

2024 DRAGON SYMPOSIUM



WELCOME





THURSDAY’S AGENDA

| Time | Topic | Presenter |
|---------------|---|-----------------------------------|
| 8:30 – 9:45 | Wilcoxon value proposition and key selling points | Chris Kramm Courtney Sturniolo |
| 9:45 – 10:00 | Break | |
| 10:00 – 10:45 | Marketing 2024 overview, opportunities and regional support | Courtney Sturniolo |
| 10:45 – 11:45 | Breakout group #1: CBM | Tom LaRocque |
| | Breakout group #2: T&M | Peter Eitnier |
| 11:45-12:00 | Meeting wrap-up | Chris Kramm |
| 12:00 – 13:00 | Lunch in 57th Street restaurant, lobby floor | |

2024 DRAGON SYMPOSIUM



VALUE PROPOSITION





INDUSTRY LEADING QUALITY AND RELIABILITY

TOTAL LOWER COST OF OWNERSHIP

- The labor cost of replacing a failed sensor dwarfs the initial purchase price.
 - Replacing a low-quality sensor that fails will cost your customer 3X the price of the sensor.
- Unreliable measurements lead to nuisance trips and missed detections.
- Missed detections increase maintenance costs and unplanned downtime.
- Our sensors come with a lifetime warranty – but you won't need it.
 - Wilcoxon accelerometers have an MTBF >25 years





MEASURE MACHINE CHANGES, NOT SENSOR DRIFT

STABLE MEASUREMENTS OVER TIME AND TEMPERATURE

- Constructed using materials with low coefficients of thermal expansion
- Pre-aged sensing elements limit drift to <1% over 10 years
- Sealed sensor design ensures no drift due to moisture contamination

| Leakage rate (cc/sec) | Example | Time for 1cc to leak (at 1 atm.) | Suitable test method |
|--------------------------|-----------------------------|--|-------------------------|
| 10 ⁻⁴ | Poorly built accelerometers | 2.78 hours | Bubble test |
| 10 ⁻⁶ | Beverage cans | 11.57 days | Helium leak test |
| 10 ⁻⁷ | Vacuum process systems | 3.86 months | Helium leak test |
| 10 ⁻⁸ | Wilcoxon industrial sensor | 3.22 years | Helium leak test |
| 10 ⁻⁹ | Pace maker | 32 years | Helium leak test |



ENJOY LONG SENSOR LIFETIME IN HARSH ENVIRONMENTS

HIGH RELIABILITY DESIGN AND MANUFACTURING PROCESSES

- 316L stainless steel resists corrosion
- Dry box weld ensures no moisture contamination
- Hermetic sealing ensures no future moisture ingress
- High signal-to-noise ratio means earliest detection
- 80,000x greater shielding than aluminum limits electromagnetic interference
- Long sensor lifetime ensures measurements when you need them most



Two sensors removed after more than 10 years of operation in a cooling tower and being subjected to sulfuric acid, water spray, dirt and grime. The left sensor has been rubbed clean of most contaminants. The sensor on the right appears as it did when it was removed from operation. Both sensors still performed as they did at commissioning.



