4
 - Germany: late Q2
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

Promotional Activities



promotional-opportunities-for-odva-members.htm

Web: [Technical Reference](#) [Event Management](#) [Welcome to CashPro](#) [Office Supplies: Office](#) [Fun](#) [Lloyds Commercial](#) [Markets - Bloomberg](#) [Cybertron](#)

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 shows 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



The banner features a stylized cityscape with buildings labeled 'EtherNet/IP', 'DeviceNet', 'CompoNet', 'ODVA', and 'ControlNet'. In the foreground, there are three yellow triangular signs with black text: 'CIP Safety', 'CIP Energy', and 'CIP Sync'. To the right of these signs are two more yellow triangular signs with black text: 'CIP Motion' and 'CIP Sync'. The background is a gradient of orange and yellow. The text 'THE FUTURE OF INDUSTRIAL AUTOMATION' is written in white on the left side of the banner.

ODVA

About ODVA | Submit Order | Publication Download | Join | MEMBERPLACE

TECHNOLOGY & STANDARDS | MARKETPLACE | OPTIMIZATION 4.0 | HAPPENINGS | KNOW-HOW HUB | CONTACT ODVA

THE FUTURE OF INDUSTRIAL AUTOMATION

EtherNet/IP

DeviceNet

CompoNet

ODVA

ControlNet

CIP Safety

CIP Energy

CIP Sync

CIP Motion

Products
Recently Added

New Members
Recently Added

Member News
Recently Posted







Member Pavilion

★ My Favorites

Find Products Here Using ODVA Technologies from these Companies

ODVA Members comprise a community of 300+ corporations, representing the world's leading automation suppliers. ODVA Members are the source for products and services using ODVA technologies found in the Marketplace.

BROWSE VENDORS: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z All

ENTITY	MEMBER LOGO	EtherNet/IP	DeviceNet	ControlNet	CompoNet
3S-Smart Software Solutions GmbH		●			
ABB, Inc.		●	●	●	
ABB Robotics			●		
AccuSentry, Inc.		●			
Accutron Instruments Inc.		●			
Acromag, Inc.		●			

KEYWORD OR VENDOR ID SEARCH

Q Search vendors...

LICENSED VENDOR

☐ EtherNet/IP
☐ DeviceNet
☐ ControlNet
☐ CompoNet


COMPANIES SHOWN

☒ Members
☐ Members and all other vendors




ODVA Member Page

★ My Favorites

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	
<div style="display: flex; align-items: center;">  <div> Communications > Adapter > Sample Featured Gallery Listing </div> </div>	●
<div style="display: flex; align-items: center;">  <div> Physical Layer Components > Cable and Connectors > Sample Peripheral Product </div> </div>	●

[Bookmark This Page](#)
ODVA Member Company
 4220 Varsity Drive, Suite A
 Ann Arbor, Michigan 48108
 United States of America

Website: www.odva.org



Available ODVA Technology from this company


EtherNet/IP	ID: 9999
DeviceNet	ID: 9999

ODVA Involvement

 Member

Member Page Enhancements Contest

Member Pavilion



HMS Industrial Networks is the manufacturer of software and hardware for industrial automation.

HMS markets products under the following brands:

- Anybus® – Multi-network
- DOXAT® – Communication
- eWON® – Remote access

Development and manufacturing in Nijmegen, Belgium, Barcelona, Spain, China, Switzerland, France, Germany.

HMS employs over 500 people worldwide. Exchange in Stockholm in the 2017.

Application Stories


Industrial Ethernet, and Fieldbus Monday, December 19, 2016

SEL: Connectivity between Monday, December 19, 2016


Guangzhou Metro: Connectivity Monday, December 19, 2016

Videos

View All



Member Pavilion




Renesas is the number one supplier of Industrial/Home Electronics worldwide. Renesas has a long history of providing high-quality products and services.


We are the market leader in providing a wide range of protocols, like Ethernet/IP, CAN, RS-485, etc.

Videos

View All



Member Pavilion



For over 30 years, Coval has developed a wide range of products for the agrofood, packaging and plastics processing industries.

Our pledge is to help improve the efficiency and reliability of your manufacturing process.


To do this, Coval continually develops reliable solutions and services adapted to your needs.

That's why you'll find COVAL under the sun.


We impose strict standards when developing our products to ensure the efficiency and reliability of your manufacturing process.

Videos

View All




Member Pavilion




Today SIKO sums up five core competences, SIKO delivers the highest demands of our industrial products and services.

Videos




View All



Member Pavilion Page




Delta Computer Systems provides RMC 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		ODVA CONFORMANT
	Motion Control > RMC100 Series Motion Controller	●
	Motion Control > RMC150 Series Motion Controller	●
	Motion Control > RMC70 Series Motion Controller	●

[Bookmark This Page](#)

Delta Computer Systems, Inc.
1818 SE 17th St
Battle Ground, Washington
98604-8579
United States of America

Website: www.deltamotion.co...



