



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

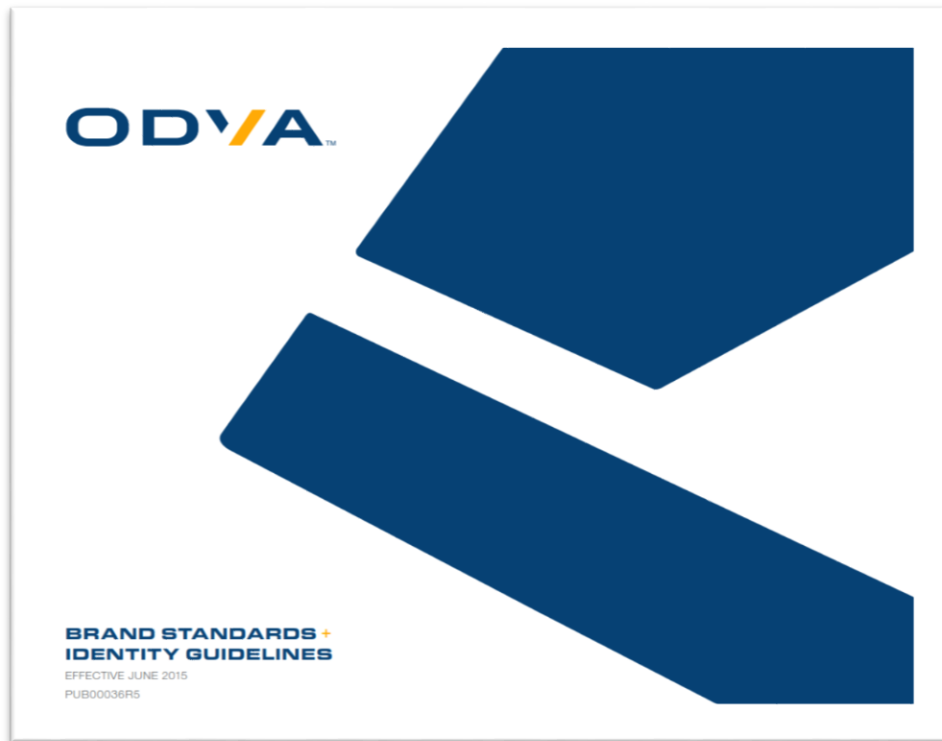
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communications

**October 14, 2015**



## Brand Standards + Identity Guidelines

- Launched August 2014
- Minor revision coming in the next month
- Transition to new logos
  - On products
  - On collateral materials





## Overview of Major Opportunities in 18<sup>th</sup> Term

- ODVA exhibits at major tradeshow
- Industry facing activities in specific geographies
- Presence at [www.odva.org](http://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, tabletops





Presence at [www.odva.org](http://www.odva.org)

## 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](http://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](http://www.odva.org)

The MARKETPLACE is the Major Innovation in the First Release

-now for the live preview-

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Presence at [www.odva.org](http://www.odva.org)

## 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.



Presence at [www.odva.org](http://www.odva.org)

## New ODVA “Marketplace” Coming

### Stay tuned for the full preview on October 15, 2015



THANK YOU