



IDEAS FOR MARKETING

**SEXY AND INNOVATIVE
MARKETING FOR TECHNICAL
PRODUCTS**



WHY YOU SHOULD BE UNFAITHFUL!

Many companies feel like they are married to their advertisement agency and get stuck in a monotone cycle of repetition. That's why in the next few pages we will show why an affair with us pays off.

CANVAS – The company that will make your products feel sexy

The communications agency CANVAS, a wholly owned daughter company of CADENAS, has many years of experience to rely on when it comes to marketing technical products. Through close proximity with CADENAS, we understand your business, your target groups, your competitors and the need for a distinctively unique selling point.

We will prove to you that technical products don't have to be dry and boring, undeniably they can be amazing and exciting.

Fortunately, you are not infact married to your advertisement agency.



EXHIBITION STRATEGIES FROM YESTERDAY

DOES YOUR MARKETING LOOK LIKE THIS?

If any of this is looking familiar, then you made the right choice coming to us! We will open your eyes to a world of possibilities that will generate more interest than you've ever had.

Breath mint.

SERIOUSLY?



Meaningless giveaways.

THANKS DAD!



A booth babe.

APPROPRIATE?



The cylinderman.

ANY VOLUNTEERS?

THE TRADESHOW ENTERTAINMENT PACKAGE

INNOVATIVE STRATEGIES TO TURN HEADS

The Electronic Product Catalog eCATALOGsolutions from CADENAS provides you with the support and guidance needed to have an exhibition like none you've ever experienced before.

An innovative showcase is associated with an innovative product.

?! DID YOU KNOW...

The average cost to a business for a booth at an exhibition per day, per sales representative is 2,000 Euros, while a traditional booth earns 2.5 worthy business contacts per sales representative per day. Therefore one single contact at an exhibition can cost you 1,000 Euros.

(Results from a survey done at an exhibition in the capital goods industry, 2002, Clausen Unternehmensberatung)





Your benefits

- Steer visitors to your booth
- Raise the amount of potential sales leads
- Show how innovative and progressive your company is
- Interact with visitors
- Show off your product in an entertaining way



Armin Doser | Division Manager
Division Manager
Afag Automation AG

"Through innovative and specialized 3D and augmented reality presentation Afag's innovation was impressively demonstrated at MOTEK, not only the quality of the product but also the commitment to the very latest computer technologies was portrayed. Afag and CADENAS embrace yesterday, today and tomorrow to be technological leaders of the highest level."

HOLOGRAM DREAMOC HD3

ENTERTAIN THE ILLUSION

With a holographic display from DREAMOC™ you can create the perfect illusion. With floating 3D animations there are incredible possibilities to present your products at trade fairs with this innovative presentation technology.

DREAMOC™ makes it possible to even connect real products with holographic animation.



iBeacon - SMART INFORMATION IN REAL TIME

THE MODERN SIGNAL FIRE

iBeacon based on the sender-reciever principle: In a room small transmitters are spread out. When smartphone users come near your ibeacon with a relevant app, information will be transmitted to them.

This innovative technology is priceless and can be used for example at an exhibition. Invite anyone that comes within a certain distance of your booth to have a chat over coffee. Or send them some interesting information about your products.



CARDBOARD VIEWER

VITRUAL REALITY BUILD FROM PAPER

Previously when you wanted to show your product in 3D a steep investment in technology was required. But now it doesn't have to be expensive with the construction of simple cardboard viewer. A smartphone with the right app, such as the CADENAS PARTcloud app, allow your customers to see your products in a virtual world.





CONTROL YOUR CAD MODELS WITH KINECT

CREATE SOME MOVEMENT IN YOUR BOOTH

Thanks to the revolutionary technology of Kinect on the Xbox 360 from Microsoft you can control your 3D CAD models on a screen without a controller. Simple hand gestures and body movements will control the movement of your CAD models.

Increase awareness and interest in your booth with this new and innovative technology that will allow your product catalog to be the focus of the event.





CONTROL YOUR CAD MODELS WITH A WII REMOTE

AWAKEN YOUR INNER CHILD

With the Wii remote control from Nintendo you can control any Electronic Product Catalog from CADENAS like child's play.

Let your booth be a magnet for potential customers by having interactive products with the Wii remote, thus attracting attention and causing them to linger.



