



TELEDYNE DALSA
Everywhereyoulook™

CTSM Portfolio

Kelly Johnson
Marketing Manager, Trade Events
Teledyne DALSA

Teledyne DALSA

605 McMurray Road, Waterloo ON N2V 2E9 Office: 519.886.6000 Cell: 226.988.3049

Table of Contents

Section 1 - Vital Statistics	
Candidate Profile	3
Job Responsibilities	4
Company Profile	5
Company History	6
Company Mission and Structure	7
Product Overview	8
Competition	10
Section 2 - Overview	13
Show Selection	14
Section 3 - Show Schedule & Measurable Objectives	17
Section 4 - Management of Exhibit Design & Production	21
Management Planning	21
Request for Proposal and Selection Process	22
Production Planning	26
Exhibit Production	27
Exhibit Skills Training	28
Integrated Messaging	28
Demonstrations	29
Section 5 - Management of Integrated Marketing Communications	31
Pre-Show	31
At-Show	34
Post-Show	36
Measurable Objective Results	38
Lead Collection Performance Metrics	39
Looking Ahead to The Vision Show 2016	40
Section 6 - Management of Results Reporting	41
Section 7 - Conclusion	43
Section 8 - References	45
Section 9 - Appendix	47

Section 1.

Vital Statistics.

Candidate Profile

My love for marketing began when I took an Introduction to Marketing course in high school. I was fortunate to have a dynamic and engaging teacher who made the curriculum come alive. After thoroughly enjoying the course and achieving a final grade of 93%, I was inspired to delve further into this dynamic and creative field. In 2001, I graduated from Fanshawe College (London, Ontario, Canada) with a 3-year diploma in Business Administration - Marketing.

After graduation, I accepted a position at a publishing company in Ontario as an Advertising Sales Representative. Within this role I acted as an Account Manager, Art Director and Campaign Strategist for 50 local clients. I loved working with clients to develop campaigns which helped their small businesses grow. I was fortunate to work with a brilliant designer who motivated me to explore my creative ability through graphic design and advertising.

After two years selling advertising, I was hungry for a new challenge and interested in gaining experience in other elements of marketing to expand my skill set. I was invited to interview at Shred-Tech, a multinational industrial manufacturing company, which was experiencing an explosive period of growth and looking to add to their team. I was hired on as a Marketing Assistant in 2003 and had the opportunity to engage in Trade Show Marketing for the first time. I loved the excitement that came with planning events and working with customers on the show floor, connecting their needs with our solutions.

During my tenure at Shred-Tech, I attended Conestoga College part-time to study Graphic Design, Digital Imaging and Photography. I was not aware of the CTSM program when I took on Trade Show Marketing for the first time and therefore learned through trial and error while managing a busy schedule of up to 24 international events and trade shows per year. I made mistakes along the way and drew from the experience of colleagues within my network for guidance.



I developed methods to manage the program using skills learned throughout my education such as budgeting, communication and project management. A natural tendency for organization, building relationships and detail orientation helped me to get the job done.

As I gained experience, I had the opportunity to take on more responsibility and was promoted to Marketing Coordinator, and later Senior Marketing Specialist. For almost nine years, I managed all elements of the Integrated Marketing Communications plan for all lines of business, including PR, Web Development, Content and Collateral Development, Agency Relations, Social Media, Advertising and Trade Show Marketing.

The depth of my experience in Trade Show Marketing and Integrated Marketing Communications helped me to secure my current position, Marketing Manager, Trade Events at Teledyne DALSA. When my predecessor announced plans to retire, the Director of Marketing Communications changed the role from a tactical event planner to a strategically focused position with emphasis on business development and lead generation. I was hired into the role of Trade Show Marketing Specialist in August 2012 and promoted to Marketing Manager, Trade Events in July 2015.

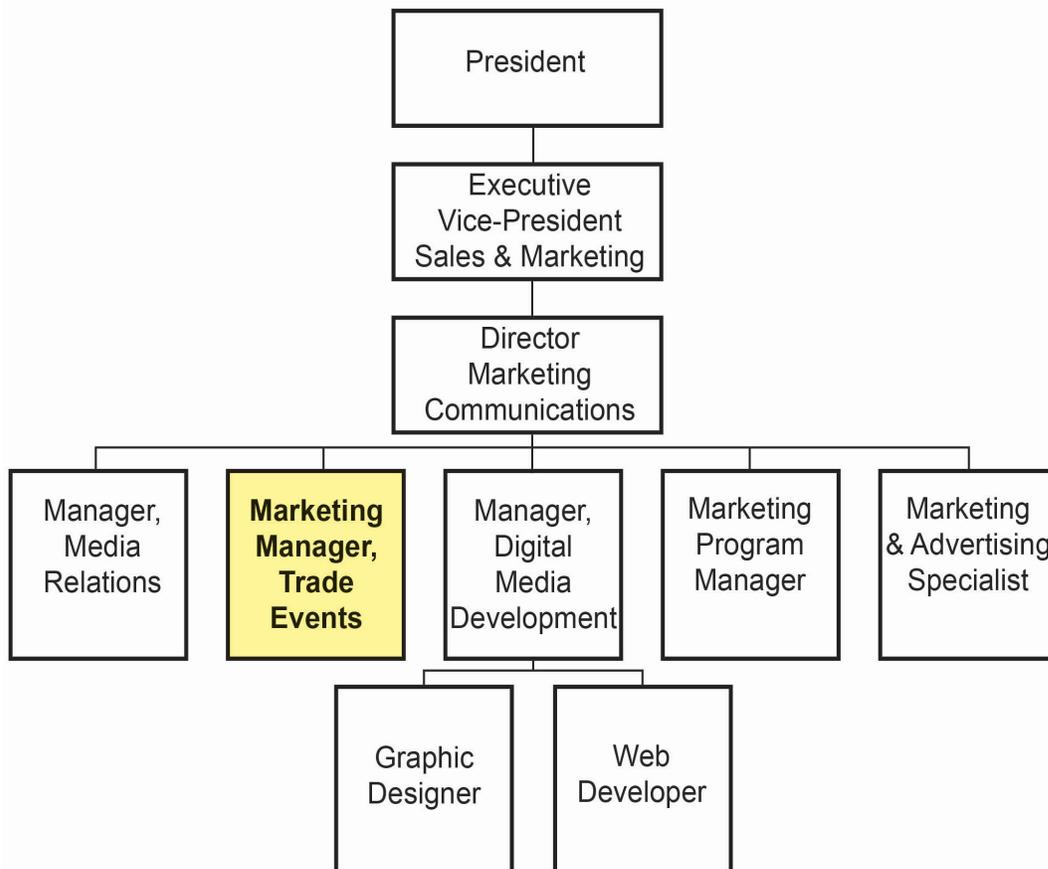
Job Responsibilities

In my current role I manage every aspect of the global trade show program for 3 business units. Responsibilities including: show selection, contracting space, setting objectives, planning tactics, graphic and exhibit design and execution, booth staff scheduling, training and representing the company at show-site.

Our program consists of shows and events ranging from small tabletop supplier events and in-line 10' x 20' booths, to larger 600 – 1600 square foot island booths with multiple meeting rooms and dozens of technology demonstration stations. I work with Senior Executives, Engineers and Product Marketing Management to create and execute strategic event plans. Our internal Marketing Communications Team supports the Trade Show Marketing program with Media Relations, Graphic Design, Advertising/Promotion and Content Development.

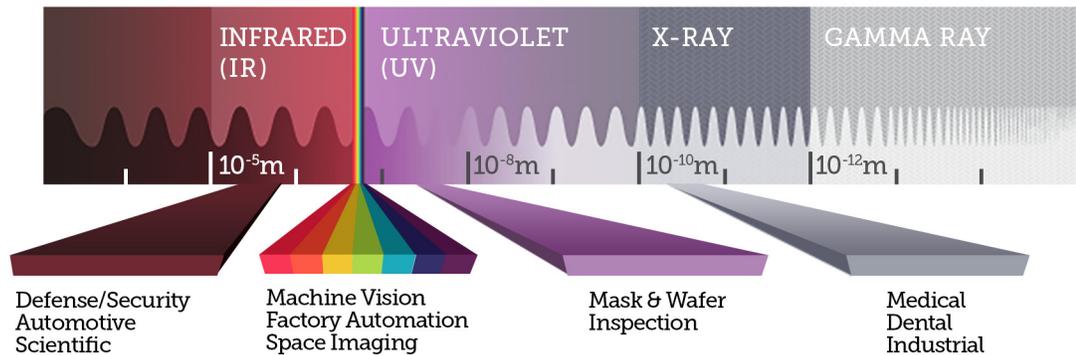


Marketing Communications Team Hierarchy



Company Profile

Teledyne DALSA is an international leader in high performance digital imaging and semiconductors, offering imaging solutions across an unprecedented spectral range.



Revenue (2014)

All Segments \$240M USD
Digital Imaging \$147M USD

Employees Approximately 1,000 worldwide

Markets Served

- Defense + Security
- Traffic, Rail and Transportation
- Automotive
- Bioscience MEMS
- Sports, Entertainment and Broadcasting
- Electronics, Semiconductor and Solar
- Print and Packaging
- Food and Beverage
- Pharmaceutical
- Test and Measurement
- Medical Imaging
- Machine Vision
- Aerospace
- Medical and Life Sciences

Operation Sites

North America

- Canada: Waterloo, Ontario and Montreal, Quebec
- America: Boston, Massachusetts and Santa Clara, California

Europe

- Germany: Munich
- The Netherlands: Eindhoven and Enschede

Asia

- Japan: Tokyo
- China: Shanghai

Company History

Dr. Sawas Chamberland, an inventor, scientist and professor of Electrical Engineering at University of Waterloo (Ontario, Canada) established the company in 1980.

Teledyne DALSA has grown both organically, and through a series of strategic acquisitions to become one of few industrial digital camera producers that benefits from a vertically integrated supply chain.

- | | |
|------|-------------------------------------------------------------------------------------|
| 1980 | Dr. Sawas Chamberland founded DALSA |
| 1984 | Dr. Sawas Chamberland capitalized DALSA |
| 1996 | DALSA went public on the Toronto Stock Exchange (TSE) |
| 1999 | DALSA acquired Silicon Mountain Design, Colorado MT |
| 2000 | DALSA acquired Medoptics, Tuscon AZ |
| 2002 | DALSA acquired Zarlink, Bromont QC
DALSA acquired Phillips Imaging, Eindhoven NL |
| 2005 | DALSA acquired Coreco Imaging, Montreal QC |
| 2011 | Teledyne Technologies acquired Teledyne DALSA, Thousand Oaks CA |
| 2013 | Teledyne DALSA acquired Axiom, Enscade NL |
| 2014 | Teledyne DALSA acquired Optech, Vaughn ON |
| 2015 | Teledyne DALSA acquired ICM, Belgium |





Company Mission and Structure

Teledyne DALSA designs, develops, manufactures, and markets digital imaging products and solutions, in addition to providing semiconductor products and services. Core competencies are in specialized integrated circuit and electronics technology, software, and highly engineered semiconductor wafer processing.

Mission

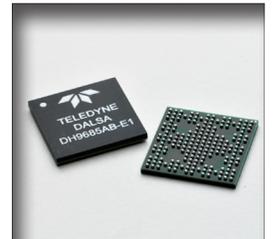
Teledyne DALSA is focused on delivering innovative products and technology to help our customers succeed.

Company Structure

Teledyne DALSA comprises three business units:

Semiconductor (TDSI)

Teledyne DALSA's pure-play semiconductor wafer foundry has a history of innovation in specialties such as Microelectromechanical Systems (MEMS), Couple-Charged Devices (CCDs), and High Voltage Complementary Metal-Oxide-Semiconductors (CMOS). As a manufacturing partner to fabless and fab-lite semiconductor companies, the foundry helps customers succeed with their advanced MEMS or High Voltage Electrostatic Actuator designs. This business was added to Teledyne DALSA's technology portfolio in 2002 as part of the acquisition of Zarlink in Bromont, Quebec.



Digital Imaging (TDDI)

Within the Digital Imaging segment, Teledyne DALSA produces powerful and innovative CCD and CMOS image sensors and Line Scan, Area Scan and Uncooled Infrared Cameras and Sensors, SMART Cameras, Frame Grabbers, Vision Processors and Software.



Professional Imaging (TDPI)

Teledyne DALSA Professional Imaging produces high performance CCD sensors for photography and photogrammetry. Known as a world leader in CMOS-based Flat Panel X-Ray Cameras for medical, dental, scientific and industrial applications, TDPI is currently the fastest growing division within the company.



Special Consideration

Throughout my portfolio, I will focus on The Vision Show to illustrate my understanding and ability to implement the concepts I learned within the CTSM program. The Digital Imaging division participated in The Vision Show, therefore in the interest of efficiency; I will focus only on the Digital Imaging segment of Teledyne DALSA for the sections which follow.

DIGITAL IMAGING PRODUCT MIX

LINE SCAN CAMERAS + SENSORS

Line Scan cameras read image data one line at a time using image sensors within the camera. Images are observed line by line to allow precise inspection over long objects or endless streams of material. Line Scan cameras are commonly used in Inspection and Sorting applications, at very high speeds and in high resolution.

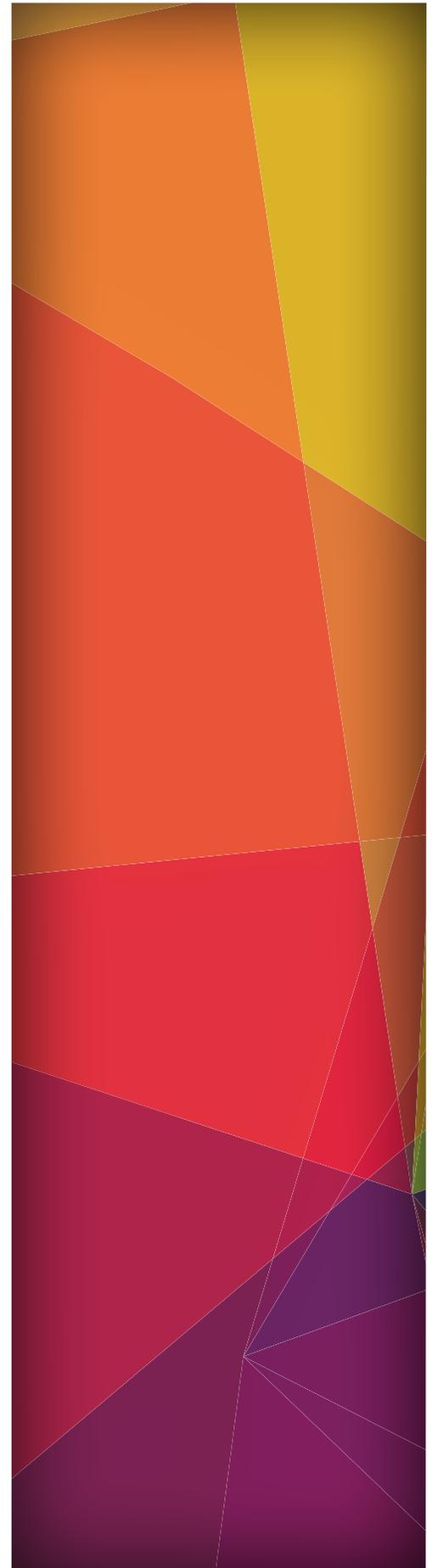
Teledyne DALSA is the global leader in Line Scan Camera production with 32% market share (2014). Line Scan Camera innovations established Teledyne DALSA as a global leader in Imaging Technology.

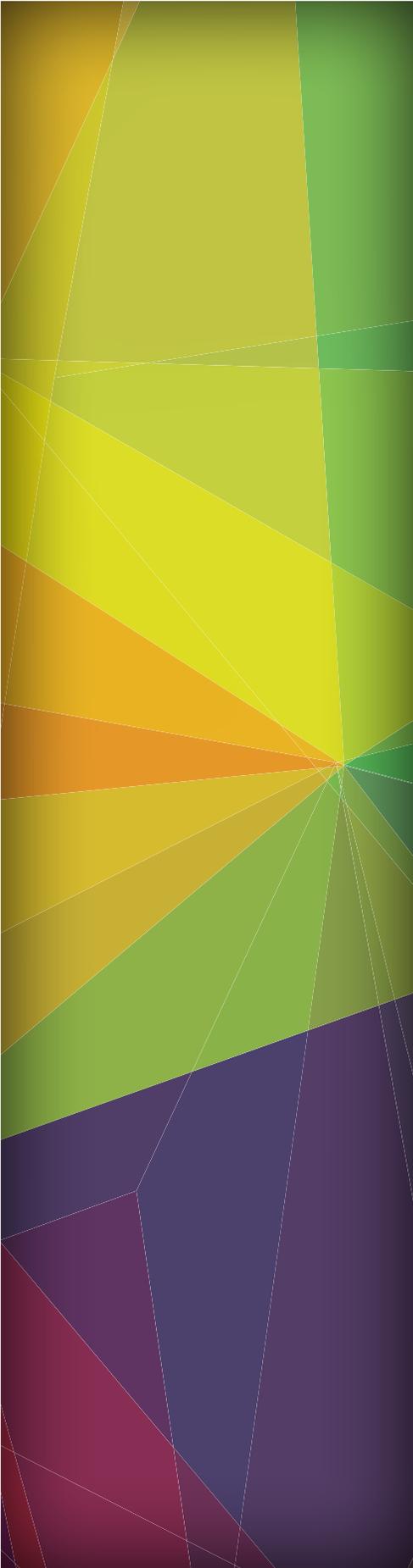


AREA SCAN CAMERAS + SENSORS

Area Scan cameras use CCD or CMOS sensors of varying sizes and resolutions to capture images in high resolution and at high speeds. Applications include: Traffic and Transportation, Sports and Entertainment, Defence and Security, Aerospace, Inspection and Quality Control and Automotive to name a few.

Area Scan cameras are a strategic focus for Teledyne DALSA in 2015 with aggressive plans to release a new line of low cost, high performance cameras to fill a significant market need which had previously not been addressed in our product portfolio. In 2014 total market share represented 5%.





DIGITAL IMAGING PRODUCT MIX

FRAME GRABBERS

A Frame Grabber is an electronic device that captures individual still frames from an analog video signal or digital video stream, and is used in conjunction with an industrial camera as part of a complete vision system.

Teledyne DALSA's Frame Grabber business was established as part of the 2005 acquisition of Coreco Imaging. As one of 3 main players in the market, Teledyne DALSA is one of the world's leading Frame Grabber technology innovators. Sales in 2014 represented 13% of total market share.



SMART PRODUCTS CAMERAS, VISION PROCESSORS + SOFTWARE

SMART Cameras are easy-to-use, affordable solutions which offer less sophisticated system integrators the benefits of Teledyne DALSA's high performance solutions, without the need to design the camera into a larger Imaging System. Software and image processing features are built into the camera making for a powerful yet simple solution for Inspection and Factory Automation applications.

With a total sales in the Smart Products Market recorded at \$500M in 2014, this is the largest market which Teledyne DALSA competes in. Teledyne DALSA is a small player with less than 2% market share in 2014.



Competition

Teledyne DALSA's main competitors in the Digital Imaging segment include:

Point Grey Research

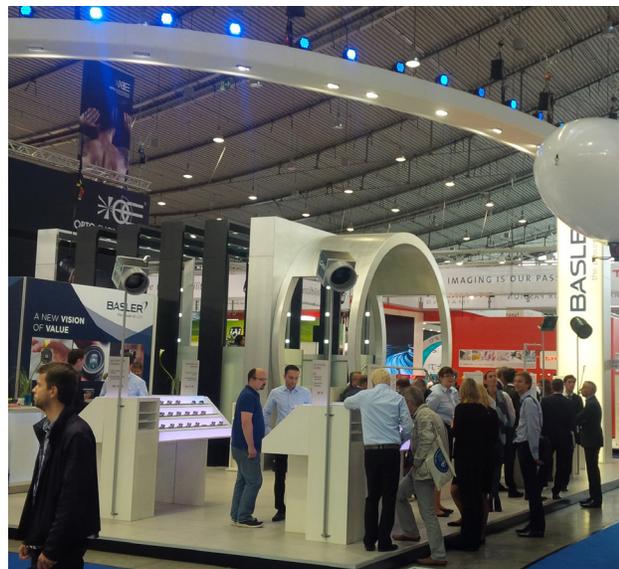
In 1997, Point Grey emerged as a direct competitor to Teledyne DALSA in the Digital Imaging segment. They have been successfully stealing market share with their entry level, economical Area Scan Camera solutions for the past 8 years. With Teledyne DALSA focused on producing high-end, high-resolution cameras and sensors, we failed to identify market demand and left the door open for competitors such as Point Grey to steal market share. Teledyne DALSA will release a line of cameras to satisfy market demand in Q4-15 and take back lost market share in the lucrative Area Scan market (Total Market Size \$430M).

Exhibiting at up to 24 shows per year, Point Grey capitalizes on relationships with their distributors to extend the global reach of their event marketing program. They invest heavily in their presence at larger shows, making a splash with big booths, vibrant graphics and ample sales support on the show floor. While their presence at The Vision Show (flagship North American event - April 2014) was understated with a 10' x 20' linear booth, they put on a great show at the key global event, Vision in Stuttgart, Germany (November 2014). See pictures below.

Basler Vision Technologies

Basler Vision Technologies was founded in 1988 outside of Hamburg, Germany. They claim to be the largest unit volume producer of digital cameras for industrial applications in the world. Their primary focus areas are Line Scan (12.4% market share) and Area Scan cameras (23.5% market share). In 2014, Basler generated sales revenue of \$88M (USD).

Basler participates in up to 30 shows per year investing heavily in large eye catching large island booths at key events such as The Vision Show, Stuttgart Germany. At this premier event, they put on a strong showing with a massive 20' tall x 30' wide screen which showcased a new corporate video celebrating their 25th anniversary in business. At the North American premier event, they kept their presence understated with a 10' x 20' booth.



e2v Semiconductors

Headquartered in London, England with operations in 10 countries within Europe, the Americas and Asia, e2v competes with Teledyne DALSA in the Digital Imaging and Semiconductor markets.

e2v produce a full line of CMOS and CCD Image Sensors and Cameras, generating annual sales of approximately \$350M in 2014. e2v is the second largest producer of Line Scan Camera solutions with 16% market share in this segment.

Exhibiting at up to 30 shows per year, e2v produces clean exhibits, often similarly sized to those that Teledyne DALSA occupies. The image below depicts the 12m x 8m booth which was constructed at the Vision Show, Stuttgart Germany 2014. At The Vision Show 2014 in Boston they occupied a 10' x 20' booth.



Cognex

Located outside of Boston, Massachusetts, Cognex is the market leader in Smart Products with 50% market share in 2014 (\$225M revenue). The company was founded in 1981 and since that time has shipped more than 1 million vision systems worldwide and generated over 4 billion dollars in cumulative revenue. They employ 1,360 people worldwide with offices and distributors located throughout the Americas, Europe and Asia.

Cognex competes with Teledyne DALSA in the Smart Product products market segment, yet is also a customer, purchasing higher end Line Scan Cameras for customers requiring more advanced solutions which they cannot provide.

Cognex exhibits at up to 24 international shows per year and exhibit at many of the same shows as Teledyne DALSA. Their main focus is on exhibitions targeted at the Packaging, Automation, Logistics and Life Sciences Industries.

The image below depicts the Cognex booth at the Vision Stuttgart Show 2014. They erected a 10' x 20' booth at the premier North American Machine Vision show in 2014.



Competition

Teledyne DALSA's main competitors in the Digital Imaging segment include:

Allied Vision Technology

For the past 25 years Allied Vision has delivered camera solutions to the same markets which Teledyne DALSA serves. Headquartered in Germany and with operations in countries in all continents, Allied Vision Technology is a major player and key competitor in the Area Scan Camera, dominating Teledyne DALSA is the Area Scan market in 2014 with 19% market share.