Available ODVA Technology from this company

[EtherNet/IP](#) ID: 590

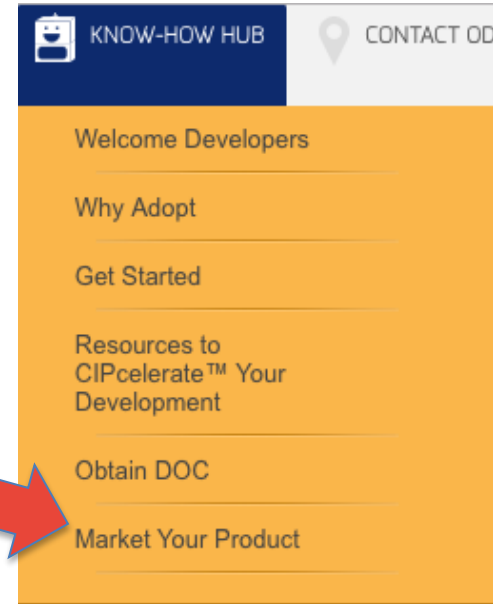
ODVA Involvement Member

Managing Your Member Page


From your ODVA Member page



Resources for Your Team












Member Gallery



THE FUTURE OF INDUSTRIAL AUTOMATION

EtherNet/IP™ was introduced in 2001 and today is the most developed, proven and complete Industrial Ethernet network solution available for manufacturing automation.

BROWSE VENDORS: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z A

FAVORITE	PRODUCT	ODVA CONFORMANT	VENDOR
★	 <p>EtherNet/IP Developer's Tools > CIP Safety Stack - EtherNet/IP Adapter</p>		
★	 <p>EtherNet/IP Controllers > Safety Rated > HI Matrix F20</p>		
★	 <p>EtherNet/IP Motor Control > AC Drives > FC Series</p>		
★	 <p>EtherNet/IP Physical Layer Components > Cable > DataMax Extreme</p>		
★	<p>EtherNet/IP Developer's Tools > Address Conflict Detection Test Tool</p>		

KEYWORD SEARCH OF PRODUCTS

SHOW FEATURED LISTINGS IN

English

PRODUCT CATEGORIES

Select All | Deselect All

- ☐ Actuators >
- ☐ Electric >
- ☐ Pneumatic >
- ☐ Pneumatic Valves >
- ☐ Bar Code, RFID >
- ☐ Communications >
- ☐ Adapter >
- ☐ Bridges and Gateways >
- ☐ Hardware >
- ☐ Other >
- ☐ PC Interfaces >
- ☒ PC Scanners >
- ☐ PC Software >

ODVA MEMBERS

All selected

Featured Gallery Listing

Sample Featured Gallery Listing


Language Selection (English)

Network(s)
EtherNet/IP

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)
- Product's EDS file
- Case studies on the product
- Translations of your English-language product names and descriptions in Japanese, Chinese, German, or Korean
- Large, 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
odva@odva.org

Website
marketplace.odva.org

**ODVA
CONFORMANT**

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

This Declaration confirms that the product(s) passed conformance and related testing at an ODVA vendor-independent Test Service Provider.

[Download the Declaration of Conformity](#)
DOC Number: 999999 Year: 2017

[Download the EDS File](#)

[Bookmark This Page](#)

Member Gallery Listing From

ODVA

**ODVA
MEMBER**

[Learn more about this member](#)

Available ODVA Technology from this company

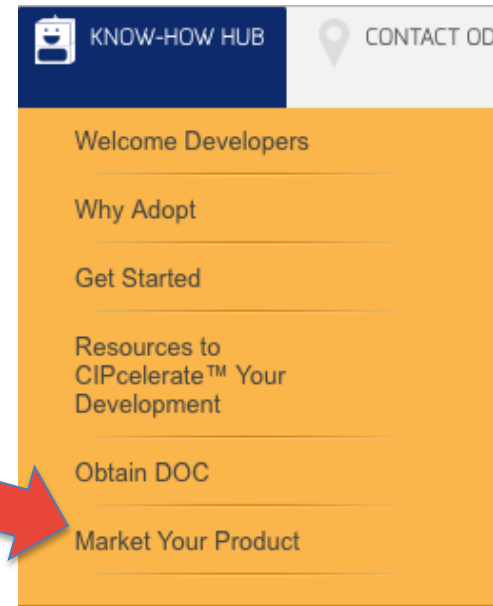
EtherNet/IP	ID: 9999
DeviceNet	ID: 9999

Managing Your Product Pages

From every product page

 [Submit Product Updates](#)

Resources for Your Team



Marketplace Best Practices: from DOC to Member Gallery



Declaration of Conformity (DOC)
File Number: 11515.01
Length of Validity: 5 years

ODVA Licensed Vendor to Whom
Entity Name: HMS

Overview of Compliant Product(s)
(The list of product(s) covered by this Declaration)
Network(s) Supported:
CIP Device Profile Supported:
Classification of Declaration:

Trademark(s) Approved for Use
(Color variations of logo marks allowed)
Logo Mark:



This Declaration of Conformity, as issued by ODVA, Inc. based on its determination that the product(s) listed herein conform with ODVA's specifications listed in the Declaration of Conformity (DOC) form.

Sample Featured Gallery Listing

Network(s)
EtherNet/IP

Distinctive CIP Services
N/A

Product Category
Communications > Adapter

Device Profile
Communications Adapter: 0x0C

Language Selection English



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Member Gallery Listing From

ODVA

ODVA MEMBER
[Learn more about this member](#)

Available ODVA Technology from this company

EtherNet/IP	ID: 9999
DeviceNet	ID: 9999

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