AUGMENTED REALITY FOR YOUR COMPONENTS

ENTER A NEW VIRTUAL LAND

At an exhibition are your brochures just sitting there gathering dust? Surprise your customers with flyer art of a special kind: augmented reality. Add augmented reality markers to your flyer to make your products come to life with superimposed 3D CAD models.



3D GLASSES WITH YOUR COMPANYS LOGO

MAKE YOUR COMPONENTS REAL EYE CATCHERS

In order to not only have informative, but also entertaining products, hand out interested visitors a pair of 3D glasses. Real, almost touchable part images will certainly impress your tradeshow booth visitors.

As a give-away, the glasses, marked with your web address, also ensure that the interested parties can find your 3D CAD product catalog online again after the tradeshow.



DIGITAL MAGIC 2.0 WITH THE iPad ILLUSIONIST

ENCHANT YOUR EXHIBITION VISITORS

Pulling a rabbit out of a hat is so yesterday - today's magic is done with tablets. The innovative magicians show their skills with the help of the digital world.

A great example of the advantages can be the promotion of your app. With pleasure we will check out a known magician for you.



TELEPHONE CAMPAIGNS AND LEAD GENERATION

**YOUR SALES TEAM DON'T WANT TO COLD CALL?
WE WILL DO IT FOR YOU!**

We know that telephone campaigns by sales representatives isn't the most popular activity. Therefore we would gladly take over for your sales team.

Equipped with the most sure fire instincts as well as vast on the job experience in the technical field, we would be honoured to call and chat to your customers for you.

Only those who love to call can offer a unique charm that generates great sales leads!

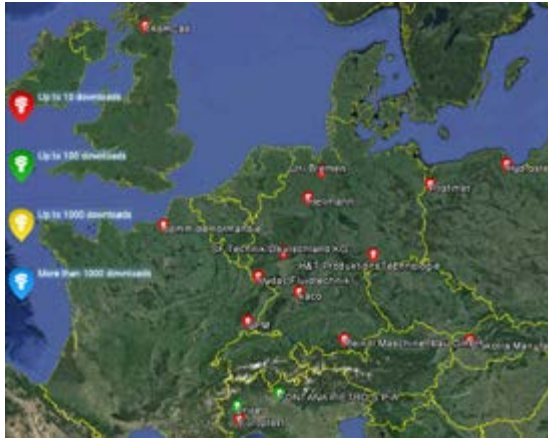
**DID YOU KNOW...**

Far too often sales teams give up too early on potential sales calls. Therefore 30% of sales leads are never contacted. Already by 6 call attempts the possibility of making a contact is up to 90%.

Reference: Lead Response Infographic, InsideSales.com, 2012



No addresses in your hand? Our PARTcommunity portal has more than enough!

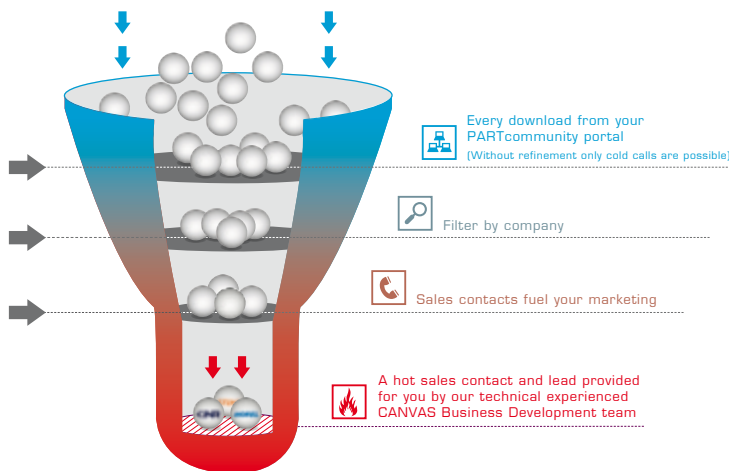


The 3D CAD model download portal PARTcommunity leads you to a wealth of information to optimize your sales strategies:

- Where are my potential customers?
- Where is the highest concentration of prospects?
- How can I optimize my business trips?
- And much more

The downloads from your PARTcommunity portal can be analyzed and transformed into a diverse range of sales leads – now all you have to do is get them on the phone and convert them to customers!