Allied Vision put on an impressive display at Vision (Stuttgart, November 2014). Their strategy to showcase customer's solutions and show imaging at work was well received and they generated a lot of attention with a 30' x 50' screen showcasing a new corporate video. Given that they are headquartered in Germany, they invest more heavily in events in Europe vs. North America. At The Vision Show (in NA), they had a smaller 10' x 20' booth with 2 staff.



Section 2. Overview

When I took over management of the Trade Show Marketing program at Teledyne DALSA I spent the first few months reviewing available data to understand our historical strategy, objectives and tactics. My evaluation uncovered a few key areas I thought required attention:

- Budgeting
- Setting Measureable Objectives
- Measuring Performance
- Post-Show Reporting

In Q3-13 I began investigating opportunities to build on my skills and improve the performance of our Trade Show Marketing program. Through on-line research I discovered the EXHIBITORLIVE Conference and CTSM Certification program. I saw solutions to the challenges facing our program within the course content and was excited at the opportunity to network with professionals facing similar opportunities and challenges. Given my Manager's vision to elevate the role responsible for Trade Show Marketing from event planner to strategic event marketing manager, he was enthusiastic and supportive of my goal to become CTSM certified. I enrolled in the program and set an aggressive goal to complete the required coursework and pass the certification exam within one year. I completed the required twenty-three sessions within six months and scored an 86% on the final exam in July 2014. Due to a hectic H2-14 show schedule (7 global shows in 4 months), I extended completion of my portfolio to Q3-15.

Despite having 10 years of experience in the field, my value as a Trade Show Marketer has increased significantly as a result of my involvement in the CTSM program. The key takeaway has been to ensure focus is on strategic goals when setting measurable objectives and tactics, and to follow projects through to Post-Show Reports which communicate specific results on all goals.

Using ideas, concepts and best practices which I've learned in the program, I have delivered on strategic goals to realize added value for our Trade Show Marketing program as illustrated below:

- Implemented Lead Management Technology to Measure Results for all events in 2014.
- Developed Staff Training Webinar Program to improve conversion rates for show staff.
- Made recommendations on staffing to increase ROI and staff efficiency on the show floor.
- Created an alternative strategy for demo development to minimize risk, reduce cost, control booth design and create cost efficiency.
- Set measurable goals for leads and implemented post-show leads analysis process.
- Evaluated results against goals and developed plans for future event improvements.
- Developed Master Trade Show Marketing Budget to track expenses. Monitored budget closely and developed cost reduction strategies for on-going savings.
- Set-up regional inventory and warehousing in major markets to reduce shipping costs and improve operational efficiency over the long term. Reduced per show shipping expenses up to 55% in 2014.
- Created reusable owned assets to be shared between business units to decrease production cost.
- Sourced and implemented Exhibit Force to improve visibility and control over costs.

Show Selection

The Association for Advancing Automation (AIA) is a global organization, which was established to advance the understanding and implementation of vision and imaging. Teledyne DALSA has been a member since the association's inception and has been a long-time supporter of the bi-annual trade shows which the organization produces: The Vision Show and Automate. As North America's only dedicated machine vision and imaging show, The Vision Show has historically provided an ideal platform for Teledyne DALSA to get new product innovations in front of a highly targeted audience.

Given our long history of participation at the event, I knew the probability of our participation was high but wanted to confirm The Vision Show met the criteria as outlined in the CTSM program.

Session 20114 - Selecting the Right Shows

– The Critical Decision, ELC #1 (Background Analysis) states that first step in selecting the right shows is to perform a detailed background analysis of the market by interviewing sales, marketing and product managers to help understand the objectives, competitive climate and product priorities. I scheduled a meeting 8 months before the show with the VP of Sales, Director of Marketing and the Product Management team to discuss our business development and marketing communications objectives and ensure there was sufficient opportunity to deliver on them through show participation before applying for space.

Session 30814: Business Marketing Strategies and Trade Shows, ELC #4

(Developing strategies starts with a review of your problems and opportunities, marketing objectives and target markets), recommends performing a SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats) to evaluate various factors facing the business in relation to the opportunity at hand. I performed the analysis and reviewed components during the initial planning meeting to clarify our position and help make key decisions around participation.

Strengths:

- Teledyne DALSA has been a key player, pioneer and innovations leader in the machine vision industry for close to 3 decades and we would therefore be well known and a draw for visitors to the show.
- The Teledyne DALSA brand is associated with high performance, high quality products therefore the show would provide an ideal platform to present these innovations against those offered by our key competitors who would also be exhibiting at the show: Basler, Point Grey, Allied Vision, IDS, e2v, JAI and Sony.
- Our team of knowledgeable and experienced sales, marketing and engineering professionals would contribute to our success by aggressively selling new solutions on the show floor.

Weaknesses:

- The product launch for the Linea Line Scan Camera would be ready for the show – but with only one of two interface options. We would be forced to do a two tier launch and potentially risk exposure to additional market share loss in the event that our competitors beat us to market and had similar solutions ready for the show.
- Teledyne DALSA does not have a dedicated resource to produce high quality technical demonstrations to deploy at Trade Shows. Producing an adequate demo would strain our limited resource bandwidth and the show budget.
- With engineering resources dedicated to product development it is challenging to get commitment from them to create required product support materials for presentation at shows (i.e. technical session presenters and facilitators, white paper production etc.) We would need to get commitment from them to accomplish this important task.

Opportunities:

- As a long-time supporter of The Vision Show and the AIA, we were given priority space selection which would allow us to rent a high visibility space to increase engagement potential with attendees.
- Timing for the show coincided well with the launch of a new Line Scan Camera which was added to our product mix to address a need for a lower cost solution in response to market demand for a high performance product at a lower price point. This show presents us with an opportunity to demonstrate the capability of the Linea camera, generate market awareness, demand and revenue.
- A new Marketing Communications Campaign called: Imagine the Possibilities was in development and would launch in unison with The Vision Show to increase awareness.

Threats:

- A few of our key competitors (Basler and Point Grey) beat us to market with their lower cost Line Scan Camera solutions and therefore have stolen valuable market share which we are now fighting to take back. They would likely be showcasing these solutions at the show.



2012 Show Demographics

Attendees	2,100
Exhibitors	103 (sold out floor space)
Geographic Pull	20 countries (not specified)
Event Growth	Attendance up 9% over 2010
New Prospect Potential	61% of attendees plan to buy within 12 months
Conference Attendance	Up 47% over 2010
Competition Exhibiting	Allied Vision, Basler, e2v, IDS, JAI, Point Grey, Cognex
Industries Represented	Aerospace, Agriculture, Consumer Goods, Electronics, Food/ Beverage, Medical Devices, Medical Imaging, Metrology, Military/ Defense, Misc. Manufacturing, Pharmaceutical, Printing, Robotics, Security, Semiconductor
2012 New Prospects (Leads)	78

Teledyne DALSA at The Vision Show

After looking at the big picture, it became clear that the AIA Boston Vision show was a good opportunity to deliver on our business development and marketing communications objectives. Interviews with Show Organizers and a review of the show prospectus confirmed the show offered access to industries which we planned to target for a new line of low cost, high speed cameras (Linea) in addition to other existing product lines within our Digital Imaging product portfolio (**see appendix page 47**). The show prospectus from 2012 indicated 61% of visitors (2,100 attendees) intended to buy products they saw at the show within the next 12 months (**see appendix, page 47**).

Special Circumstances

We are currently working toward solutions to challenges in tracking true return on investment for our trade show program.

Limited Visibility to Opportunities Post-Show

Unfortunately, our sales team has been slow to adopt the SalesLogix CRM system into their sales process so it is difficult to follow opportunities through the sales pipeline after an event to quantify true return on investment (revenue generated).

There are several sales CRM software platforms and methods in place throughout the various sales organizations. When a lead acquired at a show converts to a sale we do not have visibility due to this inconsistency. Marketing and Sales are currently working together to find a solution to these challenges to increase visibility on the true ROI for our Marketing Communications program.

Sales Channel - Distributors

The sales channel for Teledyne DALSA predominantly uses distributors to sell Teledyne DALSA products to system integrators. Customers are often looking for full solutions so channel partners will create a system using components from several manufacturers producing: cameras, sensors, lighting, lenses, image processing software, mounts and housings. Channel partners seldom report back on the status of leads we've passed along to them.

Section 3.

Show Schedule and Measurable Show Objectives

To illustrate my comprehension of the material presented in the CTSM program I have selected The Vision Show, which was held April 15 – 17, 2014 in Boston Massachusetts. I selected this show because the timing coincided with a new marketing communications campaign and product launch in addition to being positioned well in my timeline for fast track completion of the CTSM Certification Program.

I have included the full annual schedule for the Trade Shows which I managed in 2014 to illustrate the scope of projects which I was involved in throughout the year. In early 2015, I was given the additional responsibility of management of Teledyne DALSA's channel events (hosted by our European distributors.)

2014 Annual Trade Show Schedule for all divisions of Teledyne DALSA

Dates	Show Name	Show Location	Booth Size
January 15 - 17	Electrotest Show	Tokyo, Japan	3m x 4m
March 11 - 13	Optical Fiber Communications Conference (OFC)	Anaheim, California	30' x 30'
March 19 - 21	Vision China Show	Shanghai, China	12m x 12m
April 15 - 17	The Vision Show	Boston, Massachusetts	20' x 20'
May 6 - 8	Society for Optics and Photonics (SPIE): Defense, Security and Sensing	Baltimore, Maryland	20' x 20'
May 28 - 29	Canadian Defense and Security Show (CANSEC)	Ottawa, Ontario	10' x 20'
September 29 - October 3	International Astronautical Congress	Toronto, Ontario	10' x 10'
October 21 - 23	Association of the United States Army Annual Meeting	Washington, DC	20' x 30'
November 2 - 5	Pack Expo International	Chicago, Illinois	30' x 30'
November 4 - 7	The Vision Show	Stuttgart, Germany	8m x 12m
November 13 - 14	Rockwell Automation Show	Houston, Texas	10' x 20'
December 1 - 6	Radiological Society of North America Annual Meeting	Chicago, Illinois	20' x 30'
December 4 - 6	International Technology Exposition	Yokohama, Japan	6m x 12m

I developed the objectives measurement chart which follows in 2014, and am championing the implementation of implementing this model for the Trade Show Marketing program for each of Teledyne DALSA's business units.

This model was developed to:

- Outline clear, concise measurable objectives
- Manage stakeholder expectations
- Identify areas for improvement
- Establish benchmarks in an effort to continuously improve performance
- Ensure accountability for those involved with Trade Show Marketing
- Serve as a reporting tool to communicate post-show results on ROI to executive stakeholders

Section 3. Show Schedule and Measurable Show Objectives

I developed the Show Objectives based on my knowledge of the company, past performance, business development and marketing communication program goals. I used industry standards, best practices, historical results and common sense to set goals, and reviewed these with stakeholders in initial show planning meetings to ensure accuracy and get buy-in. Now that benchmarks have been set, we will work toward continuous improvement year over year.

Session 10814 – How to Measure the Value of Trade Show Participation Part 1, ELC #3

(Measurement Depends on Good Objectives) illustrates the importance of setting measurable objectives to gauge success and calculate ROI. I created the following chart to identify and report on measurable show objectives to ensure success at The Vision Show.

Objectives	Tactics	Measurable Goals
Increase Awareness for Teledyne DALSA Brand	1. Pre-show email advertising Linea and offering a free show pass sent to 1,653 prospects via AIA distribution list	Target open rate of 35%
	2. Pre-show press release posted to website and on PR Newswire	Target – 100 page views for website
	3. At-show press interviews	Schedule 5 press interviews
	4. Distribute branded promotional products	Distribute 250 branded flashlights
	5. At-show lead follow-up email	Response rate of 15%
Obtain New Business Prospects	6. Collect contact details from visitors with current need for products (within 24 months)	Collect 98 pre-qualified new business leads
	7. Provide mandatory pre-show Advanced Exhibit Skills Training to staff	Training target participation of 75%
Increase Business with Current and Prospective Customers	8. Schedule meetings at-show with current and existing customers and distributors	Sales to set target number based on potential audience pulled from CRM
Gather Competitive Intelligence	9. R&D, Sales and Product Development Team to visit competitor's booths to gain intelligence	Complete Competitive Intelligence Survey for all competitors (9)
Stay on Budget	10. Ensure spending is in line with pre-set spending target	Stay within \$83,350 budget and keep variance within 15% of target
Position Teledyne DALSA as a Technology Innovation Thought Leader	11. Participate in Hot Corner Sessions to present new product innovations	Product and sales management to present at 2 Hot Corner Sessions and obtain 10 leads from session participants for post-show follow-up and marketing

Section 3. Show Schedule and Measurable Show Objectives

To calculate lead generation targets and determine the number of staff required, I used the following formulas which were presented in **Session 20114 – Selecting the Right Shows, ELC #5** (Analysis/Decisions – Investment Level).

Potential Audience	$2,100 \times 50\% = \mathbf{1,050 \text{ Potential Audience}}$
Total Selling Hours	16 Show Selling Hours Consideration: Educational sessions overlap throughout show with exhibiting hours. No dedicated exhibition time.
Target Visitors Per Hour	$1,050 \text{ Potential Audience} / 16 \text{ Hours} = 65 \text{ Target Visitors Per Hour}$ Given that educational session's overlap throughout the show and the highly technical products we produce, I cut the potential audience in half to 32 Visitors Per Hour
Available Booth Space	$400 \text{ total space} - 100 \text{ square ft. occupied space} = \mathbf{300 \text{ square ft. open space}}$
Sales Staff Required	$300 \text{ square ft. open space} / 50 \text{ square ft. per staff} = \mathbf{6 \text{ Sales Staff Required}}$
Target Hourly Interactions Per Sales Staff	$32 \text{ Visitors Per Hour} / 6 \text{ Sales Staff} = \mathbf{5 \text{ Interactions Per Hour}}$
Show Lead Target	$16 \text{ hours} \times 6 \text{ staff} \times 2 \text{ leads per hour} = 192$ Consideration: Based on our dominant market position, and high brand awareness in this market, many attendees would be existing customers and not potential prospects. I therefore used historical averages for lead collection to set the lead target at a 25% increase over 2012 (78 leads 2014 x 25% = 98 leads). I presented best practice targets to motivate staff toward collecting more leads.

Section 4.

Management of Exhibit Design and Production

Management Planning

When in the preliminary planning phase for a show, I met with senior managers to discuss the potential return and run through possible budget requirements for participation.

In planning for The Vision Show, I provided three options to internal stakeholders based on the 'ball parking technique' learned in **Session 20314 – Nuts and Bolts of Budgeting for Success, ELC #2** (The Absolute Basics) to secure the necessary capital required. Given our need to rent a new structure, produce new graphics and technology demonstrations to showcase our new

products at The Vision Show, I recommended option 3 which advises multiplying space cost by 5 to get a reasonable estimate of total show cost.

$\$27/\text{sq.ft.} \times 400 \text{ sq.ft} = \$10,800$ space cost
 $\$10,800 \times 5 = \mathbf{\$54,000 \text{ Cost Estimate}}$

Based on the anticipated need for as many as 7 technology demos at the show and past budget estimates, the estimate seemed too low. I added \$20,000 to ensure we had sufficient budget allocated to promote multiple product lines in the booth.

The Vision Show 2014, Boston MA	2012 20' x 20'	2014 20' x 20' Option 1: Full Scale	2014 20' x 20' Option 2: Bare Bones	2014 10' x 20' Option 3: Smaller Booth
Budget Estimate	Actual			
Booth Space	\$10,600	\$10,800	\$10,800	\$5,400
Booth Materials: I+D, Furniture, Labor, Graphics, Carpet	\$38,745	\$30,000	\$20,000	\$13,000
Show Services: Electrical, Material Handling, Rentals, etc.	\$16,802	\$16,000	\$12,000	\$900
Sponsorship	\$500	\$1,500		
Internet		\$2,500		
Lead + Content Management		\$4,500	\$100	\$375
Furniture + Decor	\$170			\$700
Carpet				\$1,000
Shirts	\$650			
Promotional Gifts	\$1,990	\$2,500		\$1,000
Electricity		\$1,500		\$650
Security		\$1,600		
Shipping	\$2,759	\$3,000	\$3,000	\$3,000
Booth Cleaning		\$500	\$500	\$500
Press Services	\$688	\$700	\$700	\$700
Total	\$72,902	\$75,000	\$28,000	\$27,075

Request for Proposal (RFP) and Selection Process

Before I joined Teledyne DALSA there was a legacy relationship in place with Accord Expositions (Montreal, Quebec). They were the vendor of choice for 15 years and managed a large percentage of Teledyne DALSA's owned Trade Show Marketing properties. Evaluating other vendors was historically not part of the process for show preparation given that we were satisfied with the quality of Accord's work. While I was interested in performing a comparative analysis to ensure we were getting the most value from our partnership, I felt it was best to give Accord the opportunity to bid on the RFP before inviting other vendors to the table.

After meeting with our internal team to clarify our objectives, I used the framework of required content presented in **Session 61914: Exhibit Design – From Concept to Completion, ELC #1** (The Big Idea). Section 1.2 indicates an Exhibit Manager should create a list of tactical needs which must be addressed in the Exhibit Design for inclusion in the RFP.

Given that our only owned properties large enough to furnish the 400 square foot island space were outdated I evaluated options and associated costs to rent and purchase properties for use at the show. **Session 61914: Exhibit Design – From Concept to Completion, ELC 4** (What Should It Cost?) indicates a good custom exhibit should cost approximately \$144 / sq.ft or \$57,600 for a new build. This cost was too high for the funds we had available therefore I decided to investigate the cost associated with using a rental structure.

In an article titled **“Rental 101” on the Exhibitor On-Line website (see appendix page 51)**, Candy Adams indicated one-time exhibit rentals generally cost one-third of an equivalent new build. Based on the purchase estimate for a good custom exhibit above, I calculated our target property rental cost at approximately \$20,000 ($\$57,600 / 3 = \$19,200$). I used this information when calculating the Material Budget above which was sent to the exhibit house.

Supporting the article I read on Exhibitor On-Line, the workshop exercise in **Session 218: Custom Rental vs. Custom Purchase** (Slide # 30)

provided a snapshot of the cost advantage of going with a rental. This solidified the decision to pursue this less-expensive, and more flexible option for The Vision Show.

In lieu of a formal RFP I prepared a list of tactical needs and requirements to help Accord Expositions pull together an initial rendering and quotation for consideration.

The following email was sent to Accord Exhibitions outlining a list of needs to be addressed in the RFP.

Please find attached the proposed layout for the Vision Boston Booth. I've also attached a link to the hall layout so you can see where our booth falls in proximity to the entrance. Appendix Ref. 3 – 2014 The Vision Show Hall Layout

Graphic Towers

Given that our budget will not permit a purchase I would like to review your rental structure options which will provide high profile brand visibility (tall towers with branding up top to be visible from a distance). In the renderings / elevations for the layout, please structure the graphic column or walls with the top panel showing the Teledyne DALSA logo.

Closet

- Should measure 5' wide x 4' deep x 10' tall. The extra height will allow us to put some graphics on the top portion of the tower in addition to the strong brand focus on the towers at the outside edges of the booth
- We will be running two computers inside the closet which will show presentations on the Xtium and Falcon2 screens on the 5' width panels of the closet. Secure shelves are required for laptops (load bearing capacity of 25 lbs each)

Section 4. Management of Exhibit Design and Production

- Coat hangers – prefer coat hooks as opposed to a bar conserve space. 20 hooks required.
- Main power electrical and internet drops should be inside closet. Please provide drawing for submission to show management once plans are finalized.

Demo Stations/Monitors/AV

- The monitors will all be 27" – details for technical demonstration stations are as follows:
- **Line scan demo** – we will supply 2 x 27" monitors that will be hung directly above on an even horizontal line (as has been done in the past).
- **Genie demo** – we will supply 2 x 27" monitors. They will be hung at eye level behind the demo station and mounted to the graphic wall/tower. Height to be determined once demo height clearance and table height has been established. All monitor heights should be consistent throughout the booth.
- **Falcon2 Presentation** – we will supply 1 x 27" touchscreen. Bottom edge/side of the screen should be hung at 50" off the ground and centered width wide on the panel.
- **Xtium Presentation** – we will supply 1 x 27" touchscreen. Bottom edge/side of the screen should be hung at 50" off the ground and centered width wide on the panel.
- **IPD Demo** – We will supply 1 x 27" monitor which will need to be mounted to the panel.
- **55" LCD to play video from USB key** as we will not have a computer available at the front graphic tower. Please quote this. Have not yet determined the requirement but are considering this option.

Illuminated Product Display Pedestals

- We are considering adding two pedestals to display products for the Xtium and Falcon2 Presentation Stations. They should sit flush with the wall and the touchscreen will be mounted above them. I'd like to see some kind of spotlight on the products or have the bottom shelf be internally lit. Open to ideas.

Bistro Table

- Square to match angular design of the booth
- Same finish as the tables/counters (i.e. black or white)
- 4 stools for Bistro set to match table

Lead Kiosks

- Computer/keyboard/scanner will be rented from Exhibit Force, our lead management vendor (not the authorized vendor for the show but one we use for all shows)
- We could potentially rent a cabinet/tower from you to put this equipment on, or we can rent the same furniture as shown in the image attached – please advise what works best for you – or if you have cabinets that would work

Flooring

- Black carpet – once design has been established we might want to change this but will likely stick with black

Reception Counter

- I'd like to find some kind of angular option which we could orient on the top corner of the booth
- Finish should match all other booth elements (counters etc.)

Budget Guidelines

\$25,000 Material

Includes: Furniture, Graphics, Structure, Flooring, Shipping

\$15,000 Labor

Includes: Install, In-Shop Costs, Shipping

Total Booth Build Budget

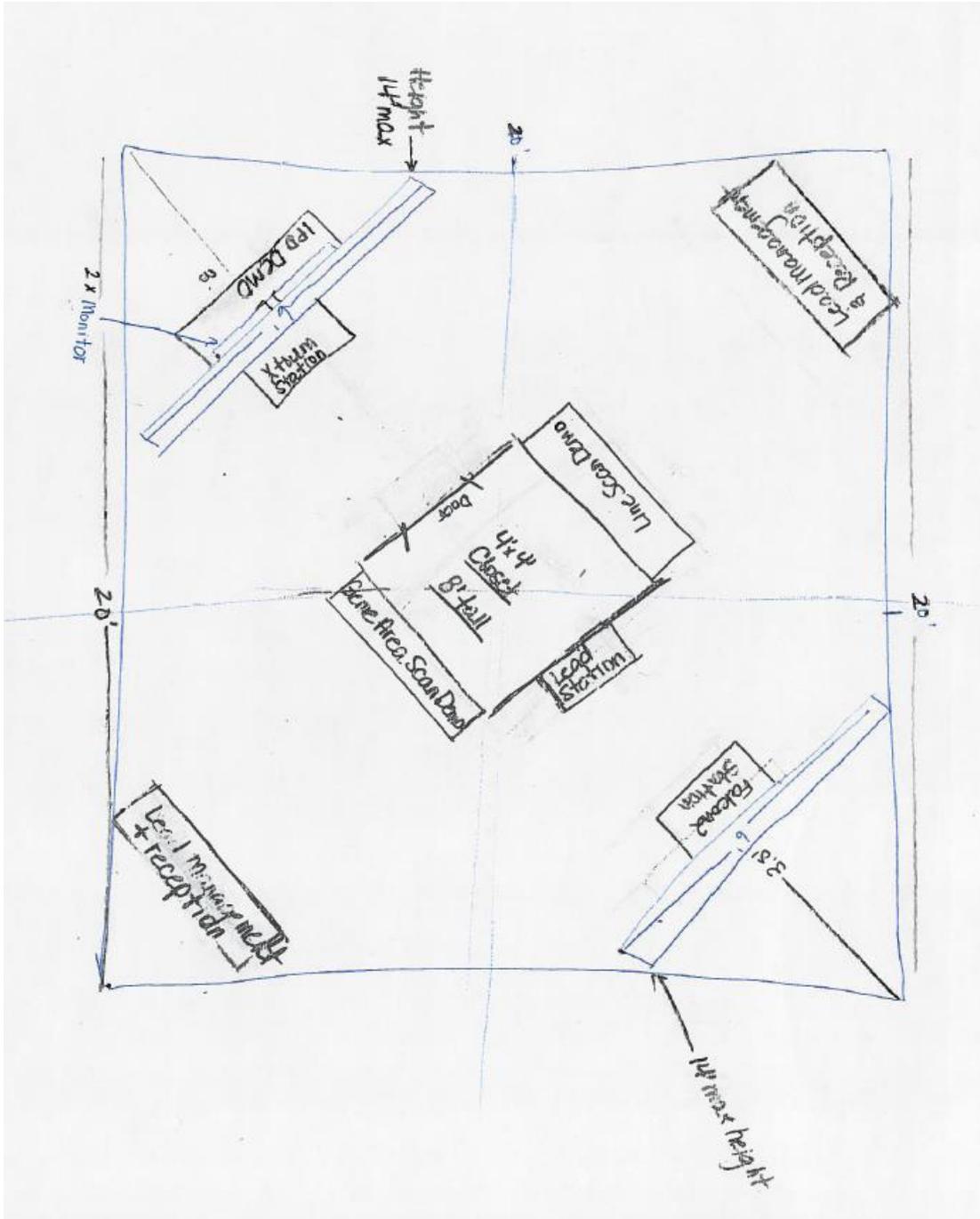
\$40,000

Section 4. Management of Exhibit Design and Production

In addition to the fore mentioned email, I created a preliminary booth sketch which outlined the space allocation I had in mind for the booth design.