Converting cold calls into hot contacts



+ Your benefits

- The most experienced experts without any personal effort
- Pleasant conversation without being overwhelming
- No frustration in the sales team and the field staff
- Wide range of possibilities such as carrying out surveys, scheduling appointments with prospects for your sales or maintain contact addresses

POSTERS IN UNIVERSITIES, COLLEGES AND TECHNICAL SCHOOLS

INTRODUCE YOURSELF TO THE TARGET AUDIENCE OF TOMORROW

Students build their opinion particularly in university and are especially influenced by their environment. In this phase, enable their future buying patterns to be influenced by your brand images. Therefore university marketing is without a doubt of great importance.

We offer marketing targeted to one of the hardest target groups: with our posters and information boards in connection with a student orientated competition we allow you a gateway to the engineers of the near future. You can benefit from our close cooperation with universities and technical schools and our address pool with over 1,000 university contacts.



+ Your benefits

- Introduce yourself to the customers of tomorrow
- Profit from an address database with over 1 000 contacts from colleges, universities and technical schools
- Use of a relatively cheap form of advertising and yet still a direct line of communication





VIRAL SLIDESHOWS & ANIMATIONS

THRILLING CINEMATIC STORIES

More than half of internet users look at videos on a regular basis. No wonder that video marketing is a skill of its own, that reaches a wide audience with very little loss.

The answer to why a firm should invest in online video is easily answered: Time is the new currency of today's market and no one has enough. People are, as a rule of thumb, unwilling to read and want to be constantly entertained.





Your benefits

- Increasing the number of visitors on your website as well as the length of time they stay
- Strengthen customer loyalty with video guides, tutorials, etc
- Increase brand awareness and build up your market shares

YouTube

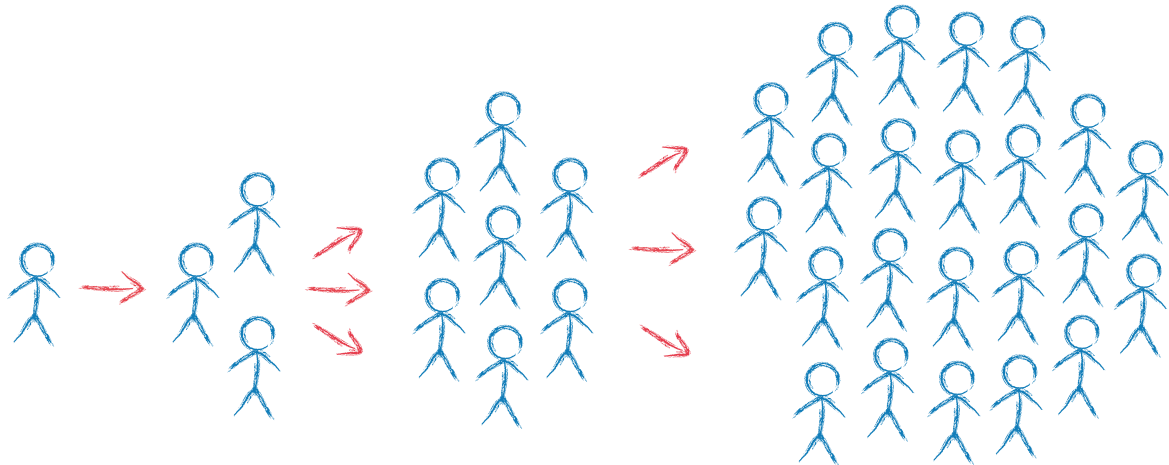
vimeo

MyVideo



DID YOU KNOW...

In march 2013 over a billion users every month logged on to YouTube - this means every second internet user worldwide. Viral online-videos are especially loved: According to a study by Ketchum Pleon, 67% of German Internet users are familiar with short internet films.



REFERENCES

**THESE FIRMS HAVE ALREADY SUCCESSFULLY
IMPLEMENTED THESE MARKETING TACTICS**



Have a look for yourself of photos and videos of our successful exhibitions:

www.cadenas.de/tradeshows-entertainment/en/case-studies

READY FOR A DATE?

Do you want more excitement back in your life with marketing from CANVAS?

Contact us now!

Tel.: +49 821 2 58 58 0 - 500

Marketing@canvas.de

Work together with us, a company that has creative concepts. We would also be happy to support you with your printing, webdesign or online marketing activities.





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WHY CANVAS?

As a member of CADENAS Technologies AG we specialize in the divisions of: CAD, mechanical engineering, automobile industry, electrical engineering and architecture. We know your target group pretty well. In combination with your specifications we target the core areas: goal orientation, communication and minimizing waste coverage.