The rough sketch was explained over a phone call to ensure the Account Manager understood the elements shown on the drawing show below.

Preliminary Booth Sketch



Section 4. Management of Exhibit Design and Production

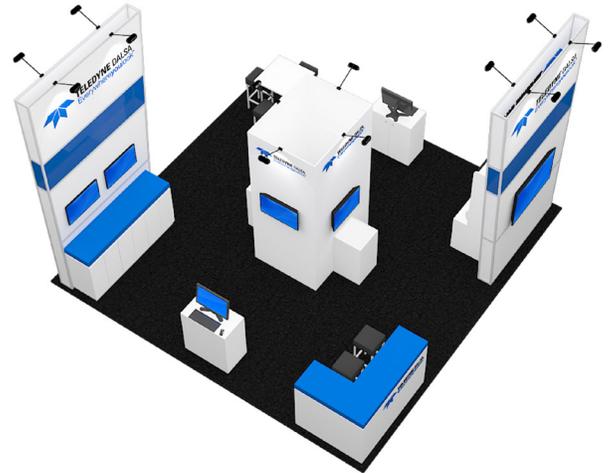
During a follow-up call with Accord we reviewed options within their rental inventory and I selected the option shown below as it provided prominent brand visibility, provided flexibility to accommodate our demonstration requirements and was aesthetically pleasing.

After selecting rental inventory, Accord delivered booth renderings and a quotation for approval (**see appendix page 54**). The concept and quotation met expectations, therefore we proceeded with production plans and timelines.

Rental Inventory Selection



Initial Rendering



Initial Rendering



Production Schedule

Session 21214: Basic Project Management + Reporting, ELC 8, (Task Management and Project Tracking) outlines the importance of communicating project timelines to ensure tasks are completed on-time. The schedule which follows outlines the tasks required to produce The Vision Show. The schedule was shared with all project members including internal staff and staff from Accord Expositions to ensure deadlines were met.

Date	Task	Task Owner
September 11, 2013	Show Evaluation Meeting	Kelly + Management
November 11, 2013	Contract and Space Payment Due	Kelly
January 8, 2014	Preliminary Booth Design Discussion	Kelly + Giacinto (Accord)
January 15, 2014	List of Needs (RFP) Due to Accord	Kelly
February 12, 2014	Preliminary Planning Meeting with Internal Team	Kelly + Stakeholders
February 24, 2014	Initial Booth Design Rendering and Quotation Due	Giacinto
March 10, 2014	Submit Non-Official Show Contractor Form	Giacinto
March 11, 2014	Hot Corner Presentation Abstract Due	Mark + Brad
March 11, 2014	Graphic Elevations and Specs Due to Laura	Giacinto
March 27, 2014	Final Graphic files due to Accord	Laura
March 27, 2014	Technical Booth Drawings and Electrical Drop Layout Due to Show Management	Giacinto
March 28, 2014	Advanced Exhibit Skills Staff Training Webinar	Kelly + All Show Staff
March 28, 2014	Brede Show Services Discount Deadline	Kelly
April 1, 2014	Payment Due for Accord Services	Kelly
April 8, 2014	Lead Management System and Touchscreen Presentation Training - Waterloo	Kelly + Vision Show Staff from Waterloo
April 9, 2014	Technical Demos Complete and Ready to Ship	Aziz, Manny, Chris
April 10, 2014	Shipment Pick-Up Waterloo to Boston	Universal Logistics
April 10, 2014	Booth Installation Test at Accord Expositions	Giacinto + Kelly
April 10, 2014	Electrical + Internet Order Due	Kelly + Giacinto
April 10, 2014	Shipment Pick-Up from Accord Expositions	Universal + Accord
April 11, 2014	Lead Management System and Touchscreen Presentation Training - Waterloo	Kelly + Vision Show Staff from Montreal
April 11, 2014	Liability Insurance Certificate Due	Kelly
April 13, 2014	Exhibit Installation: Electrical, Internet, Carpet, Closet	Accord + Kelly
April 14, 2014	Exhibit Installation: Structure, Graphics, Demos, Lead System	Accord, Kelly, Demo Team
April 15, 2014 - 8 am	In-Booth Orientation and Training	Kelly + All Staff
April 15 - 17	Exhibits Open	All Staff
April 17 - 4 pm	Exhibit Dismantle Begins	Accord, Kelly, Demo Team
April 18	Return Shipment Pick-Up at Hynes Convention Center, Boston	Universal Logistics
April 20	Send Post-Show Survey to Staff	Kelly
April 24	Send Post-Show Leads Survey	Kelly
April 30	Post-Show Results Meeting	Kelly + Management

Exhibit Production

Session 20414: Don't Skip the Meetings – Pre-, At- and Post: Guideposts for Success, ELC 3 (Pre-Event Meetings) outlines the importance of pre-show meetings to the team organized and focused on meeting objectives and deadlines. To ensure production timelines were met, I brought project teams together to ensure projects were on schedule. I followed structured agendas and used PowerPoint presentations in the interest of efficiency and clear communication.

- Technology Demonstration Production**
 Project Managers, Engineers and Marketing Communications Teams work together to produce technical demonstrations and presentations for sales enablement at shows. I use PowerPoint (as shown in the adjacent thumbnail images) to engage participants at regular bi-weekly status meetings and keep top of project requirements and production timelines.
- Exhibit Production**
 Regular bi-weekly status meetings were held with Accord Expositions beginning 3 months before the show to ensure the project was on track to meet expectations. Accord agreed to build the booth at their warehouse in advance of the show to ensure we didn't encounter any surprises at show site (see images below).

Planning Meeting Presentation Decks

Technology Demonstrations

Line Scan

Project Team: Xing-Fei, Aziz, Kirk

- Xing-Fei prime on product availability, functionality, and messaging lead
- Aziz to lead demo construct, set-up, test and perform
- Kirk to lead graphics execution

Product Focus:

- Xtium Frame Grabber + Sopera Software
- 5 Camera set-up (P4 Mono, Trilinear, 2k Quad, S4 4k + P5)

Timeline:

Concept approval	February 14
Graphics interface	March 1
Initial build	March 12
Testing	March 15 – 25
Dismantle + pack	March 28
Ship date	April 1



Sales Enablement Tools + Technology

Touch screens + Tablets

Products featured: Area Scan – Falcon4
Line Scan – Linea CLHS

Software – Sherlock + Inspect
Frame Grabbers – Xtium_CL

Project Development Team: **Behnam, Neil/James, Kelly**

- Falcon2 static display with touchscreen presentation to highlight key features, benefits and functionality
- Hardware purchased, development in progress
- Testing and demonstration during next meeting: Friday, April 4

Key Features and Benefits

- Variable Image Acquisition
 - Supports various HD, SD and 3rd party Genetec cameras
 - Camera resolution down to 1080p
 - Camera for all types of machine vision applications
- High Performance platform
 - PCIE or USB 3.0 interface
 - PCIe for all Genetec configurations
 - Quick and easy installation
 - Expanded camera range for performance beyond 1080p HDs

It continues with the camera

- Flat field correction
- Multiple calibration sets, including factory and user-defined
- Multiple user-defined camera configuration sets
- Smart triggering and GPIOs
- Thermally stable without cooling
- High speed interface: Camera Link Full



Pre-Show Test Installation at Accord Expositions Warehouse in Montreal, Quebec

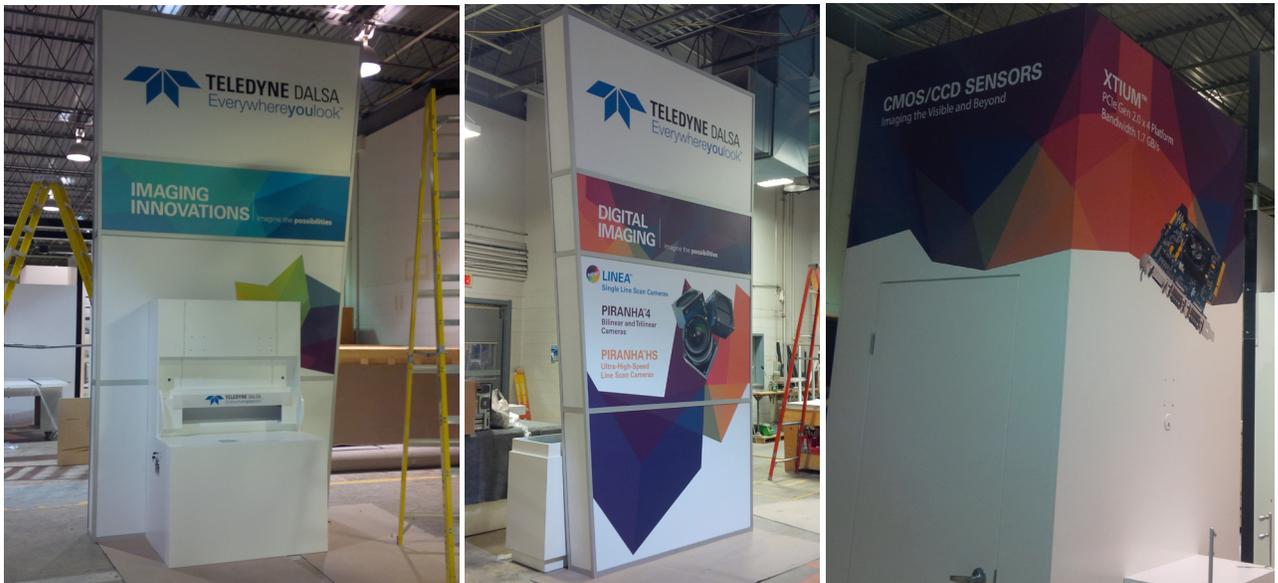
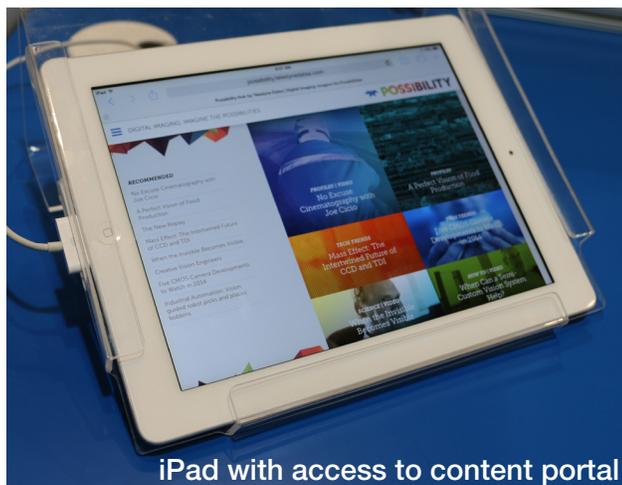


Exhibit Skills Staff Training

In **Session 21314 – Beyond the Basics of Booth Selling, ELC #5** indicates that 85% of show success is dependent on staff. To ensure our team was adequately prepared to convert and qualify opportunities on the show floor, I consulted with Jefferson Davis of Competitive Edge to develop an Advanced Exhibit Selling Skills training webinar program to fit our budget (**see appendix page 56 - 69 for full presentation content**). The program focused on the elements taught as best practices in Session 21314 and was delivered via Webinar format to our global sales team. As illustrated in the Objectives Measurement chart in Section 3, we were successful at getting 90% of the booth staff sales team to participate in the training. The post-show survey indicated that 100% of participants felt the training would help them with their sales efforts on the show floor. This program will be offered annually to build and develop skills for all staff who attend and work Trade Shows to maximize efficiency and return on investment.

Integrated Messaging

Session 61714 – Graphics Boot Camp: The Basics Every Event Manager Should Know, ELC #5 (Integrating your message) taught me to ensure visual consistency with all brand touch-points. We used a consistent color treatments with all architectural elements, collateral, technology presentations, promotional gifts and marketing campaign elements. The adjacent pictures depict integrated messaging elements. (**See Section 5 pages 31 - 37 for campaign elements**).



Advanced Skills Training Webinar Slide



TELEDYNE DALSA
Everywhere you look

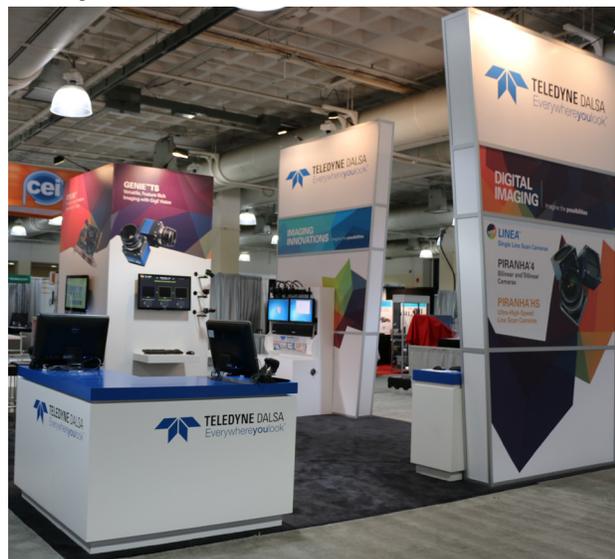
Advanced Skills for Exhibit Interaction Success Part One

Perspectives and Practices to Developing a Visitor Interaction Process to Improve the Visitor Experience, Lead Quality and Achieve Exhibiting ROI

With Jefferson Davis, Competitive Edge

Competitive Edge

Teledyne DALSA booth at The Vision Show

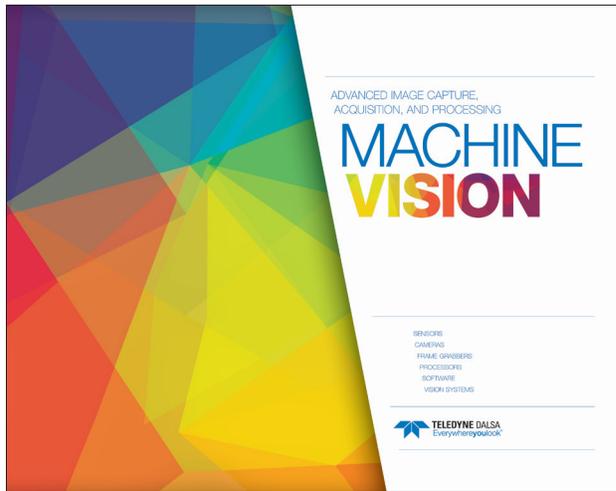


Boxes of mints distributed to attendees



Integrated Messaging

Sales Brochures



Touch Screen Product Presentation Tools



Demonstrations

As a producer of advanced technology, demonstrations are the most important element of exhibit design in our industry. Visitors want to see the latest technology and understand what it can do for them. As described in the preceding Special Circumstances section, creating engaging, high quality demonstrations has historically been a challenge due to budget and bandwidth constraints. To address this issue I proposed a solution to reduce risk, increase aesthetic appeal and keep costs in-line.

Using OmniTapps Software (a presentation software platform) product presentations were created in-house to meet the requirement for a low cost, low risk solution to demonstrate products which we were unable to produce mechanical demonstrations for. Presentations showed moving images and embedded video which would increase the probability of engagement and interaction to our exhibit. Presentations were shown on 3 x 27" touchscreen monitors hung at eye level, along with static product display samples to illustrate physical characteristics of the products, as shown in the photos (right).



Touch Screen Demonstration Station

Section 5.

Management of Integrated Marketing Communications

Pre-Show

Session 31514: Integrated Marketing Communications, ELC # 2 (Matching Show Objectives to Tactics) illustrates the importance of aligning objectives to tactics which will which deliver return on investment.

The charts and corresponding campaign element summary below explain the pre-show, at-show and post-show tactics selected to accomplish our objectives: awareness, comprehension, conviction and action.

Selection Rationale	Objective: Awareness	Objective: Comprehension	Objective: Action
Pre-Show Tactics			
1. Direct Mail #1 Introduce Linea Line Scan Camera to AIA Association Member List	X	X	X
2. Direct Mail #2 Sales to email free show pass through Outlook	X	X	X
3. Email Signature Ads	X		X
4. Trade Publication Ads	X		X
5. Press Release Released to PR Newswire	X		

Pre-Show Campaign Elements

1. Direct Mail #1

To generate awareness for the launch of the new Linea camera at The Vision Show, we produced the electronic ad, which is shown in the adjacent image (see appendix page 70 for full size ad) which contained an incentive offer to download a complimentary pass to the show. The piece was purchased as a sponsorship offered by the show and was sent to 1,653 members in the AIA's database. Given that this audience is familiar with the Teledyne DALSA brand and likely interested in learning about new innovations we felt this medium was likely to provide return on investment. The free show pass provided a call to action to encourage prospects and customers to visit us at the show. Because the sponsorship option was a direct mail piece this line item was reported on the Digital Marketing budget as opposed to the show budget.

Direct Mail E-Blast

IMAGINE THE POSSIBILITIES

Visit Teledyne DALSA at the AIA Vision Show
and meet with Linea product manager Behnam Rashidian.
Booth 317

April 15-17, 2014
Hynes Convention Center
Boston, MA.

LINEA
FEATURE RICH
EASY TO USE
HIGH PERFORMANCE

COMPLIMENTARY PASS

TELEDYNE DALSA
Everywhere you look

2. Free Pass Ad

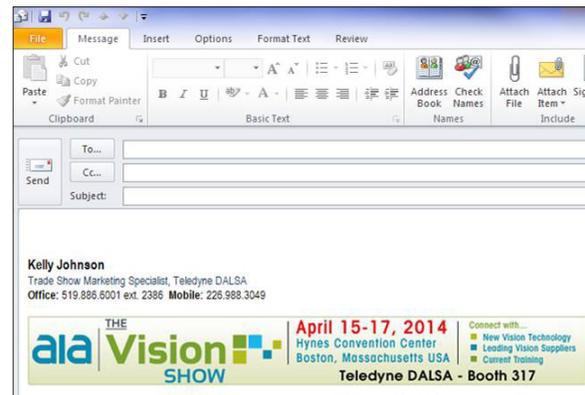
Show Management provided exhibitors with a free pass (shown in the adjacent image and also on page 71 of the appendix) for distribution to customers and prospects. The pass was sent to all sales personnel with instructions to forward to personal contacts who may be interested in visiting us at the show.



Free Pass

3. Email Signature Ads

Sales, Marketing and Management were asked to include the ad shown in the email signature within their corporate email (Outlook) for additional awareness and promotion for our participation in the show. We were unable to track this initiative but it provided with an additional touch point to generate awareness. See page 71 of the appendix for a larger version of the email signature ad.



Email Signature Ad

4. Trade Publication Ads

Print and on-line ads featuring the new campaign graphic theme were designed create consistency and aid recall. Publications with distribution to our target market were selected within our media buy schedule in support of the show and ads appeared between 1 – 3 months prior to the show to increase awareness and compel prospects to visit us at the show to learn more about the Linea Line Scan camera. Ads were placed in the following industry publications and corresponding websites:

1. Vision Systems Design Magazine and Website
2. NTB Magazine
3. Inspect Magazine
4. ITS International Magazine and Website

Full Page Print Ads

Full page print ads (see page 72 - 73 in appendix) for the Linea Line Scan and Genie TS Area Scan Cameras each featured: a QR code which linked to a dedicated page on the Teledyne DALSA website. Both ads promoted new camera features, called out the AIA Vision Show and noted Teledyne DALSA's booth number.



Print Ads

Digital Ad

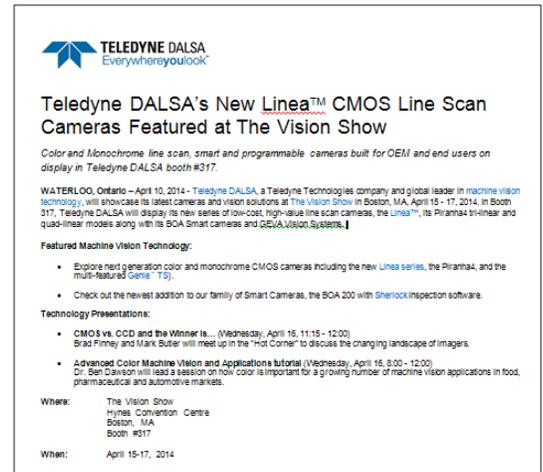
The digital ads (shown in the adjacent image and on page 74 in the appendix) featured a link to the Linea Page and a call out to the Teledyne DALSA booth number at the AIA Vision Show. Minimal information was included on the show in on-line ads due to space allocation and the knowledge that the show was being heavily promoted on the same websites which the ads were featured.



Digital Ad

5. Press Release

In keeping with our objective to generate awareness for the launch of the Linea, and generate attention about our presenting it to the market at the show we deployed a press release to PR Newswire and the Teledyne DALSA website. The release provided our audience with key details for the show and information about how to contact us with product enquiries. (See page 75 in the appendix)



Press Release

At-Show Tactics

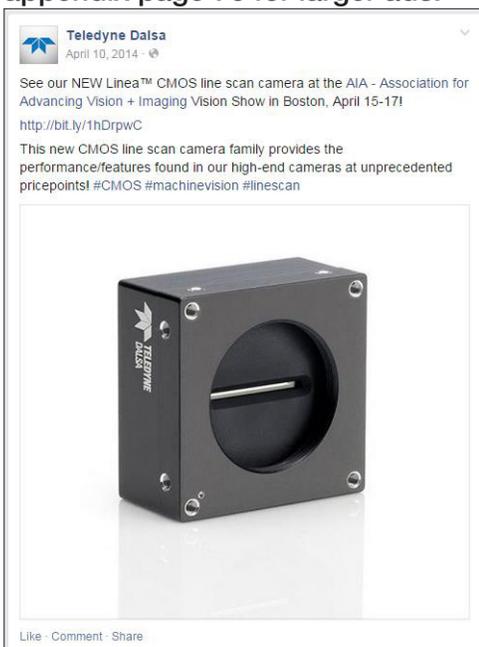
Selection Rationale	Objective: Awareness	Objective: Comprehension	Objective: Action
At-Show Tactics			
6. Social Media Campaign Twitter + Facebook	X		
7. Sponsorship Pre-show Tactic #1 Included Sponsor Acknowledgment in	X		
8. Press Briefings and Interviews	X	X	
9. Premiums Flashlights + Mints	X		X

At-Show Campaign Elements

6. Social Media Campaign

Daily posts to Facebook and Twitter were made from the show floor highlighting innovations our audience is interested in generate awareness and initiate them to take action by either contacting us, or visiting us at our booth. The adjacent images depict two ads from within the campaign. **See appendix page 76 for larger ads.**

Twitter Ad



Facebook Ad

7. Sponsorship

The purchase of pre-show tactic #1 (a direct mail to the AIA member database + show registrant list) also included:

- Signage noting Teledyne DALSA as a show sponsor on-site on banner stands and signage at high traffic areas throughout the hall
- Acknowledgment in the show directory and on the hall map.

This element provided great value as the cost was minimal to reach our audience through multiple touch points. **See page 77 in the appendix for the floor plan which indicates show sponsors as shaded grey booth icons.**

8. Press Briefings

Teledyne DALSA's Media Relations and Public Relations Manager worked with key industry media outlets to schedule interviews with Product Managers to promote the new Linea Line Scan Camera. VSD Magazine scheduled a video interview with the product's Senior Program Manager to highlight product capabilities. **See page 78 in the appendix for full media briefing information and schedules.**

9. Premiums

Session 338: Promotional Products – An Integrated Part of Your Exhibit Plan (Slide #9) indicates that 69% of people surveyed keep promotional items which are tied into a communications and branding strategy.

The session outlines the value in distributing promotional items being realized when items are given to qualified prospects to serve as a reminder of their interaction with Teledyne DALSA. Sales staff were instructed to exchange promotional items after capturing information from interested prospects to aid recall of the interaction post-show and solicit prospects to take action and contact us.

Flashlights

Given that Teledyne DALSA is a Vision Solutions provider, and light is required for vision, we decided upon flashlights branded with our logo to thank those visitors who engaged with us at the show.

Mints

Design matched campaign integrated campaign which was also shown on booth graphics, collateral, presentations, and the promotional campaign for the show. The address to the new Possibilities Content Hub was printed on the box to aid recall of the and drive traffic to the content portal.

Flashlight Promotional Gift



Mint Box Promotional Gift



Post-Show Tactics

Selection Rationale	Objective: Comprehension	Objective: Conviction	Objective: Action
Post-Show Tactics			
9. Direct Mail #4 Post-Show Lead Survey	X	X	X
10. Direct Mail #5 Media Station Message	X	X	X

9. Direct Mail #4

Session 10514: Using Surveys to Measure Your Performance in Trade Shows and Events, ELC #7 (Post-Show Lead Surveys)

describes the Post-Show Lead Survey as the best tool to survey prospects we engaged with on the show floor. The intelligence collected through this survey will help us guide the strategy for future events.

I used the Measurement Planning Model found in the session material, to design a Post-Show Lead Survey to measure various elements (see page 86 in the appendix for survey results). Questions focused on: product mix, buying power, awareness, campaign execution and general visitor experience.

The survey was designed using 'Survey Monkey', a free, easy-to-use, cloud based software tool. The information gathered from respondents helped me evaluate objectives and tactics, and understand the buying power of prospects who showed interest in our products as a qualitative measure for leads gathered. The metrics captured will help us make decisions around strategy and improve performance at future shows.

The survey showed us that the Original Equipment Manufacturing (OEM) segment represented more than half of product interest. This will help us tailor our strategies for The Vision Show in 2016.

Post-Show Lead Survey Invitation

From: Teledyne DALSA News <dalsanevs@www-dalsa.ccsend.com> on behalf of Teledyne DALSA News <dalsanevs@teledynedalsa.com>
 To: Kelly Johnson (DIT)
 Cc:
 Subject: \$25 Starbucks Gift Card from Teledyne DALSA



\$25 Starbucks Gift Card from Teledyne DALSA—just complete our survey

5 minutes, 10 questions, and a gift card is yours

Thank you for visiting Teledyne DALSA at The Vision Show in Boston, April 15 - 17, 2014.

We appreciate you taking the time to stop by to visit us and we value your opinion.

To receive a **\$25 Starbucks Gift Card**, please follow the link to complete a brief survey which summarizes your show experience. The survey contains 10 questions and will take 5 minutes to complete.
<https://www.surveymonkey.com/s/BostonVisionShow14>

Your feedback will help to ensure we deliver the products and service you expect the next time we see you on the show floor.

To get in touch with us:
 Visit: www.teledynedalsa.com
 Call: 978-670-2000
 Or, send us an email: sales.americas@teledynedalsa.com

Thank you for your time,
 Teledyne DALSA



Take a survey, get a gift card

SafeUnsubscribe

This email was sent to webmaster@teledynedalsa.com by dalsanevs@teledynedalsa.com | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [Privacy Policy](#)

Teledyne DALSA | 605 McMurray Rd | Waterloo | Ontario | N2V 2E9 | Canada

Post-Show Lead Survey

The 2014 Vision Show Survey

1. Please select the category which best describes your business:

OEM (build machine vision components into our products and solutions)

System Integrator (work with endusers to deploy machine vision solutions)

Enduser (use machine vision in manufacturing process)

Other (please specify)

2. Which of the following best describes your influence on purchasing? (Check all that apply)

I provide recommendations on vision components and systems

I have direct purchasing authority

I am responsible for deployment and installation of vision components and systems

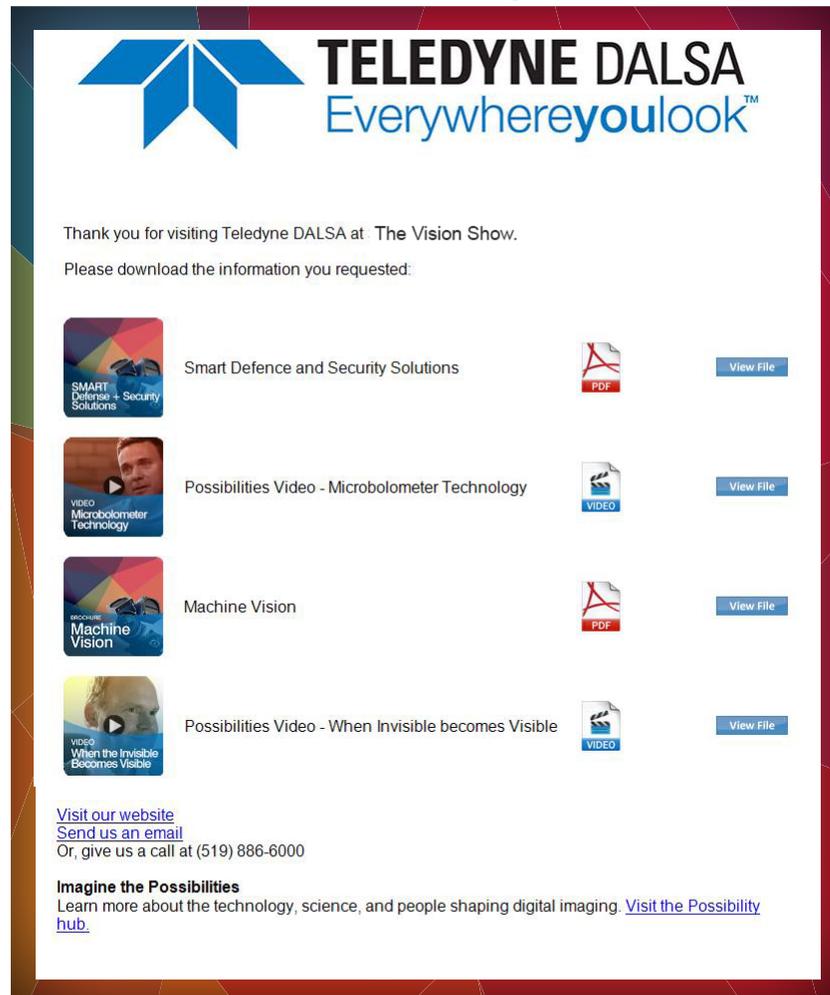
Other (please specify)

3. What was your primary reason for attending the 2014 Vision Show?

Direct Mail #5

The Media Station Lead Management system automatically generates a message to prospects when lead data is entered. Prospects are immediately sent a message thanking them for visiting Teledyne DALSA at the show and inviting them to download content which they requested (product literature and videos). The piece contains contact information to encourage post-show contact with the sales team and make the process convenient for prospects. (See appendix page 99)

Direct Mail #5 - Media Station Message



 **TELEDYNE DALSA**
Everywhereyoulook™

Thank you for visiting Teledyne DALSA at The Vision Show.
Please download the information you requested:

	Smart Defence and Security Solutions		View File
	Possibilities Video - Microbolometer Technology		View File
	Machine Vision		View File
	Possibilities Video - When Invisible becomes Visible		View File

[Visit our website](#)
[Send us an email](#)
Or, give us a call at (519) 886-6000

Imagine the Possibilities
Learn more about the technology, science, and people shaping digital imaging. [Visit the Possibility hub.](#)

2014 The Vision Show Measurable Objective Results

The following chart from Section 3 (page 16) was updated with results post-show.

Objectives	Tactics	Measurable Goals	
Increase Awareness for Teledyne DALSA Brand	1. Pre-show email advertising Linea and offering a free show pass sent to 1,653 prospects via AIA distribution list	Target open rate of 35%	656 opens / 1,653 messages sent
	2. Pre-show press release posted to website and on PR Newswire	Target – 100 page views for website	Unable to obtain page view data. Will confirm ability prior to setting goal in future
	3. At-show press interviews	Schedule 5 press interviews	8 interviews completed
	4. Distribute branded promotional products	Distribute 250 branded flashlights	Distributed 105 units. Goal was set too high
	5. At-show lead follow-up email	Response rate of 15%	50% invite open rate. 33% survey completion rate
Obtain New Business Prospects	6. Collect contact details from visitors with current need for products (within 24 months)	Collect 98 pre-qualified new business leads	95 new business leads collected. Show traffic was lower than anticipated
	7. Provide mandatory pre-show Advanced Exhibit Skills Training to staff	Training target participation of 75%	90% of booth staff completed training
Increase Business with Current and Prospective Customers	8. Schedule meetings at-show with current and existing customers and distributors	Sales to set target number based on potential audience pulled from CRM	Unable to obtain data from sales post-show. Working with sales to improve process.
Gather Competitive Intelligence	9. R&D, Sales and Product Development Team to visit competitor's booths to gain intelligence	Complete Competitive Intelligence Survey for all competitors (9)	Unable to obtain post-show trip reports. Working on future cooperation.
Stay on Budget	10. Ensure spending is in line with pre-set spending target	Stay within \$83,350 budget and keep variance within 15% of target	\$6,899 under budget 8% variance
Position Teledyne DALSA as an Innovation Thought Leader	11. Participate in Hot Corner Sessions to present new product innovations	Present at 2 Hot Corner Sessions and obtain 10 leads from session participants	2 sessions completed. Obtained 6 new contacts.

2014 The Vision Show Measurable Objective Results

Overall, the team put in a solid effort and as a result The Vision Show was a success. We met the majority of our goals and are making good progress with the new process of setting

Measurable objectives pre-show, following up afterward and communicating results to Stakeholders. We will improve with time and practice.

Lead Collection Performance Metrics

In an effort to manage and improve future performance, I deployed the Media Station Lead Management System to track performance metrics. The system provides real-time results for key show metrics including: lead volume per date and hour, lead volume per staffer, product of interest, timeline for product requirement, collateral requested.

This data allows us to draw important conclusions post-show to aid us in improving future efforts. **(See appendix page 100)**



Looking Ahead to The Vision Show in 2016

Due to the fact that objectives measurement was not documented or reported before I joined Teledyne DALSA, I was unable to demonstrate our progression over the 2012 event. Now that we have methods in place, we will use the processes created to strive for continuous improvement.

Using the metrics gathered from the Media Station Lead Management System Analytics and the Post-Show Lead Survey, I made the following recommendations to improve performance at the 2016 Vision Show:

- Reduce staff at off-peak times, increase staff levels at peak times
- Recommend that The Vision Show Management dedicate some exhibition only time in the schedule to increase traffic in exhibition hall
- Make pre-show exhibit skills training mandatory for all show staff (enforced by Management)
- Adjust show staff scheduling to include more sales staff and less engineering and product development to increase conversions and lead counts
- Provide incentives for staff to get more leads (i.e. award highest achiever)
- Implement tailored follow-up marketing processes for A, B and C leads
- Work with sales to follow-up on leads gathered to determine close rate (true return on investment metrics)
- Tailor marketing communications campaign to the various segments which were identified as high value in post-show lead survey

Section 6.

Management of Results Reporting

Session 10814: How to Measure the Value of Trade Show Participation – Basic Concepts:

Part 1, ELC # 2 states that measurement is important for justification, continuous improvement and growth. With this recommendation top of mind, I created a post-show presentation which touched upon the primary objectives and outcomes (**see appendix page 101**).

To communicate results I met with primary stakeholders (VP of Sales, Director of Marketing, VP Corporate Communications) within 20 days of show close. For larger shows with a greater global pull, Marketing Product Managers and I present show results, competitive intelligence and market data gathered from the show to a large group, which includes R&D, Sales, Marketing and Management.

As mentioned in Section 1 – Special Circumstances, our sales team does not use the CRM tool consistently, which makes tracking true return on investment difficult. Due to this limitation show return on investment is reported on leads gathered instead of close rates. To initiate the lead entry process a spreadsheet is sent from the lead management system to the inside Sales Team for entry into SalesLogix. After leads are entered the marketing team loses site of the opportunity and cannot see if opportunities convert to sales. The Marketing Team will continue to encourage Sales to use the CRM tool in an effort to gain the intelligent metrics necessary for marketing program success.

DIGITAL IMAGING. IMAGINE THE POSSIBILITIES.

POSSIBILITY
teledyne.possibility.com



ala
2014 The Vision Show Recap
April 15 – 17, 2014
Boston, MA

2014 Vision Show Recap

POSSIBILITY
teledyne.possibility.com



2014 Vision Show Budget

After the initial request for funding for the show of \$83,350 USD, we were able to reduce the costs and came in under budget, achieving the objective to stay on budget 8% under budget.

The Vision Show 2014, Boston MA			
Reconciled Budget	Estimate	Actual	Variance
Booth Space	\$10,800	\$10,800	
Show Services			
Internet	\$2,500	\$2,612	\$112
Electricity	\$575	\$620	\$45
Booth Cleaning	\$550	\$528	(\$22)
Material Handling	\$8,000	\$6,157	(\$1,843)
Furnishings + Audio Visual			
Touchscreen Monitors	\$1,425	\$5,935	\$4,509
Large TV Montior	\$2,000	\$0	(\$2,000)
Furniture + Decor	\$3,000	\$2,500	(\$500)
Carpet	\$2,000	\$4,500	\$100
Plants	\$500	\$0	(\$500)
Technical Drawings	\$2,000	\$2,160	\$160
Rental Structure	\$10,000	\$6,000	(\$4,000)
Graphics	\$5,000	\$6,530	\$530
Counters	\$5,000	\$4,040	(\$960)
Lead Management Kiosks	\$3,000	\$3,150	\$150
Labor + Shipping			
Installation and Dismantle	\$13,000	\$10,920	(\$2,080)
Shipping - Inbound	\$6,500	\$5,669	(\$831)
Shipping - Outbound	\$6,500	\$5,669	(\$831)
Promotional Gifts			
Mints and Flashlights	\$1,000	\$1,273	\$273
Total	\$83,350	\$76,451	(\$6,899) or 8%

Section 7. Conclusion

Over the past three years I have engineered and deployed many processes to make our program more efficient and have accomplished my goal to raise the visibility of the Trade Show Marketing program at Teledyne DALSA. I have learned to track and report on key performance metrics after shows to communicate the value they add to our sales and marketing programs. Management is attentive, willing to share business development goals and collaborate on event marketing plans to generate measurable results for the business.

I have learned that it takes time to change perceptions and gain support. I am dedicated to on-going improvement and will continue using the Trade Show Marketing program to positively impact business development.

As a result of the knowledge gained in the CTSM program, I have created a solid Trade Show Marketing program and was promoted from Trade Show Marketing Specialist to Marketing Manager, Trade Events. The program has been a valuable experience and I look forward to on-going engagement to foster professional development and bring our program to new heights.

Recommendations for Improvement

Improve show selection process

Session 20114: Selecting the Right Shows

introduced me to the concept of creating a 'Universe of Shows' document as a means of evaluating the show options to ensure those selected provide the highest opportunity for return on investment. I plan to work with stakeholders in the near future to accomplish this task to ensure we select the right mix of shows to accomplish our objectives in 2016.

Surveys to Understand Customer Behavior

To ensure we are meeting our objectives moving forward, I hope to perform more surveys At- and Post- show to understand what our audience wants to see to ensure we are engaging them and creating an optimal opportunity for high return on investment.

Deliver consistent experience/treatment for all shows and events

Using Exhibit Force Event Management Software, I created task templates to ensure the best practices learned in the program are deployed for each show Teledyne DALSA participates in. I plan to use task templates moving forward to ensure I am meeting all elements outlined in the CTSM program for successful program management. We will continue to leverage the skills and abilities of Teledyne DALSA's talented in-house marketing team to deploy effective marketing communications campaigns in support of all trade shows and events to extend reach and drive traffic.

Work with sales to capture true ROI for shows and events

Marketing will continue to encourage sales to share information post-show about leads gathered to understand the value and close ratios. Understanding where quality leads are coming from will help us to multiply success and deliver more value to the organization.

Section 8. References

Compulsory Session Reference	ELC Reference	Page
Session 20114 Selecting the Right Shows – The Critical Decision	ELC #1 Background Analysis	14
	ELC #5 Analysis/Decisions – Investment Level	19
Session 30814 Business Marketing Strategies + Trade Shows	ELC #4 Developing strategies starts with a review of your problems and opportunities, marketing objectives and target markets.	14
Session 10814 How to Measure the Value of Trade Show Participation Part 1	ELC #3 Measurement Depends on Good Objectives	18
Session 20314 Nuts and Bolts of Budgeting for Success	ELC #2 The Absolute Basics	21
Session 61914 Exhibit Design - From Concept to Completion	ELC #1 The Big Idea	22
	ELC #4 What Should It Cost?	22
Session 20214 Basic Project Management + Reporting	ELC #8, Task Management and Project Tracking	26
Session 20414 Don't Skip the Meetings – Pre-, At- and Post: Guideposts for Success	ELC #3 Pre-Event Meetings	27
Session 21314 Beyond the Basics of Booth Selling	ELC #5 Success is dependent on staff	28
Session 61714 Graphics Boot Camp: The Basics Every Event Manager Should Know	ELC #5 Integrating your message	28
Session 31514 Integrated Marketing Communications	ELC #2 Matching Show Objectives to Tactics	31
Session 10514 Using Surveys to Measure Your Performance in Trade Shows and Events	ELC #7 Post-Show Lead Surveys	36
Elective Session Reference	ELC Reference	Page
Session 218 Custom Rental vs. Custom Purchase	Slide # 30 (ELC # not listed) Rental vs. Purchase Workbook Exercise	22
Session 338** Promotional Products – An Integrated Part of Your Exhibit Plan	Slide #9 (ELC # not listed) 69% of people surveyed keep promotional items which are tied into a communications and branding strategy.	35

** I did not take this session due to scheduling conflicts at EXHIBITOR2014 however it was important to my program therefore I obtained the session material and learned the content to help me evaluate and recommend a build strategy for our Trade Show Marketing program.

Section 9.
Appendix

THE ala | Vision SHOW

April 15-17, 2014

Hynes Convention Center | Boston, Massachusetts, USA

Reserve your space
at North America's
Leading Vision and
Imaging Show and
Conference



THE ala | Vision SHOW

Positioned for Results

Results, Results, Results

The Vision Show has delivered proven results for more than a decade now. New customers, new relationships, an enhanced global image—it all leads to more business for your company.

The Vision Show has a Proven Track Record in Boston!

Boston has again been selected for The Vision Show for many great reasons:



Major industries targeted by The Vision Show are heavily concentrated near Boston and throughout New England.



Boston is centrally located to reach the nearly 2.5 million manufacturing workers in the Northeastern United States.



It's an easily accessible city from throughout the U.S. and Europe.



Great museums, historical sites, restaurants and entertainment options make Boston a draw for attendees.





Who Attends



Leading Industries Represented

- Aerospace
- Agriculture
- Consumer Goods
- Electronics
- Food/Beverage
- Medical Devices
- Medical Imaging
- Metrology
- Military/Defense
- Miscellaneous Manufacturing
- Pharmaceutical
- Printing
- Robotics
- Security/Surveillance
- Semiconductor Equipment

(from The Vision Show 2012)



61% of attendees are new to the show

Breakdown of Audience by Company Type

(from The Vision Show 2012)



Buyers

Vision Show exhibitors know they can count on finding system integrators, OEMs, machine builders and end users looking to buy these products and more:

- Cables/Assemblies/Connectors
- Cameras
- Consulting Services
- Embedded Vision Processors
- Frame Grabbers & Other Imaging Boards
- Image Sensors
- Lighting Equipment
- Non-Visible Imaging
- Optics/Lenses/Filters
- Peripherals/Components
- Processing Accelerators
- Semiconductor Components
- Sensors
- Smart Cameras
- Software
- System Integration
- Vision Microscopes
- Vision Systems

Breakdown of Audience by Leading Job Function

(from The Vision Show 2012)



Who Exhibits

The world's leading vision and imaging companies exhibit at The Vision Show to capture a larger share of the global market. Here's a sampling of current and past exhibitors.



1st Vision, Inc.
 3M Electronic Solutions Division
 Active Silicon Ltd.
 Adimec
 Adsys Controls
 Advanced illumination, Inc.
 Alexima
 Allied Vision Technologies, Inc.
 Allison Park Group, Inc.
 Alternative Vision Corporation
 Alysium-Tech
 Andon Electronics Corp.
 Andor Technology
 Applied Image Inc.
 Artray Co., Ltd.
 ATS Automation
 AWAIBA
 AXTEL, Inc.
 BAP Image Systems
 Basler Vision Technologies
 Baumer Ltd.
 BitFlow, Inc.
 BMT Industrial
 Boreal Vision Solutions Inc.
 Boulder Imaging, Inc.
 CCS America Inc.
 Cemar Electro, Inc.
 Chromasens GmbH
 CIS Corporation

CMOSIS
 Coast Automation
 Cognex Corporation
 Coherent
 Coleman Technologies
 Components Express Inc
 Computer Optics Group
 CREVIS CO., Ltd.
 CROMETIC
 Cyth Systems
 DAQ System Company
 e2v Semiconductors
 Eastman Kodak Company
 Edmund Optics
 EDT, Inc.
 ELCAN Optical Technologies
 EPIX, Inc.
 Euresys
 EVT GmbH
 Fiberoptics Technology Inc. (FTI)
 FLIR Infrared Cameras
 Fuji FilmGevicam Inc.
 Gardasoft Vision
 Gibson Engineering Company, Inc.
 GiDEL Ltd.
 Global Laser
 Hamamatsu Corporation
 Hitachi Kokusai Electric America, Ltd
 IDS Imaging Development Systems, Inc.

Imaging Solutions Group
 IMAGO Technologies
 IMI Technology Co., Ltd.
 Imperx, Inc.
 Innovations in Optics
 Integral Technologies
 Intercon 1
 IOI Technology
 ISVI
 JAI
 Kowa Optimed, Inc.
 Laser Components IG, Inc.
 LAT elektronik AB
 LMI Technologies Inc.
 Lumenera Corporation
 MATRIX VISION
 Matrox Imaging
 Max Levy Autograph, Inc.
 MEL Mikroelektronik GmbH
 Metaphase Technologies Inc.
 Microscan
 Midwest Optical Systems, Inc.
 Mightex Systems
 Mikron Infrared
 Moritex USA, Inc.
 MovIMED
 MVtec, LLC
 National Instruments
 Navitar Inc.

NET USA, Inc.
 NorPix, Inc.
 Numetrix Technologies
 Optics Balzers
 Opto Engineering
 Osela
 OWLink
 Panasonic Electric Works Corporation of America
 Panavision Imaging
 Photonics Media
 Photron USA
 Physimetrics
 PixeLINK
 Pleora Technologies
 Point Grey Research Inc.
 Power Technology, Inc.
 Princeton Instruments
 ProPhotonix
 Quality Magazine
 Raytek
 Resonon, Inc.
 Schneider Optics, Inc.
 SCHOTT North America, Inc.
 Sensor to Image
 Sensors Unlimited, Inc.
 SICK, Inc.
 Silicon Software
 Smart Vision Lights

Sony Visual Imaging Products
 Spectrum Illumination
 SPO Inc.
 Sprinter Marking, Inc.
 SVS-VISTEK
 Systematic Vision Corporation
 Tamron USA, Inc.
 Tattile Srl
 Technical Cable Concepts, Inc.
 Teledyne DALSA
 The Imaging Source
 Tichawa Vision
 Toshiba Teli Corporation
 TVI Vision
 Vecov Co. Ltd.
 Videology Imaging Solutions, Inc.
 Vision Components
 Vision Research
 Vision Systems Design
 Vision Systems Technology
 Volpi USA
 Vrmagic GmbH
 VST America
 XenICs Nv
 XIMEA
 Z-Laser America
 Zynergy Solutions

Your Exhibiting Investment



The Industry's Leading Show at Affordable Rates!

As a not-for-profit trade group, AIA is able to keep exhibit space costs low so that all companies in the industry can afford to participate. This low investment means you'll easily gain a high rate of return. The Vision Show 2014 rates are:

AIA Members
\$27 per square foot

Nonmembers
\$32 per square foot

To reserve your booth, contact Kathleen Straight, +1 734-994-6088
or via email at kstraight@visiononline.org

Praise for The Vision Show from Past Exhibitors



"We were pleasantly surprised with the quantity and quality of the attendees at this year's Vision Show. We found many new potential customers and new applications that give us optimism towards an even brighter future for our company."



"It was great to be back in Boston for another successful Vision Show. The gathering of industry leaders and abundance of new products and technologies should prove a great benefit to the entire marketplace."



"We've exhibited at The Vision Show for over 10 years and have seen it become one of the most important vision trade shows in the world. Many customers approached us with specific projects and well-defined camera requirements, so we anticipate an increase in business as a result of our attendance."

94%
of the exhibitors at The Vision Show in 2012 said the show was successful for their company

94%
of 2012 exhibitors expected to make sales within three to six months after the show as a direct result of exhibiting

Get More Visibility




Offer a case study or technical presentation for The Vision Conference.



Sponsored by
Brought to you by
Take advantage of low-cost sponsorship opportunities.



Benefit from the targeted print, online, mobile and social media marketing of the show.

Reserving booth space on the show floor is just the starting point when you exhibit at The Vision Show.

Let AIA show your how to make the most of your exhibiting opportunities, before, during and after the show. Visit VisionOnline.org for more information!



Highlight your show participation in your own marketing & PR efforts



Submit photos and copy about your planned product introductions to VisionOnline.org



Send free passes to current and prospective customers



The Vision Show and Conference is sponsored by AIA, the world's leading machine vision trade group. Founded in 1984, AIA represents over 330 member companies from 32 nations. AIA members receive a wide variety of tangible benefits that help them grow their business, including discounts on exhibiting at The Vision Show.

If your company is not a member yet, contact Kathleen Straight at +1 734-994-6088 or kstraight@visiononline.org.

For complete details on how to maximize your presence at the show, contact Kathleen Straight of AIA at kstraight@visiononline.org or call her at +1 734-994-6088.

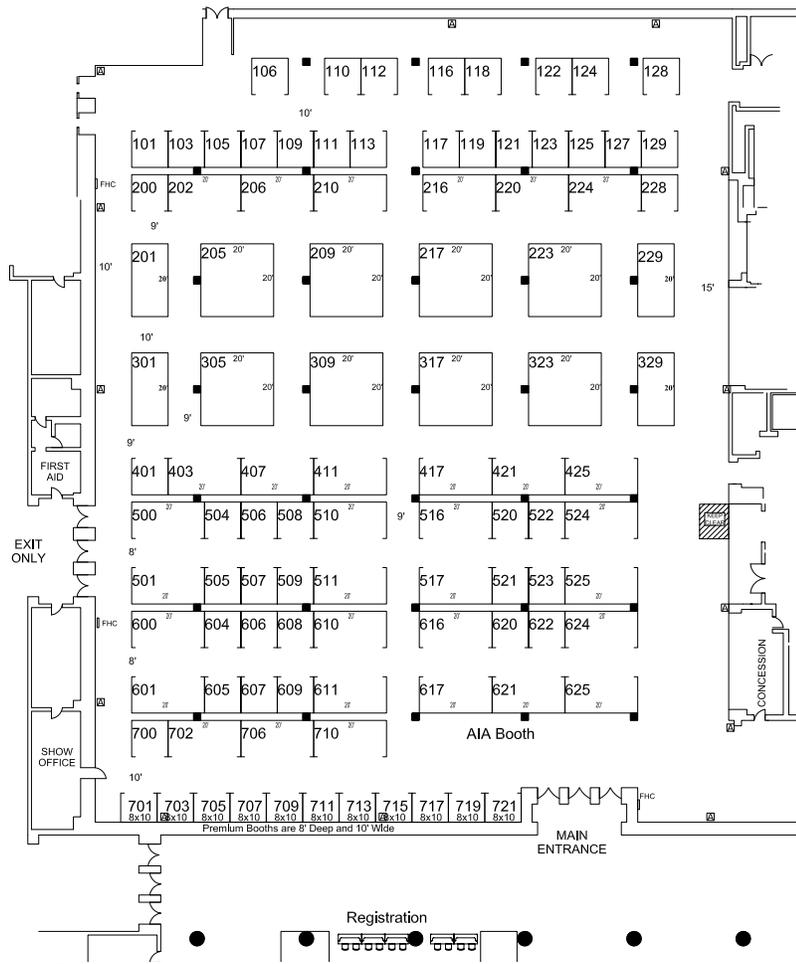


The Floorplan

April 15-17, 2014

Hall A

John B. Hynes Veteran's Memorial
Convention Center, Plaza Level
Boston, Massachusetts



The world's leading suppliers of machine vision systems and components will exhibit at The Vision Show.



April 15-17, 2014

Hynes Convention Center
Boston, Massachusetts USA

Details and Registration at
www.VisionOnline.org



advancing VISION+IMAGING

900 Victors Way, Suite 140
Ann Arbor, MI 48108 USA
734-994-6088

www.VisionOnline.org





WHAT'S HAPPENING NOW:
 EXHIBITORFastTrak Registration is Open
 Choose from 84 sessions at four conferences

BEST PRACTICES IN TRADE SHOWS AND EVENTS

EXHIBITOR

Topics Magazine Find It Show eTrak FastTrak Certification Awards News Advertis

Topics Resources for Rookies **Exhibiting 101** Forms & Templates Recommended Reading Glossary of Terms Case Studies

EXHIBITING 101



FIND IT

Find Market



To Rent or Not to Rent

There are upsides and downsides to renting exhibits. Learn the pros and cons to help determine whether rental is right for your program. By Candy Adams

As an exhibit manager, chances are you've pondered the question, "Should I rent, or should I buy?" There's an industry rule of thumb that dictates renting an exhibit property (not including the cost of designing and producing custom graphics) will run about one-third to one-half the cost of purchasing a similar exhibit. So if you're going to use the same basic configuration of exhibit properties more than three times, you'll probably want to invest in purchasing rather than renting. On the other hand, if you'll only need to use an exhibit once or twice, renting may be the best way to go. Some exhibit-rental vendors even offer a "try before you buy" option to exhibitors who aren't sure of their needs, with a negotiated percentage of the rental fee being applied to the subsequent purchase of the exhibit properties.

Aside from cost and frequency of use, here are some other common reasons exhibitors opt for – and against – rental properties.

Increased Flexibility

<http://www.exhibitoronline.com/topics/article.asp?ID=1729&catID=91>

8/24/2015

To Rent or Not to Rent - EXHIBITOR magazine

If your booth's square footage or shape changes from show to show, dealing with varying footprints can be difficult with owned properties. However, rental options can help you sidestep that challenge. Simply rent larger or smaller exhibit properties to suit your needs, or add or remove rental components to make your exhibit fit whatever size space you've contracted for at the show.

When renting exhibit properties, size does matter. Few exhibitors find renting 10-by-10-foot booths financially feasible based on the minimal cost of plain back-wall configurations and nominal furnishings. But when you exhibit in larger linear booth spaces (such as 10-by-20 feet) or island booth spaces, the practicality of exhibit rental increases. That's because you've moved from a standard pop-up back wall to a hard back wall that may need to support visual displays and products.

Rental also gives exhibitors the opportunity to try out various types of exhibit properties (e.g., custom, system, hybrid) and layout configurations to determine the design that works best before making a three- to five-year commitment with a large capital outlay. What's more, it offers flexibility to exhibitors who participate in shows in various strategic or vertical market segments where a different look and feel is required, either to appeal to that market's attendees or to display differing sizes or types of products.

Aside from the properties themselves, flexibility also comes into play with scheduling. For example, some exhibitors may have an inadequate inventory of exhibit properties to cover show-schedule conflicts. These can include back-to-back shows where expedited shipping costs can bust a budget or overlapping show dates that don't allow the required exhibit properties to be available when needed. Having access to an extra rental property or two can help mitigate these types of situations.

Cost Effectiveness

Startup companies may want to have a larger or more impressive exhibit to launch their brands but may not yet have the financial resources to invest in a large capital purchase like a custom trade show exhibit until they're more established. So they use their available funds to rent an eye-popping exhibit rather than making a larger cash outlay to purchase a much less impressive property.

With rental, there are no ongoing costs of ownership such as recurring maintenance and refurbishment costs, inventory/warehouse handling, monthly storage fees, and insurance premiums. You also won't incur repair or refurbishment costs, so you won't be hit with post-show expenses to fix minor dings or scratches. It's estimated that ongoing repair of an owned exhibit after each show can total approximately 3 to 5 percent of the total value of the exhibit. And, in a slow economy, even companies with a long track record of exhibiting may want to conserve their cash and rent rather than purchase to replace their outdated exhibit properties.

It's estimated that ongoing repair of an owned exhibit after each trade show can total approximately 3 to 5 percent of the total value of the exhibit.

If you do have the cash on hand to purchase a property, your firm's financial policies may play a huge role in deciding whether expensing exhibit property rentals or capitalizing purchased exhibit assets makes better financial sense. Rented exhibits are paid for as a one-time expense rather than being capitalized as a depreciating asset. Custom rental components are completely paid for after their first use. So, you should negotiate the purchase of such pieces if you think you'll need them again. Plus, not all companies want to own their exhibit properties for a number of strategic and financial reasons.

For example, many of the companies I've worked with establish a \$10,000 threshold on the purchase of assets that will be capitalized and depreciated, usually over a three- or five-year period. I have also had a number of clients who had no choice but to rent a property since their exhibit-marketing programs were subsidized by government funding or grants that simply did not allow the purchase of capital assets.

Ease of Use

Companies who want to offload the majority of the tactical exhibit functions (e.g., ordering show services such as transportation, material handling, labor, utilities, etc.) find the turnkey management of simple rental-exhibit packages convenient and cost effective. This can be especially true if your exhibit-management team is lean and you're renting due to tight schedules between shows.

Furthermore, renting means you won't have to deal with end-of-life exhibit-disposal fees, a cost that many exhibitors don't consider when purchasing an exhibit. If you rent an exhibit, all you have to do is ship it back to the exhibit house when you are done.

And for exhibitors coming from outside the United States or going to foreign destinations for occasional shows, it makes more sense to rent near the show site rather than purchasing and shipping exhibit properties overseas. Dealing with the expense of shipping through brokers and hassling with customs regulations can add unnecessary complexity and cost to international exhibiting.

<http://www.exhibitoronline.com/topics/article.asp?ID=1729&catID=91>

8/24/2015

To Rent or Not to Rent - EXHIBITOR magazine

Lack of Options

You may have difficulty locating an exhibit house or contractor with properties that suit your specifications and design needs both strategically and physically. Not all exhibit houses keep an extensive inventory of rental properties on hand, and a modular/system exhibit may not portray the brand image your company needs. Even if you do find a property you like, availability isn't guaranteed. Since other exhibitors are drawing from the same inventory of pieces, you'll need to commit as far in advance as possible to make sure they're available in time for your trade show.

It's important to realize that rental exhibits will often show some wear and tear, since most properties aren't brand new. And they may be built from less expensive materials than you'd normally find on a purchased custom exhibit property.

There may also be limitations on how much customization the rental vendor will be able – or will want – to do to adapt its rental properties to meet your needs. So unless you are renting a fully customized exhibit, you'll likely be making some design concessions. That means your rental exhibit will probably still look like a generic rental without your company's own personal touch.

Line-Item Fees

Exhibit-rental proposals aren't standardized. The rental cost may or may not include trial setup and preview, shipping and documentation, onsite supervision during installation, graphics, material handling, installation and dismantle, and other show services. So, you could have a price tag of \$1,000 and sign the contract, only to find out later that the cost only covered the physical exhibit and not any of the necessary ancillary components. Therefore, always ask for detailed, line-item proposals so you know what's included – or excluded – in the rental price.

Note that if you rent an exhibit property from the trade show's general services contractor, it generally bundles the cost of material handling and a fixed I&D labor fee in the negotiated rental cost, which can give its proposal a financial advantage over those of exhibit houses.

Higher Costs

Rental exhibits might mean a higher overall ongoing cost to exhibit since you have no equity in the exhibit properties. For example, if you built and purchased a \$100,000 exhibit and used it at three shows within a year, you would then own the exhibit property and therefore could use it for the next four years of its depreciable life and only incur ongoing expenses. But if you rented the same property for \$34,000 per show, at the end of the first year, you'd have paid approximately the same \$100,000, but would have no exhibit to use in years two through five.

There is also a potential for higher I&D costs with rental properties that may not have been designed for the required configuration, especially if the exhibit house didn't provide a full trial setup to iron out any kinks. And you may have to pay more for the design and production of exhibit graphics each time a rental is used, unless you're planning on using the same rental multiple times and storing the graphics between trade shows.

From cost effectiveness and flexibility to limited options and hidden fees, renting an exhibit property is not a one-size-fits-all solution for every program. However, now that you know the main reasons for and against rentals, you're better equipped to answer the age-old question, "To rent, or not to rent?" **E**



Candy Adams, CTSM, CEM, CMP, CMM,
"The Booth Mom," is an independent exhibit
project manager, trainer, speaker, consultant,
and an Exhibitor Conference faculty member.
CandyAdams@BoothMom.com

Share this article:

Share

February 26th 2014

Kelly Johnson
 TeleDyne Dalsa
 605 McMurray Road
 Waterloo, Ontario
 N2V 2E9

QUOTATION Q5898

For the rental and services of a 20 X 20 custom exhibition booth as per our design D 5898-01 dated Feb. 19th, 2014 to be installed at the Hynes Convention Center in Boston MA for The Vision Show April 15-17, 2014 to include:

Shop:

<ul style="list-style-type: none"> • Technical drawings • 20 X 20 Carpet and under pad • 2 Tower structures in click approx. (8'(W) X 12"(D) X 14'(H)) with white sintra panels & blue plexi • Storage structure approx. (5'(W) X 4'(D) X 10'(H)) made in MDF with lacquer paint finish, locking door and hardware • L-Shaped reception counter approx (5'(W) X 3'(D) X 40"(H)) made in MDF with lacquer paint finish, one set of locking doors & one side open with middle shelf • Refurbish of Linescan demo, includes repairs & repaint (does not include modifications or graphics) • Graphics workstation graphics composed of: <ul style="list-style-type: none"> ○ Vinyl logos for storage & towers ○ 4 Numeric prints for towers approx 96" X 48" ○ 1 Numeric prints for Linescan approx. 54" X 30" • Shop set-up • Handling & packing and additional crating 	<p>\$2160</p> <p>\$1800</p> <p>\$3500</p> <p>\$1700</p> <p>\$2780</p> <p>\$580</p> <p>\$3100</p> <p>\$2040</p> <p>\$2130</p> <p>Total Shop : \$19790</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------

Rental furniture & AV from our stock:

<ul style="list-style-type: none"> • Large counter for front of tower • 2 Small counters • 1 Bistro table with square top & 4 stools • 12 Long-arm halogen spots 200 watts • 1, 50" LCD monitor 	<p>\$1500</p> <p>\$1500</p> <p>\$450</p> <p>\$600</p> <p>\$650</p> <p>Total Rental : \$4700</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------



Services (Firm prices) :

• Transport MTL-Boston return	\$3200
• Accord supervisor and expenses install only	\$4830
• Site labor for set-up and dismantling	\$7150
Total Services :	\$15180
Grand Total:	\$39670

Notes:

- This quotation is in Canadian dollars
- No taxes applicable, for material and services delivered outside Canada (GST and PST)
- Accord Expositions is committed to respecting the specifications on this quote, any additions must be approved and a new quote will be supplied.
- Any changes in the quantities may affect transport and I & D prices
- This quotation does not include: Drayage, electrical, rigging, audio visual, photographer, computer equipment rentals, internet connections, telephones, additional graphic production, catering, and any other services not specifically described.
- Any additional services paid by Accord on behalf of the client will be subject to a 15% administration fee, in CDN dollars in accordance with the exchange rate at the time of transaction
- Accord Expositions builds all its exhibits to the highest standards in the industry
- All our exhibits are completely set-up in our shop before leaving to make sure of their perfect condition
- Our rental furniture is always as new
- Our installers are experienced professionals that make sure the customer is satisfied before leaving the site
- Terms : 50% deposit, 50% upon installation

Accepted this _____ day of _____, 2014

Giacinto Laurelli
Accord Expositions Inc.

Kelly Johnson
TeleDyne Dalsa



Advanced Skills for Exhibit Interaction Success Part One

Perspectives and Practices
to Developing a Visitor Interaction Process
to Improve the Visitor Experience, Lead Quality
and Achieve Exhibiting ROI

With Jefferson Davis, Competitive Edge



TELEDYNE DALSA

Jefferson Davis President, Competitive Edge



- Consultant, trainer, speaker, educator and author
- 29 years business, exhibiting & event experience
- Exhibited and worked over 500 events & tradeshow
- Intensely communication & results-focused
- Developed practical, workable processes to address critical exhibiting success factors
- Provides consulting and training services that have helped clients generate over \$650,000,000 in results.



Importance of Face-to-Face Contact

- 1. How Important is it in...**
 - Retention & Growth of Existing Customers?
 - Acquisition of New Customers?
- 2. How many face-to-Face contacts do you get on an average day in the field?**
- 3. In the field, are you finding it..**
 - Easier?
 - Harder?



Exhibiting is...

One of Our Most Effective
Sales, Marketing and Customer
Relationship Management
Opportunities...

When Done Properly!



Where Do Buyers Look for Purchasing Information?

91%

of B2B buyers rate exhibitions
as their MOST USEFUL source
of purchasing information.

Source: CEIR/Exhibit Surveys



Recognize and Take Full Advantage of the *Unique Dynamics*

- The customer/prospect **comes to us!**
- With a **relatively** open mind!
- In **our space!**
- In an environment hyper-conducive to talking & doing business!



Difference between an exhibit as an **expense** or an **investment** is...



YOU...

the person staffing the event.



Exhibiting Goals

1. Communicate & Reinforce Brand Identity
2. Introduce & Feature New Products
3. Reinforce Customer Relationships – Find New Opportunities
4. Target Specific Number of Qualified Interactions
5. Target Specific Number of Qualified Leads
6. Gain Specific Number of New Customers/ Projects/Sales within 3 to 6 months of show closing



Your Roles in Achieving the Goals



1. Thoroughly prepare for each event.
2. Execute C/P/S pre-show marketing plan.
3. Work the show! Be at the booth and accessible when scheduled.
4. Spend booth time proactively engaging visitors and attendees.
5. Do the best job with every person – *use what you learn today!*
6. **Strive for 3 interactions per hour and 5 leads per day/staffer.**
7. Effectively communicate company and product/service messaging to qualified visitors.
8. Take high quality leads by securing a commitment to a next action and capturing more information.
9. Follow-up on leads received and report progress and conversion.



Barriers to Exhibit Communication Effectiveness



1. TIME
2. PLACE
3. FATIGUE
4. INFORMATION OVERLOAD
5. COMPETITION



Pay Attention to **Do's** & **Don'ts**

- **Do's**

- 1. Act like you want to be there.
- 2. Work your shift.
- 3. Help keep the booth clean.
- 4. Stand.
- 5. Smile.
- 6. Proactively engage visitors.
- 7. Talk less, ask more questions.

- **Don'ts**

- 1. Be passive or overaggressive.
- 2. Be a “badge-gawker”.
- 3. Hang with the “gang”.
- 4. Maintain closed body posture.
- 5. Pre-judge visitors by appearance.
- 6. Eat, drink or chew gum in the exhibit.
- 7. Talk on cell phones or text in the exhibit.



Rules of Exhibitorship

1. *56% of a person's impression of a company is formed by the people they interact with.*
2. To the visitor YOU are Teledyne DALSA.
3. The Attitude: *"I'm glad I'm here"*.
4. Tips for keeping your energy level up:
 - Stay hydrated.
 - Wear comfortable shoes.
 - Watch your diet.
 - Get some rest.



Two Ways to Manage Interactions

1. WING it
2. Use an orchestrated interaction process



Visitor Interaction Process



Set up Action Planning Worksheet

- Select product(s).
- Identify target customer.
- Write applications.
- Write situations that create interest or need.



Make Positive Contact

4 Step Welcoming Process



Make Positive Contact

Engaging Criteria

- **GREET:** warm & friendly
- **WELCOME:** enthusiastic
- **MEET:** eye-contact, open body language
- **DISCOVERY QUESTION:** open-ended, non-interrogative tone



Make Positive Contact

Engaging Visitors from the Aisle

- Stand
- Open body posture.
- Smile
- Look Toward Someone.
- Acknowledge or Greet them.
- Watch for Signs of Interest.
- Ask a Question or Invite.



TELEDYNE DALSA

Competitive Edge
"exhibiting excellence"

Make Positive Contact

3 Types of Visitors



1. Casual



2. Information Seeker



3. Solution Seeker



TELEDYNE DALSA

Competitive Edge
"exhibiting excellence"

Make Positive Contact

Quick Rapport Skills For Face to Face Situations

- Be Interested...Not Interesting!
- Proper Distance
- Match and Mirror
 - ✓Body position
 - ✓Eye contact
 - ✓Gestures
 - ✓Rate of Speech
 - ✓Key Words
- Visual – Auditory - Kinesthetic

connect listen
mirror
identify respect
rapport relate
explain build



TELEDYNE DALSA

Competitive Edge
exhibiting excellence

Make Positive Contact

Your Ability to **Get Out** of Interactions Is Important

1. Thank & Create Space
2. Use a Giveaway
3. Ask for a Favor
4. Use a Nonverbal Tag to Get Help



TELEDYNE DALSA

Competitive Edge
exhibiting excellence

Gain Quick Understanding

Before Talking About Company or Products, You Must Know 3 Things



1. Who you are with.
2. Why they are visiting.
3. What you need to do.



Gain Quick Understanding

Laws of Questioning



1. It's not what you tell... it's what you ask!
2. He or she who asks the questions, **CONTROLS** the conversation.
3. Don't Interrogate, **Communicate.**



Gain Quick
Understanding

Keys to More Effective Questioning

1. Know your questions in advance.
2. Order in natural flow of conversation.
3. Use *Open-Ended Questions*.
4. Ask in a *Non-Interrogative* tone.
5. Angled body position.
6. Use their name.



Gain Quick
Understanding

Front-End Question Areas

1. How They Learned About Exhibit
2. Reason for Visiting Exhibit
3. Type of Company
4. Job-Function/Responsibilities
5. Current Process and/or Supplier
6. Problems/Challenges/Improvements

➤ *Write your best questions in workbook, then transfer to Action Planning Worksheet*



Gain Quick
Understanding

Back-End Question Areas

1. Role in Evaluation
2. Evaluation Team
3. Evaluation Process
4. Budget/Money
5. Next Action
6. Timeframe

➤ ***Write your best questions in workbook, then transfer to Action Planning Worksheet***



TELEDYNE DALSA

Competitive
Edge

"exhibiting excellence"

Gain Quick
Understanding

Criteria for Asking Questions

- Non-Interrogative Tone
- Majority Open-Ended Questions
- Use Name on One Question
- Listen with Eyes and Ears
- Take Notes when Appropriate



TELEDYNE DALSA

Competitive
Edge

"exhibiting excellence"

Key Points

1. Exhibiting is one of our most effective sales and marketing opportunities - *when done properly!*
2. Focus on Company Goals and Your Roles.
3. Remember, to the visitor, YOU are Teledyne DALSA.
4. Proactively Engage Booth Visitors.
5. *Don't Wing It!* Use the Visitor Interaction Process.
6. Talk Less - Ask More Questions.

➤ Be sure to register for the second part of this web-briefing to learn Power Presentation skills, Gaining Commitment skills, and Lead Management Skills.





IMAGINE THE
POSSIBILITIES

**Visit Teledyne DALSA
at the AIA Vision Show**

and meet with Linea product
manager Behnam Rashidian.

Booth 317



April 15-17, 2014
Hynes Convention Center
Boston, MA.



FREE PASS

ala | **THE Vision SHOW**

April 15-17, 2014 SHOW
Hynes Convention Center • Boston, Massachusetts USA

Compliments of

**Teledyne DALSA
Booth #317**

Top Five Reasons to Attend

- 1 Keep up with the latest technology innovations
- 2 Get answers to your vision and imaging challenges right on the spot
- 3 Connect with key people in the vision industry — all in one place
- 4 Learn practical solutions you can implement immediately
- 5 Get hands-on demonstrations of the latest products



File Message Insert Options Format Text Review

Cut Copy Paste Format Painter Clipboard

Basic Text

Address Book Check Names Attach File Attach Item Signature

Follow Up High Importance Low Importance Tags

To...
Cc...
Subject:

Kelly Johnson
Trade Show Marketing Specialist, Teledyne DALSA
Office: 519.886.6001 ext. 2386 Mobile: 226.988.3049

ala | **THE Vision SHOW**

April 15-17, 2014
Hynes Convention Center
Boston, Massachusetts USA

Teledyne DALSA - Booth 317

Connect with...
New Vision Technology
Leading Vision Suppliers
Current Training



IMAGINE THE POSSIBILITIES

Genie TS

VERSATILE ITS CAMERA

- Up to 12Mpixels and frame rates as high as 70 fps in HDTV format
- Image-to-Image ROI
- Auto-Iris (Video, DC or Motorized)
- Auto-Brightness Feature
- Extended Dynamic Range Function
- On-board Image compression

Download our white paper:

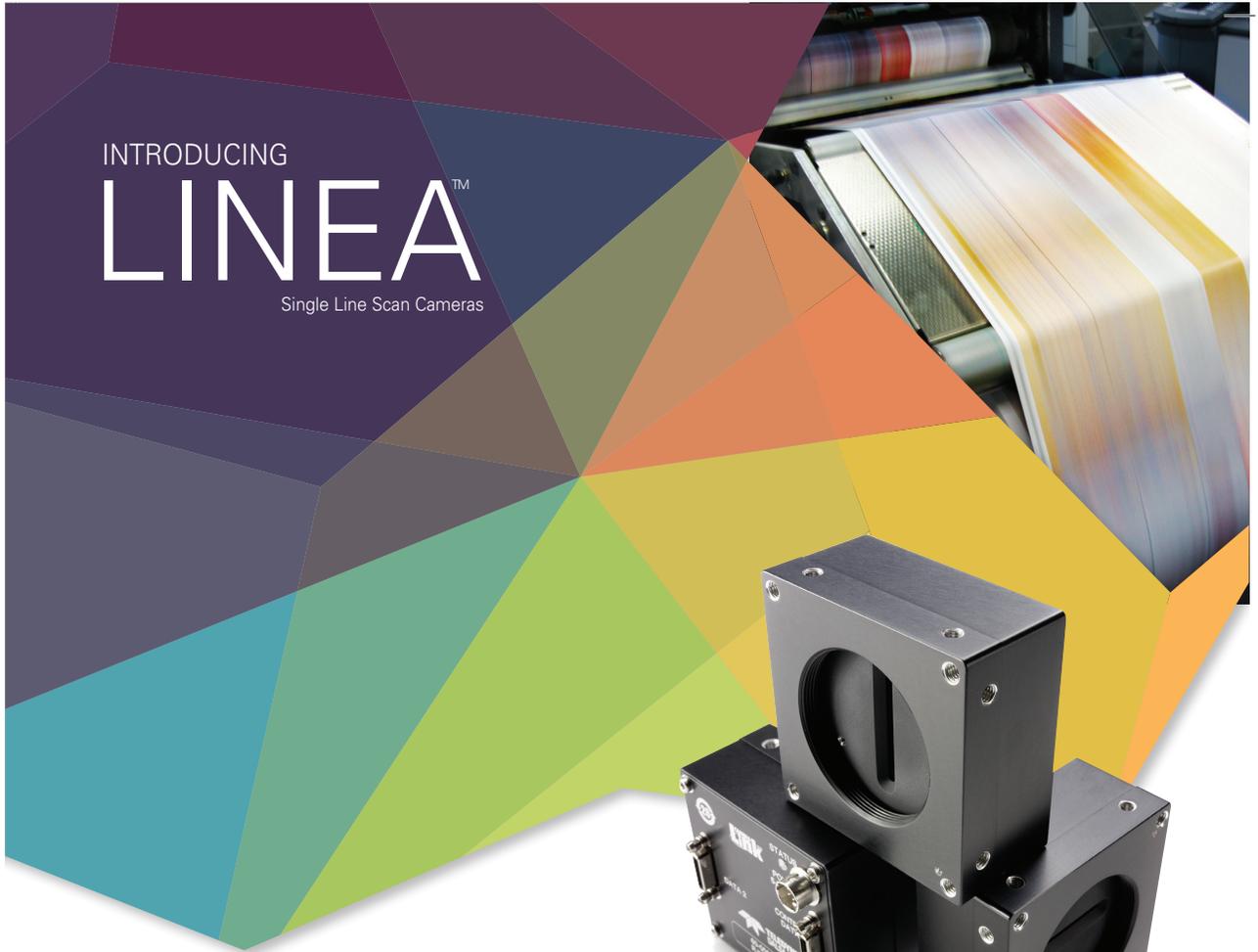
Capturing a New Vision for Transportation Management and Control

www.teledynedalsa.com/ma/itsi2014



• Visit Teledyne DALSA at the AIA Vision Show, Boston, MA April 15 - 17, 2014, Booth 317 to see live demonstrations, including our next generation camera platforms.





INTRODUCING
LINEA™
Single Line Scan Cameras

IMAGINE THE POSSIBILITIES

NEW! **LOW COST***
High performance

- 2K and 4K resolution
- High line rates up to 80kHz
- Multiple user coefficient sets
- GenICam or ASCII compliant interfacing
- Smart flat field and lens shading correction
- Programmable camera triggering and signalling



Visit our product page:
www.teledynedalsa.com/linea

• Visit Teledyne DALSA at the **AIA Vision Show**, Boston, MA **April 15 - 17, 2014, Booth 317** to see live demonstrations, including our next generation camera platforms.





LINEA™
SINGLE LINE SCAN
CAMERAS

Low Cost, High
Performance

Contact us
for a quote



 **TELEDYNE DALSA**
Everywhere you look
at the AIA show, Booth 317

The advertisement features a background of colorful geometric shapes in shades of purple, blue, green, orange, and red. On the right side, three black, rectangular single line scan cameras are stacked vertically. The text is positioned on the left side, and the Teledyne DalSA logo and booth information are at the bottom right.



Teledyne DALSA's New Linea™ CMOS Line Scan Cameras Featured at The Vision Show

Color and Monochrome line scan, smart and programmable cameras built for OEM and end users on display in Teledyne DALSA booth #317.

WATERLOO, Ontario – April 10, 2014 - [Teledyne DALSA](#), a Teledyne Technologies company and global leader in [machine vision technology](#), will showcase its latest cameras and vision solutions at [The Vision Show](#) in Boston, MA, April 15 - 17, 2014. In Booth 317, Teledyne DALSA will display its new series of low-cost, high-value line scan cameras, the [Linea™](#), its Piranha4 tri-linear and quad-linear models along with its BOA Smart cameras and GEVA Vision Systems.

Featured Machine Vision Technology:

- Explore next generation color and monochrome CMOS cameras including the new [Linea series](#), the Piranha4, and the multi-featured [Genie™ TS](#)).
- Check out the newest addition to our family of Smart Cameras, the BOA 200 with [Sherlock](#) inspection software.

Technology Presentations:

- **CMOS vs. CCD and the Winner is...** (Wednesday, April 16, 11:15 - 12:00)
Brad Finney and Mark Butler will meet up in the "Hot Corner" to discuss the changing landscape of imagers.
- **Advanced Color Machine Vision and Applications tutorial** (Wednesday, April 16, 8:00 - 12:00)
Dr. Ben Dawson will lead a session on how color is important for a growing number of machine vision applications in food, pharmaceutical and automotive markets.

Where: The Vision Show
Hynes Convention Centre
Boston, MA
Booth #317

When: April 15-17, 2014

Media Note: For product management interview requests, please email geralyn.miller@teledynedalsa.com or visit booth 317 during the show. For high resolution images of our products, please visit our [online media kit](#).

About Teledyne DALSA

Teledyne DALSA image sensors, cameras, smart cameras, frame grabbers, software, and vision solutions are used in thousands of automated inspection systems around the world and across multiple industries including semiconductor, solar cell, flat panel display, electronics, automotive, medical, packaging and general manufacturing.

An international leader in digital imaging and semiconductors with approximately 1,000 employees worldwide and headquartered in Waterloo Canada, the company designs and manufactures imaging products and solutions, in addition to providing specialized semiconductor products and services.

Trademarks are registered by their respective companies. Teledyne DALSA reserves the right to make changes at any time without notice.

Media Contact:

Geralyn Miller Teledyne DALSA
Tel: +1-519-886-6001 x2187 Email: geralyn.miller@teledynedalsa.com

Sales Contact:

Sales.americas@teledynedalsa.com

Sales.europe@teledynedalsa.com

Sales.asia@teledynedalsa.com



Teledyne Dalsa

April 10, 2014 · 🌐

See our NEW Linea™ CMOS line scan camera at the AIA - Association for Advancing Vision + Imaging Vision Show in Boston, April 15-17!

<http://bit.ly/1hDrpwC>

This new CMOS line scan camera family provides the performance/features found in our high-end cameras at unprecedented pricepoints! #CMOS #machinevision #linescan

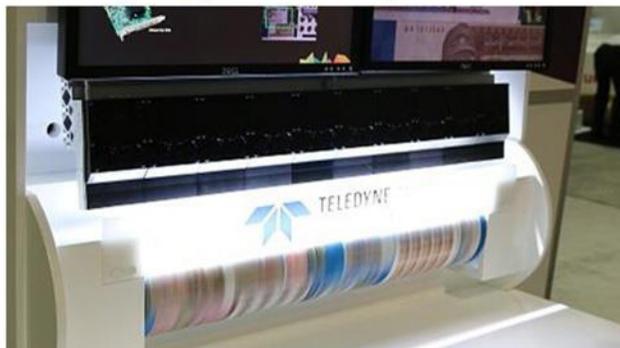


Like · Comment · Share



Teledyne DALSA @TeledyneDALSA · 16 Apr 2014

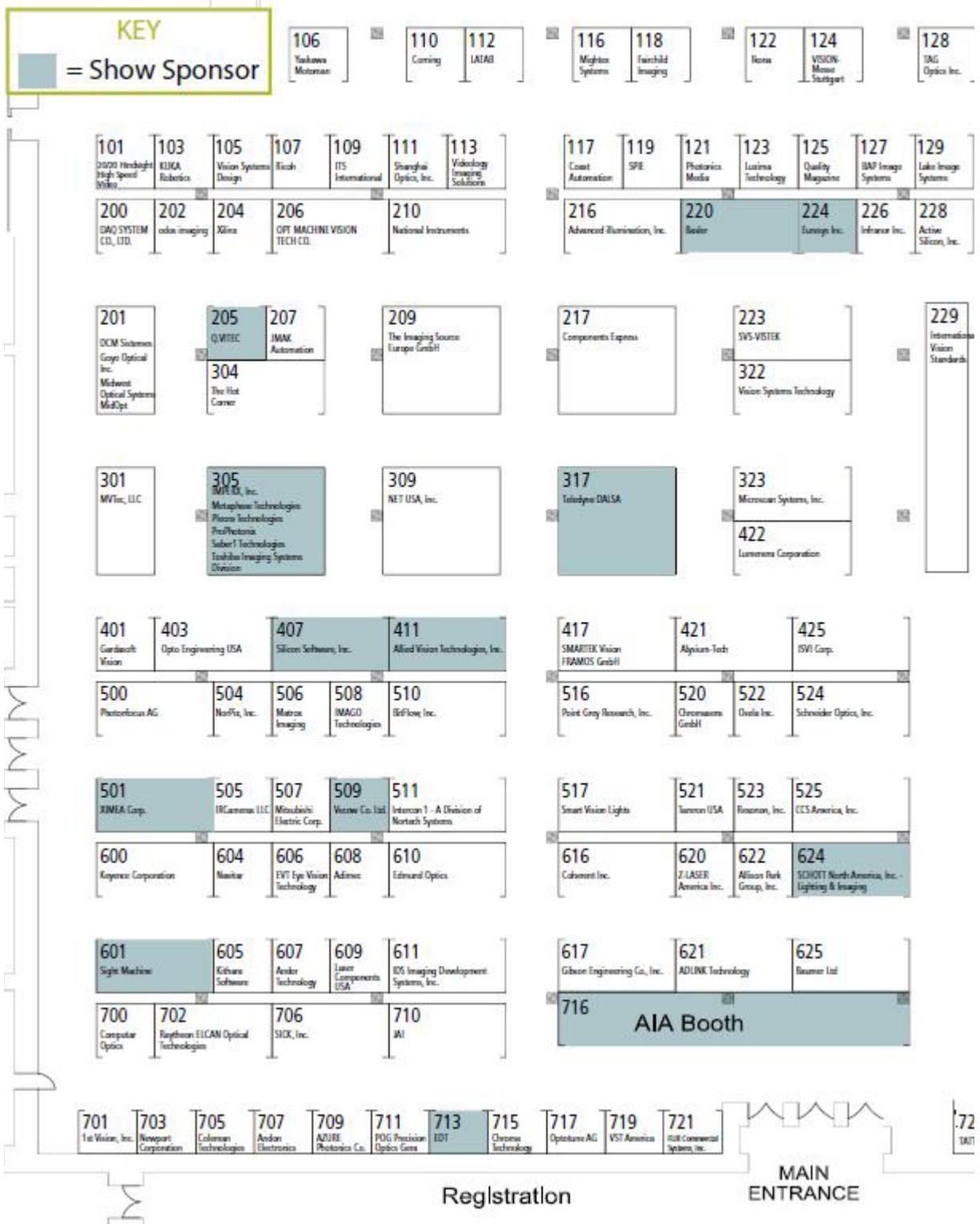
Stop by booth 317 @ #theVisionShow to see the new Linea Line Scan CMOS camera in action. High performance, low cost.



← ↻ 3 ★ 2 ...

View photo

Section 9. Appendix



Media Interview Schedule for The Vision Show - Boston - 2014

All interviews at DALSA's booth - #317 – unless otherwise noted
Spokespeople: Mark Butler and Behnam Rashidian

Tuesday, April 15

(Laura Often of Red Javelin to join you onsite on Tuesday morning)

Time	Contact	Publication
10:30 am	Anne Fisher, Managing Editor	<i>Novus Media Today</i> <i>Solar Novus Today</i>
11:00 am	Laura Marshall, Managing Editor Karen Newman, Group Publisher	<i>Photonics Spectra</i> <i>Industrial Photonics</i> <i>BioPhotonics</i> <i>EuroPhotonics</i>
2:00 pm	Andy Wilson, Editor-in-Chief Judy Leger NA Sales Manager	<i>Vision Systems Design</i>

Wednesday, April 16

(Maria Doyle of Red Javelin to join you onsite on Wednesday afternoon)

Time	Contact	Publication
8:00 am – 12:00 pm	<i>Ben Dawson to present on "Advanced Color Machine Vision and Application"</i>	
11:15 am – 12:00 pm	<i>Brad Finney and Mark Butler will be presenting a "Hot Corner" session titled "CMOS vs. CCD - And the winner is..." (Booth #304)</i>	
1:00 pm	Darryl Seland	<i>Quality</i> <i>Quality / Vision & Sensors</i>
2:00 pm	Scott Evans May be joined by Sal Spada & Russ King	<i>ARC Advisory Group</i>

Thursday, April 17

<i>Time</i>	<i>Contact</i>	<i>Publication</i>
Between 12:00 and 1:00 pm	Menachem Glik, CEO	<i>Opli</i>

May Stop By:

The following people have noted that they may stop by, but were not able to commit to a specific meeting time:

<i>Time</i>	<i>Contact</i>	<i>Publication</i>
May drop by	Mark Hoske, Editor	<i>Control Engineering</i>
May drop by	Daniel Emmerson, Sales Director	<i>ITS International</i>

Publications at The Vision Show

In addition to the scheduled meetings, the following organizations and publications will be represented at the show:

- **AIA – Advanced Vision & Imaging – Booth #716**
- **ITS International – Booth #109**
- **Photonics Media – Booth #121**
- **Quality Magazine – Booth #125**
- **Vision Systems Design – Booth #105**

BRIEFING NOTES FOR:

Tuesday, April 15, 2014

10:30 AM

Anne Fisher, Managing Editor

Solar Novus Today

anne.fischer@novustoday.com

+1 603 924 8886

<http://www.solarnovus.com>



About Anne Fisher

A seasoned journalist specializing in technology, Anne wrote the highly acclaimed GreenLight section in Photonics Spectra magazine which focused on achieving environmental sustainability through technology. During the 1990s she was a freelance technology writer for magazines, market research firms, and web sites including Fortune, PC World, and CNET. She has written three books on computers and technology and was managing editor of McGraw-Hill's BYTE magazine, which she brought into the age of desktop publishing.

Anne tries to live green in her daily life; telecommuting from her small town in New Hampshire, volunteering at a weekly community supper, working on her town's Conservation Commission, and enjoying kayaking, skiing, hiking and gardening.

Solar Novus Today published Xing Fei's byline article, "[Inspecting Solar Cells with Near-Infrared Technology](#)" in July 2013.

About Solar Novus Today

Solar Novus Today brings you daily blogs, solar research and original feature articles on what really matters in the solar industry today. *Solar Novus Today*, with its global reach and keen eye, helps you stay current and competitive with informed and intelligent information you need and can use every day. Novus Media Today also publishes *Novus Light Technologies Today*, the *Novus Buyer's Guide*, and the newsletter *Solar Flares*.

Solar Novus Today is produced by Novus Media Today, an eco-friendly publishing company delivering up-to-the-minute digital publications spanning all aspects of green technology.

BRIEFING NOTES FOR:

Wednesday, April 16, 2014

11:00 am

Laura Marshall, Managing Editor

Karen Newman, Group Publisher

Photonics Spectra

Circulation: 99,300 (monthly)

Also Industrial Photonics, BioPhotonics,

EuroPhotonics

Laurin Publishing / 413-499-0514 x219

laura.marshall@photonics.com

twitter: @lsmarshall

www.photonics.com



About Laura Marshall & Karen Newman

Laura Marshall is the Managing Editor for *Photonics Spectra*, *Industrial Photonics*, *BioPhotonics International* as well as the *EuroPhotonics* supplement. *Industrial Photonics* was just launched in January and is a good fit for our content – this will be published on a quarterly basis. We have just submitted a Robotics for Automation article for the July issue.

We have been working with Laura for several years, and the bylined articles for the Photonics publications are usually more in-depth and often more technical than other industry publications.

Laura received her Bachelor of Arts degree in languages and linguistics with a concentration in French, Russian and psychology from Queen's University. She also studied in the master's degree program in linguistics at the University of British Columbia.

Laura will be joined by Group Publisher, Karen Newman. Karen will probably want to talk with us about what Laurin Publishing has to offer Teledyne DALSA.

Photonics Spectra and *Industrial Photonics* have published this content recently:

[Real-Time 3-D Replays Bring Fans Closer to Action](#), Feb 2014 – Bylined article by Patrick Myles
[Getting the Picture on Camera Selection](#), Jan 2014 – Sam Biancuzzo quoted [“Genie TS M2560,”](#)
March 3, 2014

About Photonics Spectra

Photonics Spectra is your comprehensive connection to the global photonics industry. Stay current with our continual coverage or expand your knowledge through our extensive, industry-specific archives. Since 1967, Photonics Spectra magazine has defined the science and industry of photonics, providing both technical and practical information for every aspect of the global industry and promoting an international dialogue among the engineers, scientists and end users who develop, commercialize and buy photonics products.

BRIEFING NOTES FOR:

Tuesday, April 15, 2014

3:00 PM

**Andy Wilson, Editor-in-Chief, and
Judy Leger, Regional Sales Manager**
Vision Systems Design



Circulation: 32,000 (monthly)

Andy: 603-891-9115
andyw@pennwell.com

Judy: 603-891-9113
judyj@pennwell.com

www.vision-systems.com

About Andy and Judy

Andy Wilson has been the editor of *VSD* since it was established in 1996, and is currently Editor-in-Chief. Teledyne DALSA has been working with Andy for many years. *VSD* prides itself on featuring new content with a technical bent. Case studies must meet very specific guidelines, such as the inclusion of schematic diagrams, to be included in *VSD*.

We are currently working on a *VSD* story with Contributing Editor Winn Hardin. It is focused on Videk, a high-speed print inspection customer.

Judy Leger is the North American Sales Manager for *VSD*. She has been with the publication since it launched in 1996 and has been working with Teledyne DALSA for years.

About Vision Systems Design

Vision Systems Design's website, email newsletters, research and monthly magazine deliver unique, unbiased and in-depth technical information about the design of machine vision and image processing systems for demanding applications.

Engineering and design professionals worldwide rely on *Vision Systems Design's* real-world examples of actual system designs and integration projects to help them best integrate the many products used to build complex machine vision and image processing systems. *VSD* is a monthly publication with a circulation of 32,000.

BRIEFING NOTES FOR:

Wednesday, April 16, 2014

1:00 pm

Darryl Seland, Editorial Director

Quality Magazine

Mobile: 610-235-7076

selandd@bnpmedia.com

Twitter: @QualityMagazine

Circulation: 58,681 (monthly)



About Darryl Seland

Darryl is the Editor-in-Chief of *Quality* magazine, a BNP media publication. We have been working with Darryl, and his colleague Michelle Bangert, for several years.

We have a couple of upcoming bylined article opportunities with *Quality* or its *Vision & Sensors* supplement, including one on Vision Trends for the September issue that we plan to have Cees Draijer cover Near IR, and one on Digital Inspection for the November issue that Ben Dawson will write on blob analysis.

Quality's NDT supplement recently published a bylined article by Thorsten Achterkirchen on [Digital Radiography goes Mobile for Non-Destructive Testing above the Arctic Circle.](#)

Darryl mentioned that he is planning on attending the Teledyne DALSA Hot Corner presentation. If Ben Dawson is in the booth, we should make sure he gets a chance to say hi to Darryl since he has written many bylined articles for the publication.

Note that Quality has a video channel called QTube. We may want to see if there is an opportunity for them to link to any of the Possibility Hub video content.

About Quality

Quality is a monthly business publication serving the quality assurance and process improvement needs of manufacturing professionals. *Quality* magazine provides practical information on tools, techniques and technology for those in the quality control industry looking to improve manufacturing processes.

BRIEFING NOTES FOR:

Wednesday, April 16, 2014

2:00 pm

Scott Evans, Research Analyst

ARC Advisory Group
781-471-1149
sevans@arcweb.com



About Scott Evans

Scott is a Research Analyst at ARC Advisory Group, conducting research on and assessing the implications of emerging technologies (3D Printing, 3D Laser Scanning, Mobile Robotics) on manufacturing and industry.

He is interested in "game changing" technologies, business models, socioeconomic trends, and geopolitical events.

Scott is a graduate of Brandeis University.

About ARC Advisory Group

Founded in 1986, ARC Advisory Group is the leading technology research and advisory firm for industry and infrastructure. Our coverage of technology and trends extends from business systems to product and asset lifecycle management, supply chain management, operations management, energy optimization, industrial internet of things (IoT) and automation systems. Our analysts and consultants have the industry knowledge and the first-hand experience to help our clients find the best answers to the complex business issues facing organizations today. We help clients evaluate and select the best technology solutions to match their needs.

Teledyne DALSA worked with ARC earlier this year to provide input to their upcoming Machine Vision report. The report should be published shortly, and Scott may be able to give us some highlights.

Scott may be joined by fellow analysts Sal Spada and Russell King.

BRIEFING NOTES FOR:

Thursday, April 17, 2014

Between 12:00 and 1:00 pm

Menachem Glik, CEO

oplinet@gmail.com

<http://www.opli.net>

Twitter: @opli



About Menachem Glik

Menachem Glik founded Opli in 2006 in Sede-Ilan, Israel. Opli.net is a website and also has a bi-weekly newsletter that reaches over 5,000 subscribers. This channel does pick up a lot of our press releases, as well as some of our other content. The machine vision channel can be seen at: http://www.opli.net/magazine/imaging_magazine.aspx

Menachem is probably interested in having Teledyne DALSA advertise with them. I know he has reached out to Avo in the past.

About Opli

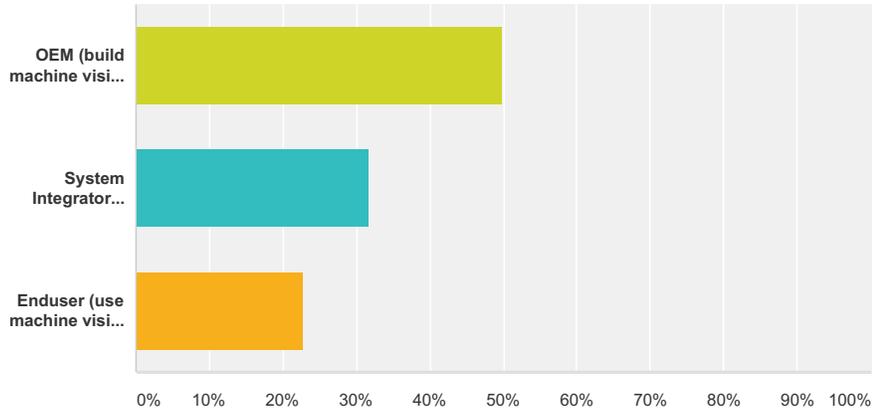
Opli's mission is to empower and inspire Researchers and Engineers by spreading knowledge of Electro-Optics, Photonics, Physics, Medical Engineer, Solar Energy, Imaging & Machine Vision, Fiber optics and technology.

Opli is the largest independent news source dedicated to covering Photonics, Physics, Machine Vision, Medical Engineering, Solar Energy, and technology.

The 2014 Vision Show Survey

Q1 Please select the category which best describes your business:

Answered: 22 Skipped: 1



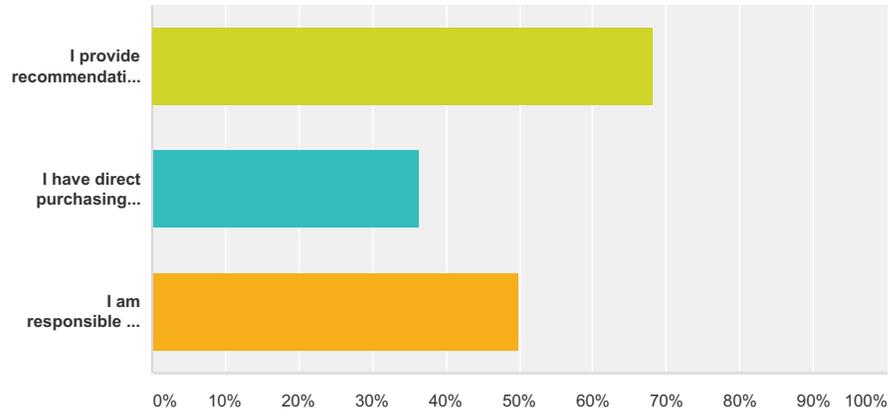
Answer Choices	Responses
OEM (build machine vision components into our products and solutions)	50.00% 11
System Integrator (work with endusers to deploy machine vision solutions)	31.82% 7
Enduser (use machine vision in manufacturing process)	22.73% 5
Total Respondents: 22	

#	Other (please specify)	Date
1	CMOS Image sensor sales	4/24/2014 11:45 AM

The 2014 Vision Show Survey

Q2 Which of the following best describes your influence on purchasing? (Check all that apply)

Answered: 22 Skipped: 1



Answer Choices	Responses
I provide recommendations on vision components and systems	68.18% 15
I have direct purchasing authority	36.36% 8
I am responsible for deployment and installation of vision components and systems	50.00% 11
Total Respondents: 22	

#	Other (please specify)	Date
	There are no responses.	

The 2014 Vision Show Survey

Q3 What was your primary reason for attending the 2014 Vision Show?

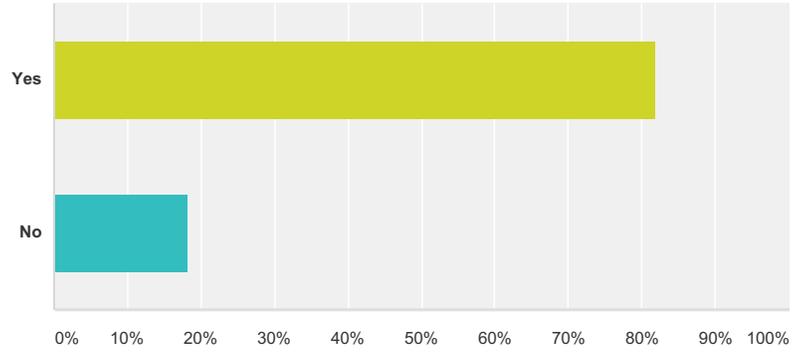
Answered: 22 Skipped: 1

#	Responses	Date
1	To figure out the best machine vision cameras.	4/28/2014 3:49 PM
2	New products, trends	4/25/2014 9:57 AM
3	Learn about new machine vision tech	4/25/2014 6:40 AM
4	Interest in USB3 Vision cameras	4/24/2014 2:37 PM
5	Awareness of new products and emerging technology, learning from conference classes	4/24/2014 2:05 PM
6	See what new cameras and other vision solutions were available.	4/24/2014 12:56 PM
7	look at new tech	4/24/2014 12:34 PM
8	See new technology	4/24/2014 12:25 PM
9	Looking for customers using cmos image sensors	4/24/2014 11:45 AM
10	Review market options	4/24/2014 11:18 AM
11	Too see the new products	4/24/2014 10:40 AM
12	To keep up with the latest line-scan camera technology.	4/24/2014 10:24 AM
13	Collect data on developments in OEM cameras	4/24/2014 10:01 AM
14	Take the CVP - Basic training course	4/24/2014 9:47 AM
15	To meet with vendors and see new technology.	4/24/2014 9:37 AM
16	To find an integrator for our application	4/24/2014 9:33 AM
17	EXPLORE VISION SYSTEM FOR INSPECTION AND MEASUREMENT	4/24/2014 9:32 AM
18	Looking for new products	4/24/2014 9:28 AM
19	General information	4/24/2014 9:27 AM
20	To learn about the new technologies available in the field of machine vision and the products that implement those technologies.	4/24/2014 9:26 AM
21	Keep up with latest products / developments	4/24/2014 9:26 AM
22	To keep current on new technology, find products which we could apply ourselves to improve product quality	4/24/2014 9:25 AM

The 2014 Vision Show Survey

Q4 Before attending the show, were you aware that Teledyne DALSA would be exhibiting at the show?

Answered: 22 Skipped: 1

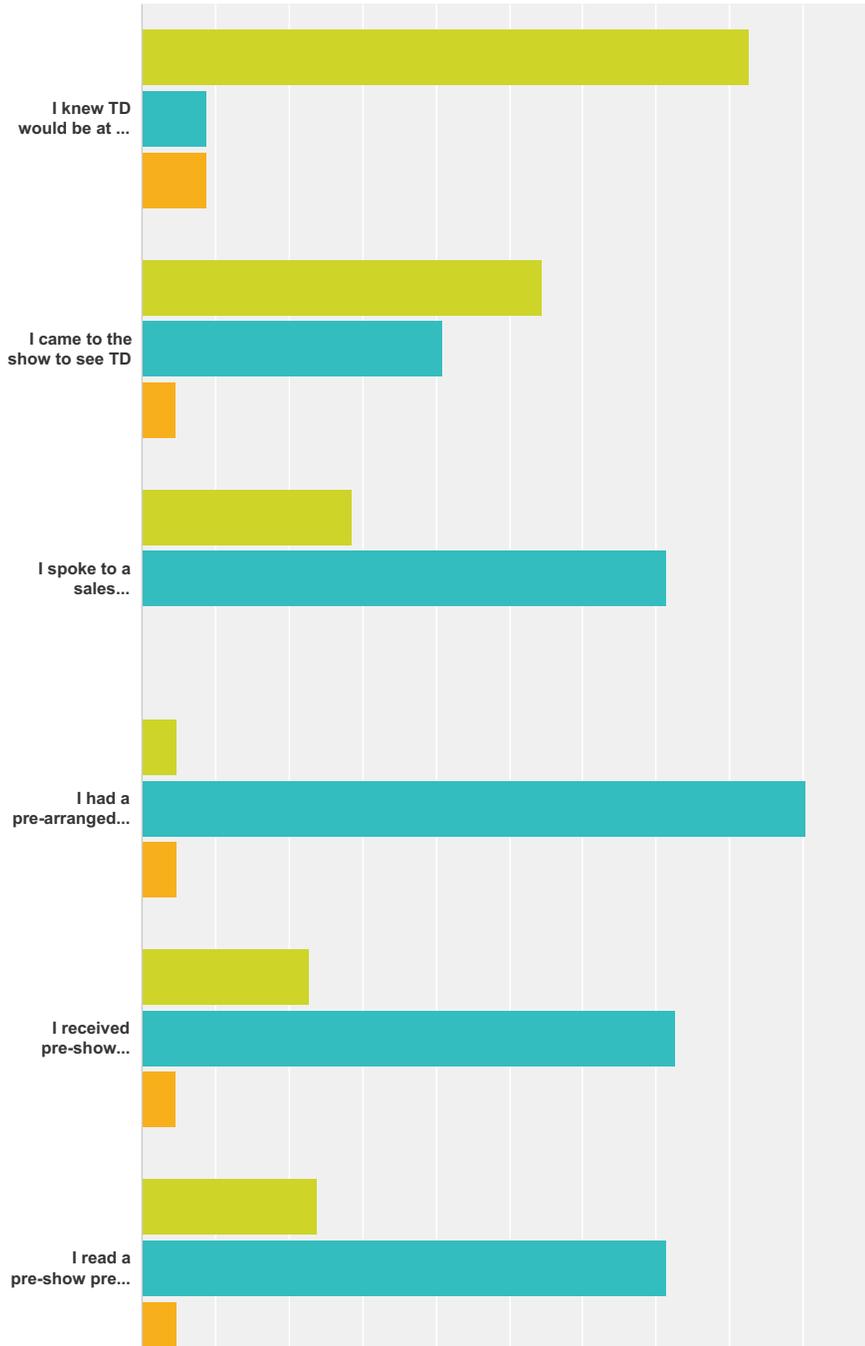


Answer Choices	Responses
Yes	81.82% 18
No	18.18% 4
Total Respondents: 22	

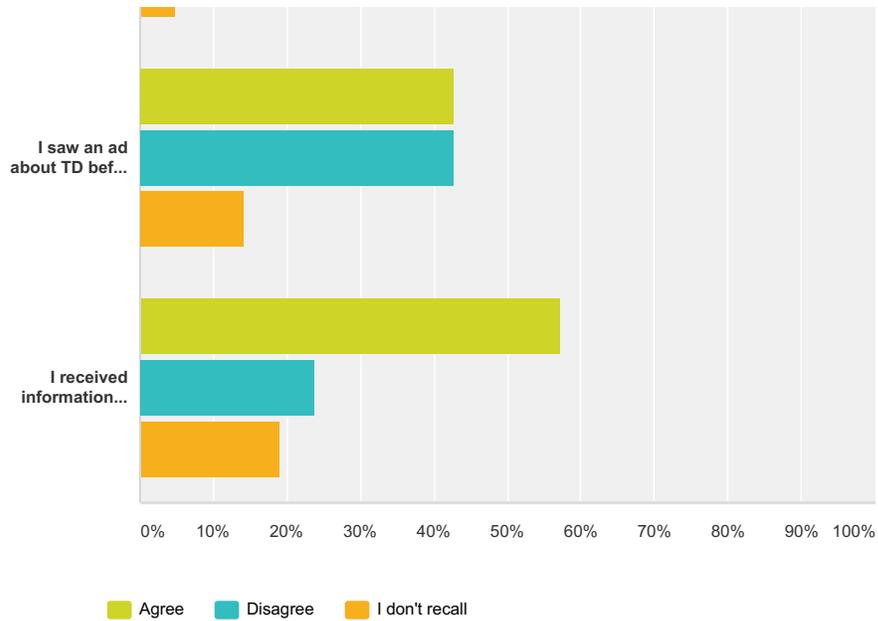
The 2014 Vision Show Survey

Q5 Please select the statements which best describe your awareness about Teledyne DALSA's (TD) involvement in the 2014 Vision Show:

Answered: 23 Skipped: 0



The 2014 Vision Show Survey

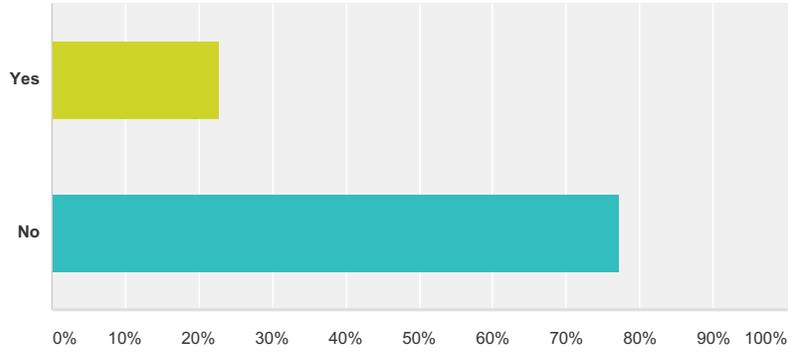


	Agree	Disagree	I don't recall	Total
I knew TD would be at the show	82.61% 19	8.70% 2	8.70% 2	23
I came to the show to see TD	54.55% 12	40.91% 9	4.55% 1	22
I spoke to a sales representative from TD before the show	28.57% 6	71.43% 15	0.00% 0	21
I had a pre-arranged meeting with TD at the show	4.76% 1	90.48% 19	4.76% 1	21
I received pre-show communications about TD at the show	22.73% 5	72.73% 16	4.55% 1	22
I read a pre-show press release	23.81% 5	71.43% 15	4.76% 1	21
I saw an ad about TD before the show	42.86% 9	42.86% 9	14.29% 3	21
I received information from the AIA which advertised TD as a show sponsor	57.14% 12	23.81% 5	19.05% 4	21

The 2014 Vision Show Survey

Q6 Did you see any pre-show communications about the new Linea CMOS Line Scan Camera?

Answered: 22 Skipped: 1



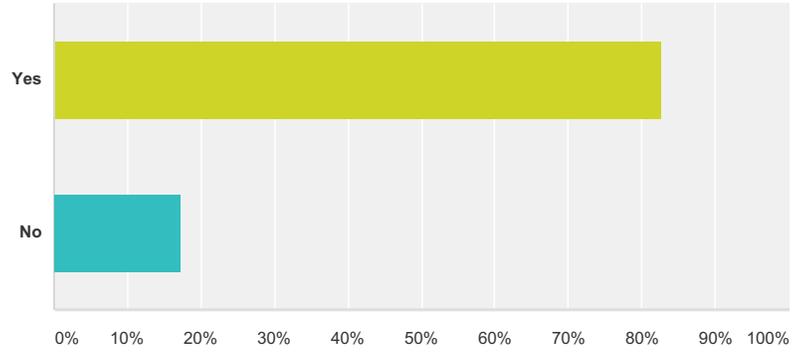
Answer Choices	Responses
Yes	22.73% 5
No	77.27% 17
Total Respondents: 22	

#	Other (please specify)	Date
	There are no responses.	

The 2014 Vision Show Survey

Q7 Did you receive a follow-up email containing the literature you requested during your visit to the booth?

Answered: 23 Skipped: 0



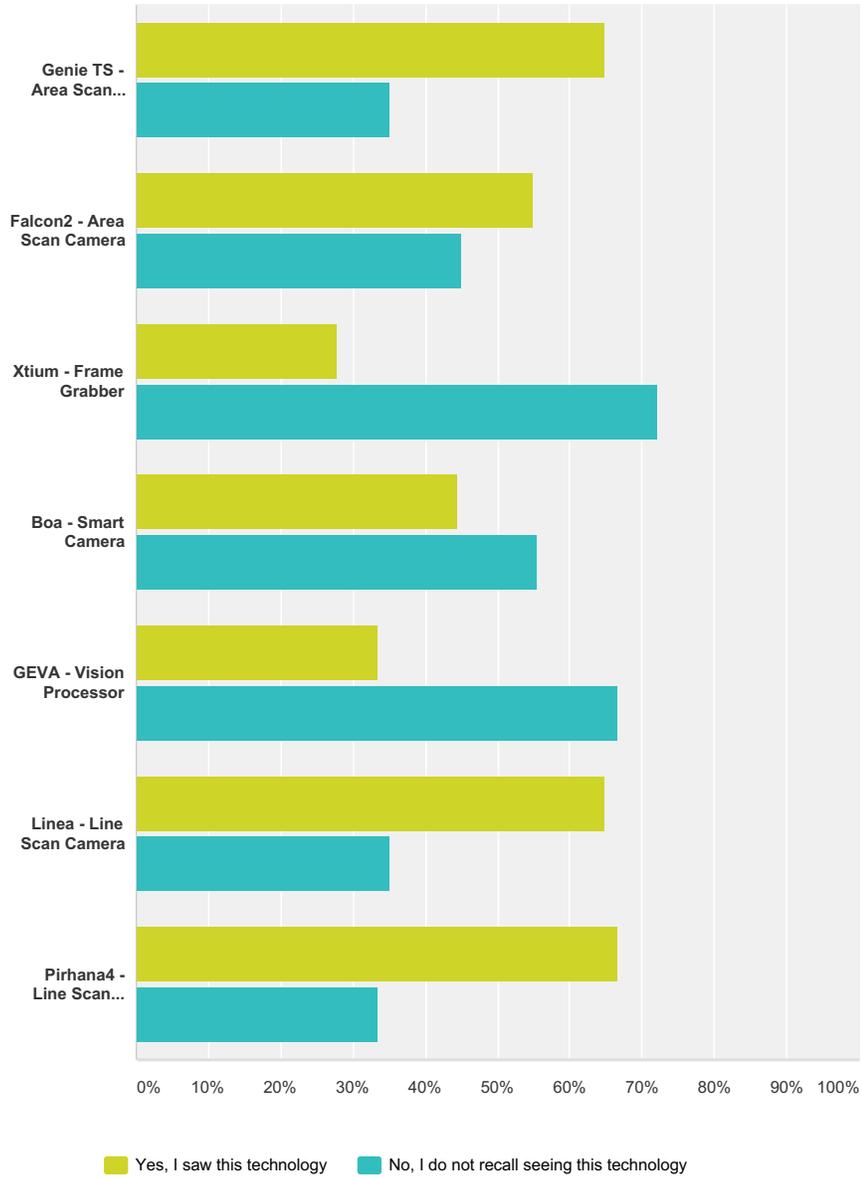
Answer Choices	Responses
Yes	82.61% 19
No	17.39% 4
Total Respondents: 23	

#	Other (please specify)	Date
	There are no responses.	

The 2014 Vision Show Survey

Q8 Please select all products which you recall seeing at the show:

Answered: 23 Skipped: 0



	Yes, I saw this technology	No, I do not recall seeing this technology	Total
Genie TS - Area Scan Camera	65.00% 13	35.00% 7	20

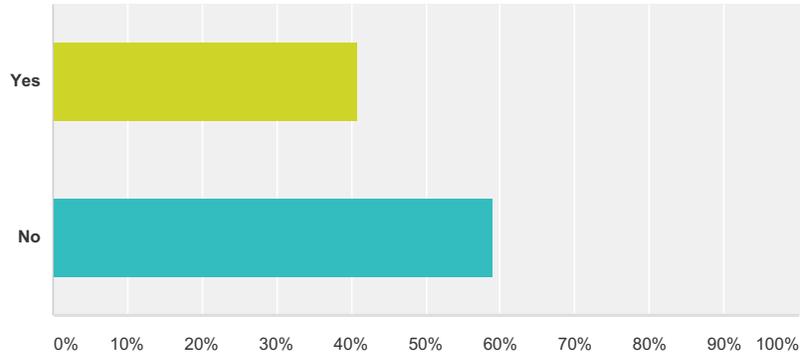
The 2014 Vision Show Survey

Falcon2 - Area Scan Camera	55.00% 11	45.00% 9	20
Xtium - Frame Grabber	27.78% 5	72.22% 13	18
Boa - Smart Camera	44.44% 8	55.56% 10	18
GEVA - Vision Processor	33.33% 6	66.67% 12	18
Linea - Line Scan Camera	65.00% 13	35.00% 7	20
Pirhana4 - Line Scan Camera	66.67% 14	33.33% 7	21

The 2014 Vision Show Survey

Q9 Do you plan to attend any other trade shows this year? If so, please list the shows in the comments box.

Answered: 22 Skipped: 1



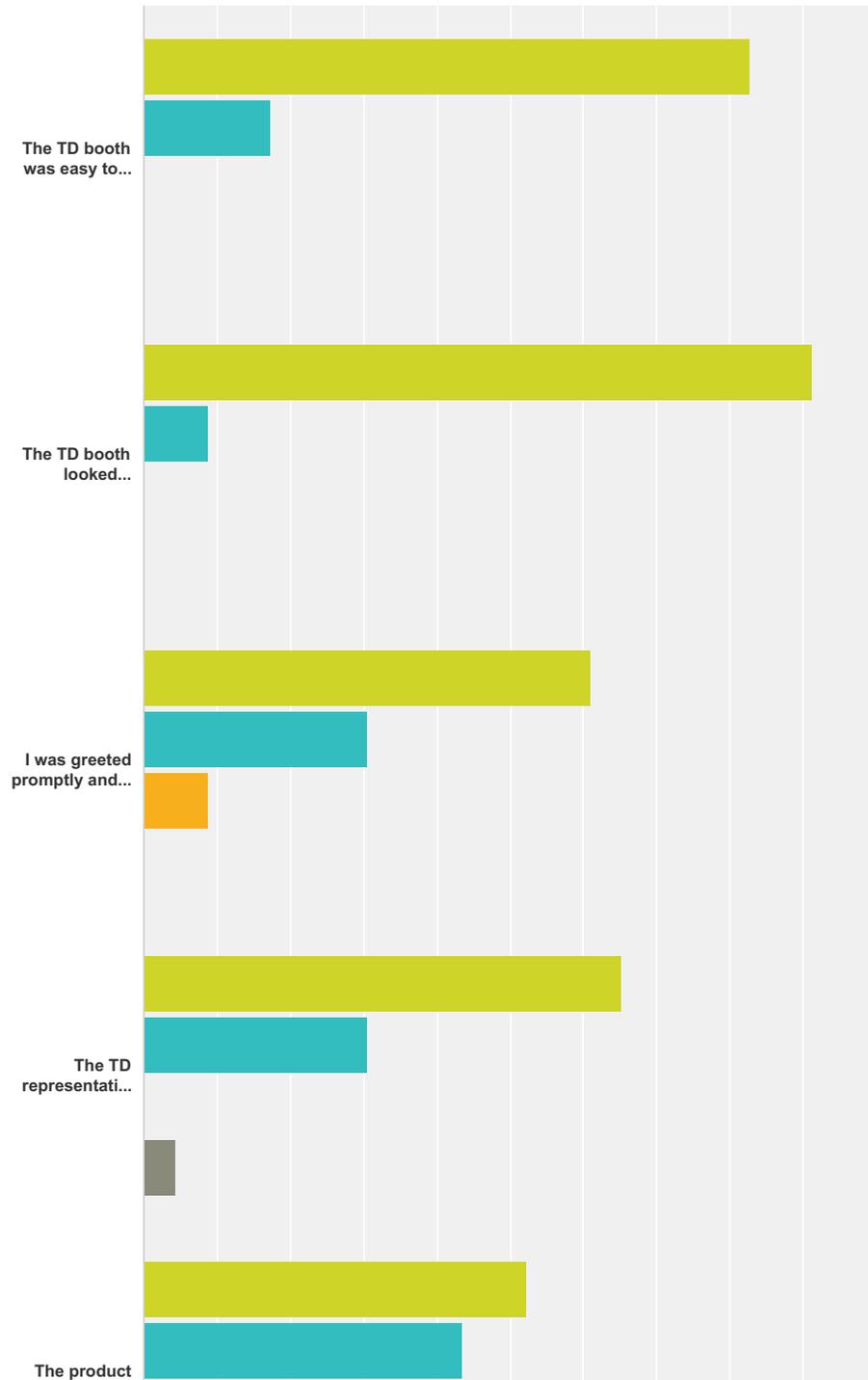
Answer Choices	Responses
Yes	40.91% 9
No	59.09% 13
Total Respondents: 22	

#	Other (please specify)	Date
1	ARVO, Photonics West	4/25/2014 6:40 AM
2	DSS 2014	4/24/2014 7:58 PM
3	Not sure which - maybe ITS Congress Detroit MI	4/24/2014 2:05 PM
4	DSS, SPIE Astronomy, CLEO, Optics + Photonics, Frontiers in Optics	4/24/2014 12:25 PM
5	Yes, but not sure which ones	4/24/2014 11:45 AM
6	Siemens Automation Summit	4/24/2014 11:18 AM
7	Atlantic Design & Manufacturing	4/24/2014 10:24 AM
8	SPIE-Optics & Photonics	4/24/2014 10:01 AM
9	Automate	4/24/2014 9:47 AM

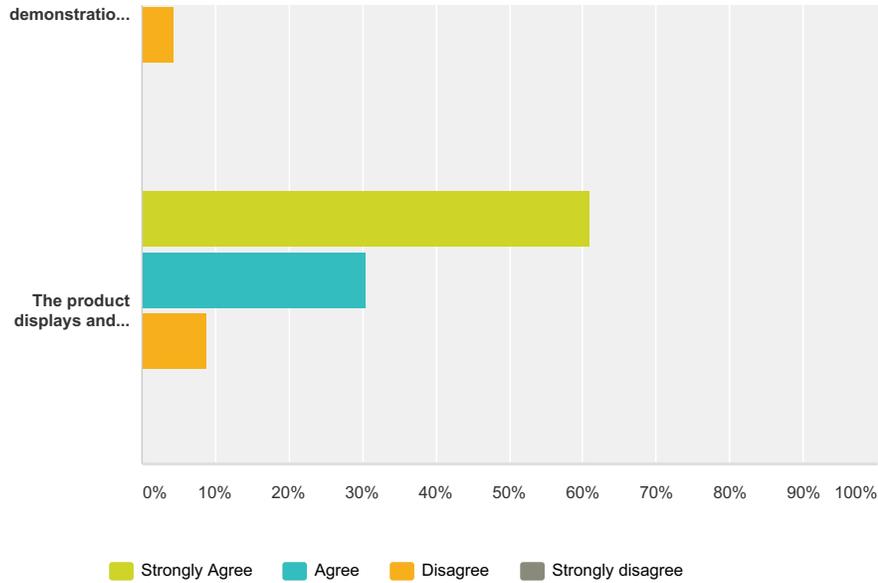
The 2014 Vision Show Survey

Q10 Please summarize your experience by selecting one option for each of the following statements:

Answered: 23 Skipped: 0



The 2014 Vision Show Survey



	Strongly Agree	Agree	Disagree	Strongly disagree	Total
The TD booth was easy to find	82.61% 19	17.39% 4	0.00% 0	0.00% 0	23
The TD booth looked professional	91.30% 21	8.70% 2	0.00% 0	0.00% 0	23
I was greeted promptly and did not have to wait long to speak to a representative	60.87% 14	30.43% 7	8.70% 2	0.00% 0	23
The TD representative was knowledgeable and able to answer all of my questions	65.22% 15	30.43% 7	0.00% 0	4.35% 1	23
The product demonstrations showed products I am interested in	52.17% 12	43.48% 10	4.35% 1	0.00% 0	23
The product displays and demonstrations looked professional and were easy to understand	60.87% 14	30.43% 7	8.70% 2	0.00% 0	23

#	Other (please specify)	Date
	There are no responses.	



TELEDYNE DALSA

Everywhere you look™

Thank you for visiting Teledyne DALSA at: The Vision Show.

Please download the information you requested:



Smart Defence and Security Solutions



[View File](#)



Possibilities Video - Microbolometer Technology



[View File](#)



Machine Vision



[View File](#)



Possibilities Video - When Invisible becomes Visible



[View File](#)

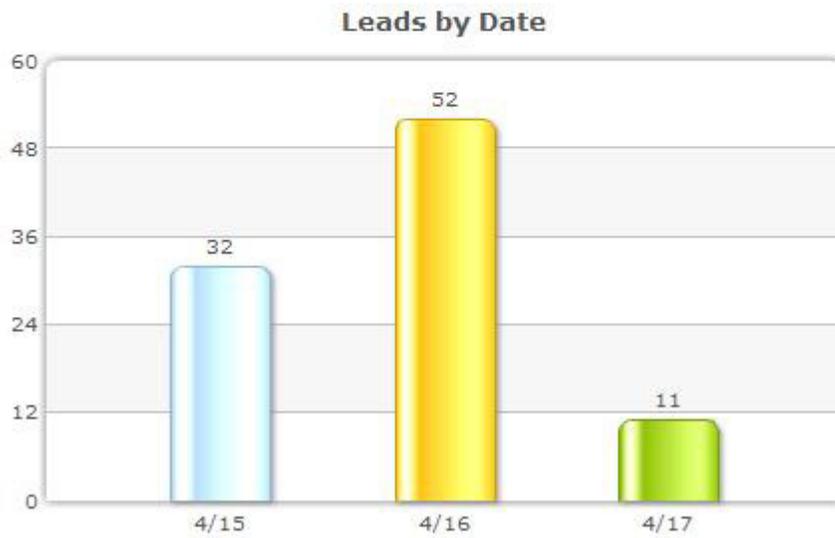
MEDIA STATION PERFORMANCE



Leads by Date

All Dates ▾

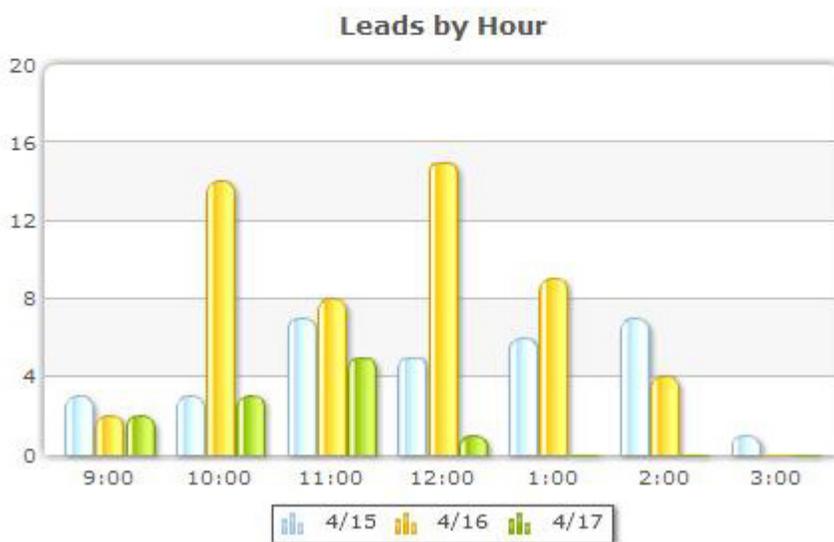
Leads By Date



Leads by Hour

All Dates ▾

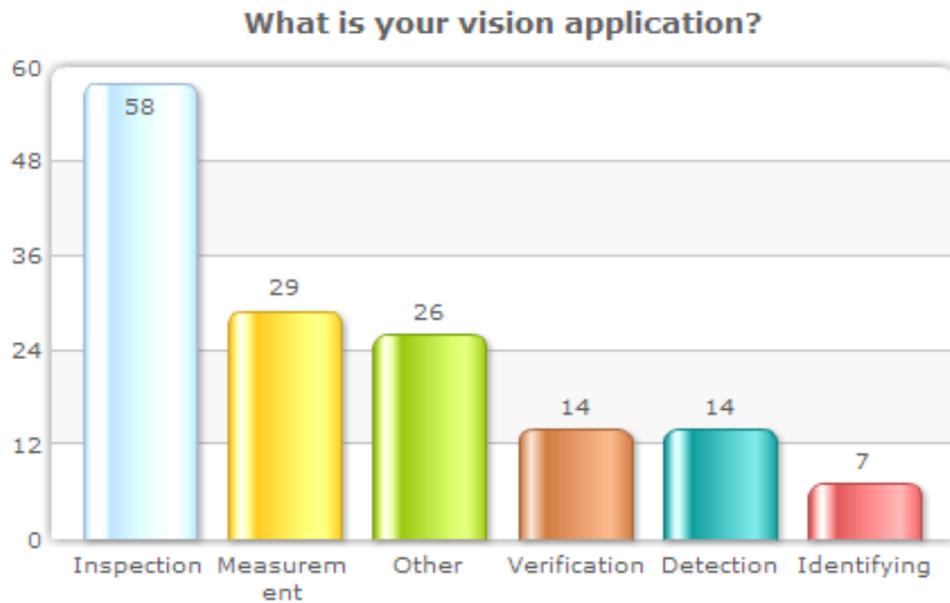
Leads by Hour





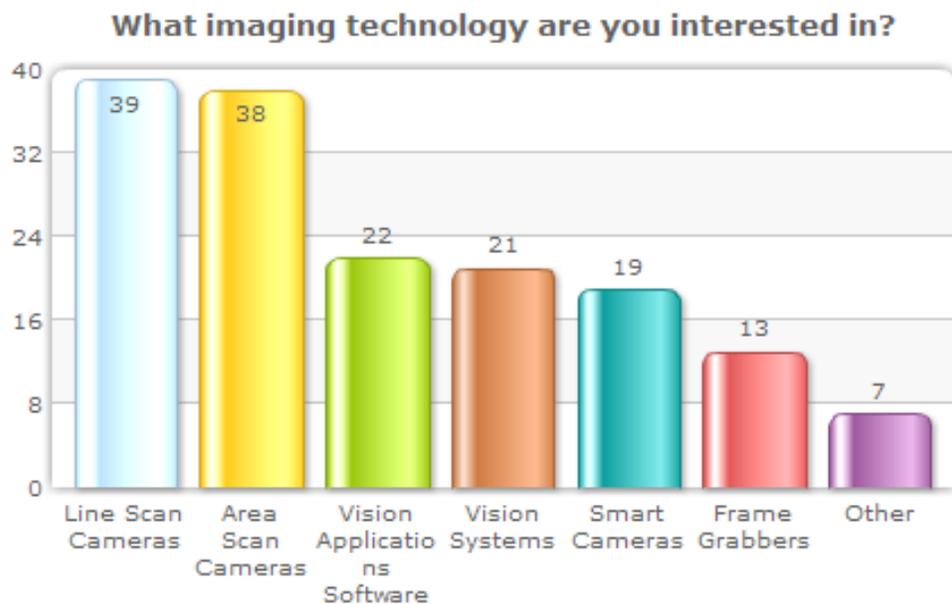
What is your vision application?

What is your vision application?



What imaging technology are you interested in?

What imaging technology are you interested in?





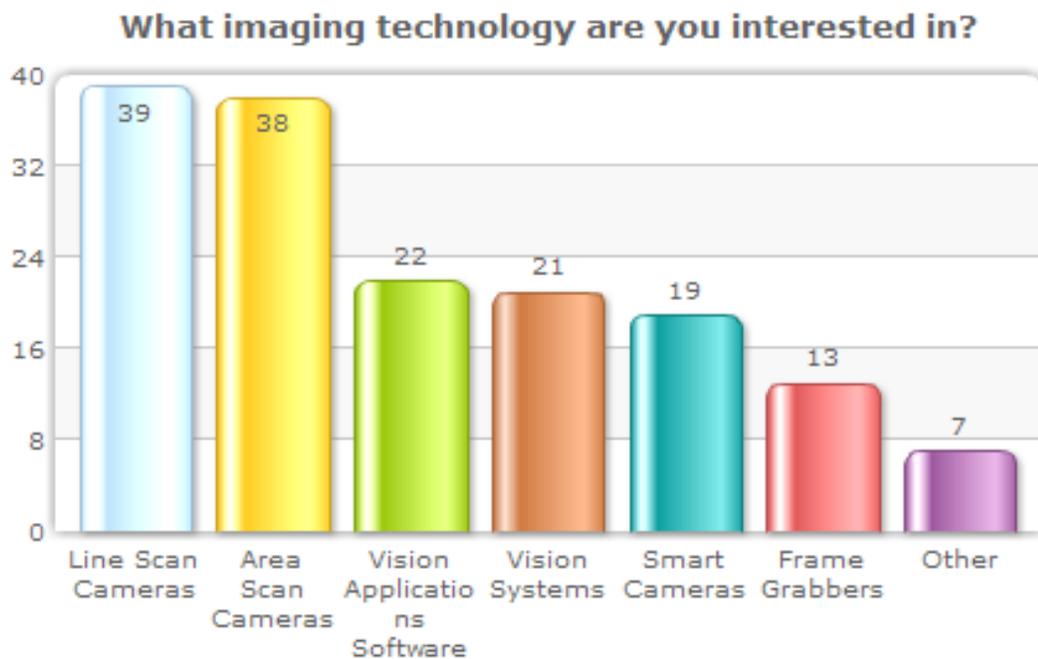
When do you plan to purchase?

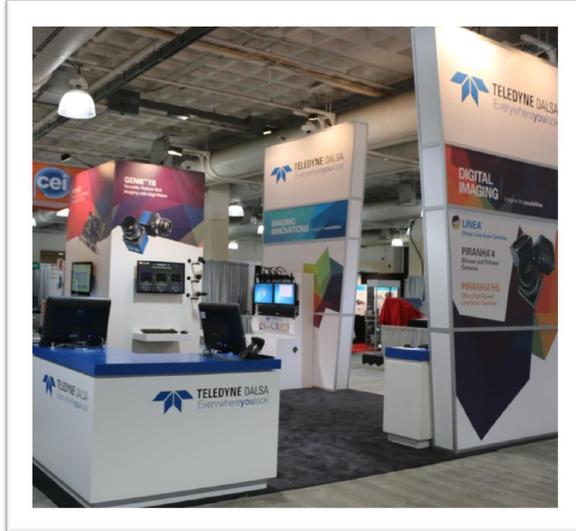
When do you plan to purchase?



What imaging technology are you interested in?

What imaging technology are you interested in?



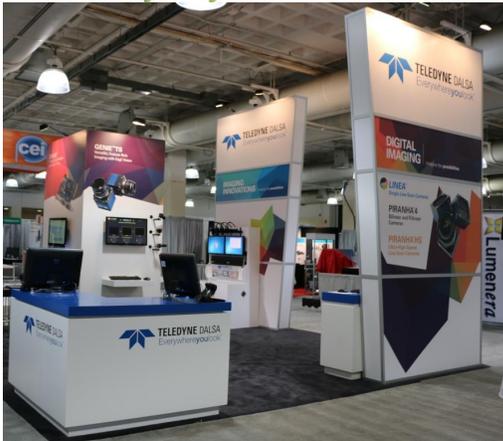


aia 2014 The Vision Show Recap

April 15 – 17, 2014
Boston, MA



2014 Vision Show Recap



2014 Vision Show Recap

2014 Attendance: 2,100

2014 Exhibitors: 103 (Sold Out)

Year over Year Show Growth: '12 - '14: up 30%

Leads Collected

2012: 72 **2014:** 98



Vision Show Team

Product Marketing + Support

- Aziz Bruno Geroli
- Manuel Romero
- Chris Chalifoux
- Behnam Rashidian
- Mark Butler
- Chris Brais

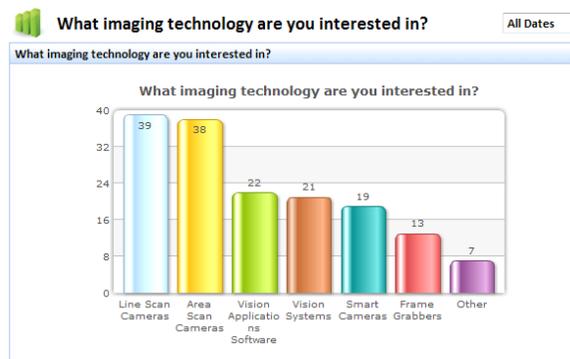
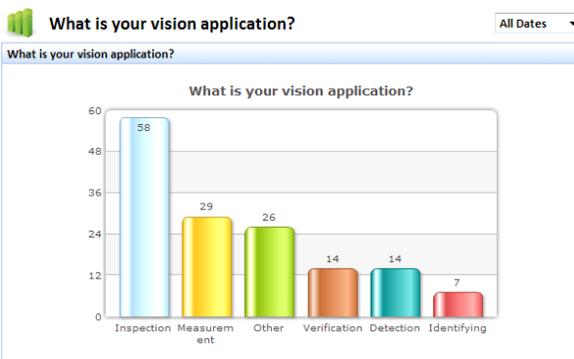
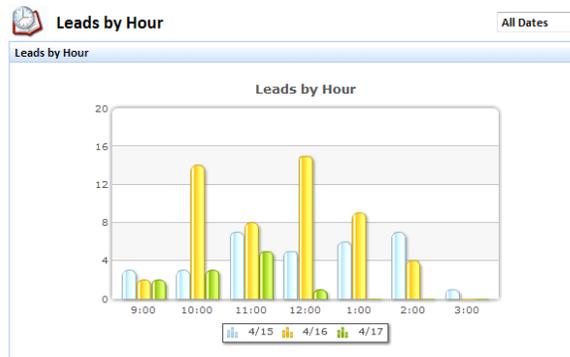
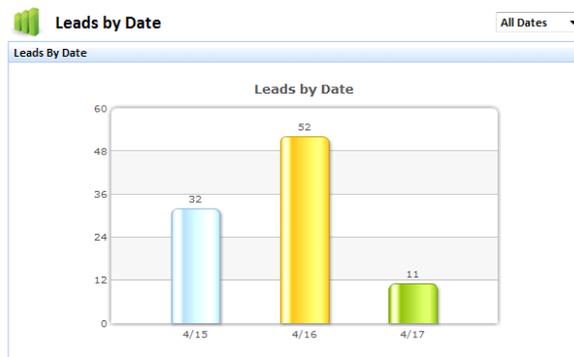
Sales

- Glen Ahern
- Sam Biancuzzo
- Brad Finney
- Phil Colet

Marketing Communications

- Kelly Johnson
- Kirk Petersen
- Geralyn Miller

2014 Lead Summary



2014 Post Show Lead Survey

POSSIBILITY
teledyne.possibility.com

Sample Size: 23

Campaign Response Rate:

Demographic Breakdown

- 55% OEM
- 32% System Integrator
- 23% End User

Purchasing Authority

- 68% Recommend
- 37% Final Decision
- 50% Deploy Solutions

- 54% Attended to see TD
- 28% Scheduled a meeting with sales pre-show
- 57% Recalled TD as a sponsor of the show



The 2014 Vision Show Survey

1. Please select the category which best describes your business:

OEM (build machine vision components into our products and solutions)

System Integrator (work with endusers to deploy machine vision solutions)

Enduser (use machine vision in manufacturing process)

Other (please specify) _____

2. Which of the following best describes your influence on purchasing? (Check all that apply)

I provide recommendations on vision components and systems

I have direct purchasing authority

I am responsible for deployment and installation of vision components and systems

Other (please specify) _____

3. What was your primary reason for attending the 2014 Vision Show?

4. Before attending the show, were you aware that Teledyne DALSA would be exhibiting at the show?

Yes

No

Successes

POSSIBILITY
teledyne.possibility.com

Generated Brand Awareness

- 653 opens for pre-show direct mail campaign
- 8 interviews at show with key media outlets
- Behnam featured in Vision System Design Video Spotlight discussing Linea
- 2 technical presentations delivered to 18 attendees and gathered 6 new contacts

Gathered Intelligence from Prospects

- Post-show lead survey - 33% completion rate (23 prospects)
- Will help guide efforts for 2016 event participation

New Business Opportunities

- Collected 98 new business leads, 37% HOT (product need within 3 months)

Efficient Show Cost Management

- Came in 11% under budget target
- Budget: \$85,000 Actual Cost: \$76,411**

TELEDYNE DALSA
Everywhereyoulook™

TELEDYNE DALSA
Everywhereyoulook™

Opportunities for Improvement

Staffing

- Adjust staff levels
- Staff booth with more sales less product marketing/engineering staff
- Mandatory pre-show staff training
- Conduct pre-show product training for staff (by product marketing)

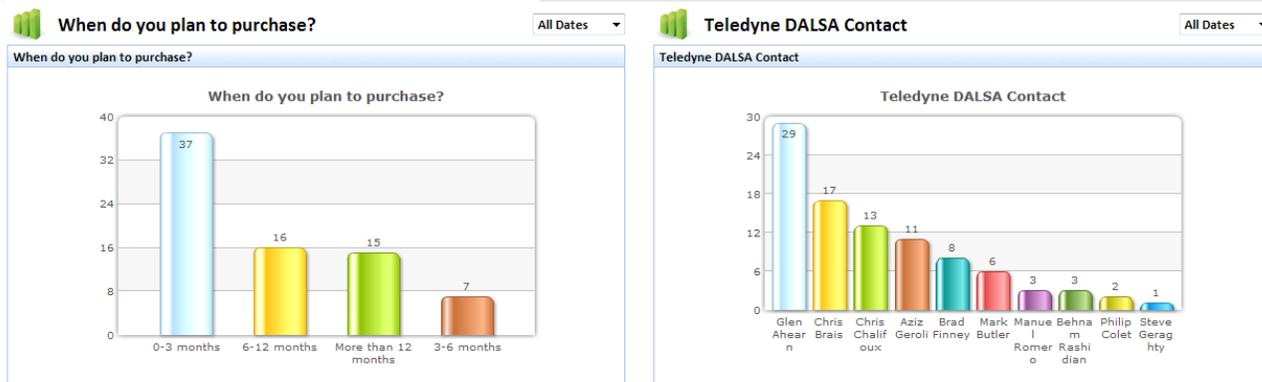
Marketing Communications Plan

- Begin pre-show marketing campaign 2 months in advance
- Tailor messaging to show business development objectives
- Create marketing follow-up plan for 3 opportunity tiers (A, B and C leads)

New Business Opportunities

- Identify what is a HOT lead with sales pre-show

Recommendations



- Pre-show training (product mktg. + sales)
- Staff booth with sales staff (reduce product mktg.)
- Adjust scheduling to accommodate peaks and valleys
- Implement follow-up marketing process for A leads, A/B leads + C leads
- Assign aggressive lead targets for sales staff
- Incentivize staff for achieving targets
- Follow-up on results of leads gathered at show to determine close rate