YOUR ASSET RELIABILITY PROGRAM IS ONLY AS RELIABLE AS YOUR SENSOR

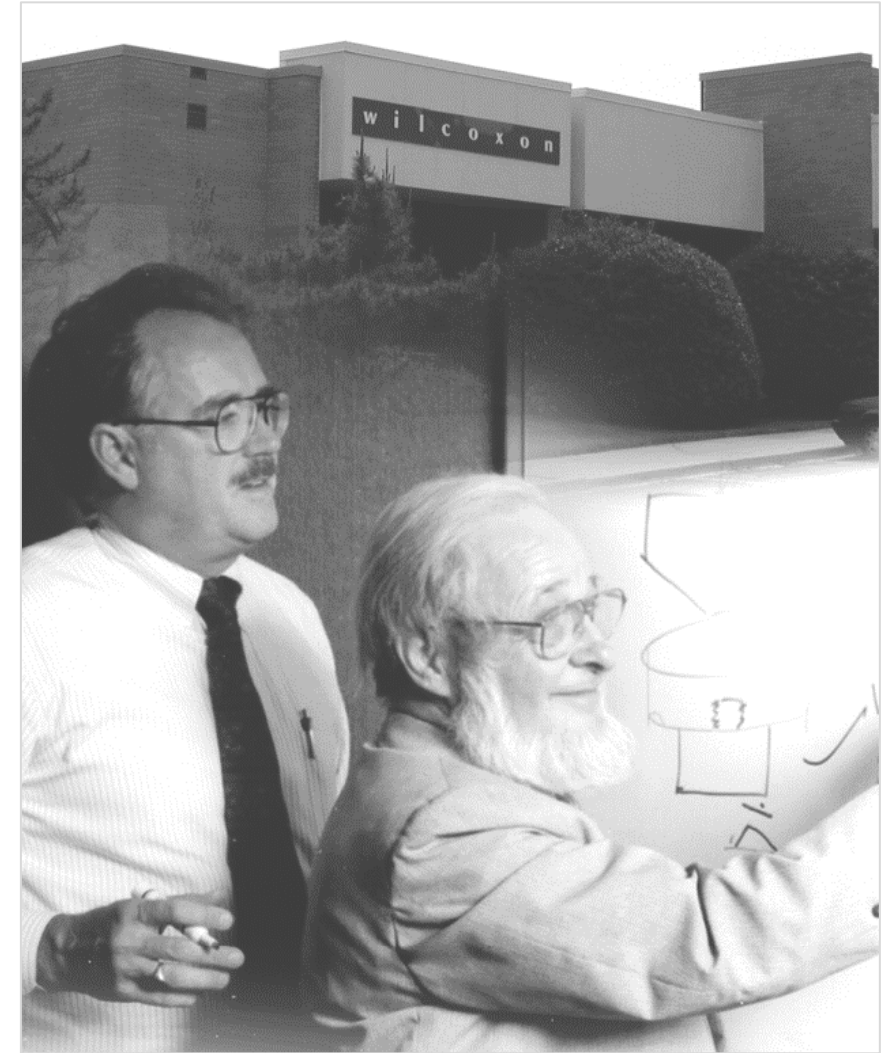
ACCURATE MACHINE HEALTH INSIGHTS BEGIN WITH THE SENSOR

- Low-cost sensors sacrifice difficult-to-verify sensor characteristics for cost-saving design and manufacturing techniques
 - Low-performance sensors often experience stronger effects from electrical interference from machines and other electronic devices. This interference can manifest as an 'apparent' machine fault in the signal.
 - Low-quality sensors may experience measurement drift due to changes in the environment (such as changes in temperature) or the natural ageing of the sensors itself. These changes in the behavior of the sensor or environment are misinterpreted as changes in the behavior of the machine.
 - Low-cost sensors with short lifetimes are a nuisance. Even when the replacement sensor is warrantied, maintenance or instrumentation personnel have the time-consuming task of re-installing the sensor. Worse, faulty sensors often go unaddressed for months as higher-priority repairs or maintenance activities take precedence. During that time, vibration practitioners and analytic software are 'blind' to developing machine issues.
- The loss of value due to poor data quality quickly eclipses the savings of a low purchase price



PIONEERS VS. FOLLOWERS

- Leader in industrial , harsh environment, and underwater applications
- Many companies copy products without understand the environment and challenges – and those products are not always suitable for the applications
- Customers can choose to partner with pioneers or followers



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2024 MARKETING





EMAIL MARKETING

2024 BLAST SCHEDULE

- January: H23 hydrophones, >1000 opens
- February: PCC420s, >1300 opens
- March: Webinar, >1700 opens
- April: Ultrasound
- May: CBM
- June: Ultrasound
- July: T&M
- August: CBM
- September: IIoT
- October: Value proposition
- November: Ultrasound + CBM
- December: IIoT



ADVERTISING

CONTINUING PARTNERSHIP WITH CBM CONNECT

| | | | | | | | | | | | | |
|-------------|--------|----------|-----------|---------|--------|---------|----------|--------|---------|-----------|---------------|--------|
| CBM Connect | Banner | 2min Tip | 5min Fact | Webinar | Banner | Webinar | 2min Tip | Banner | Webinar | 5min Fact | SME interview | Banner |
|-------------|--------|----------|-----------|---------|--------|---------|----------|--------|---------|-----------|---------------|--------|

- End user focused site with extensive reach, trust, existing Wilcoxon presence
- Lead generation and thought leadership for new and existing markets
 - Webinars currently 200+ registrations, 150+ new subscribers, regional lead distribution
- Sample schedule above – topics will align with appropriate campaigns:
 - Vibration CBM and PM
 - Ultrasound
 - Gateway
 - Company branding and messaging
- End user focus not ideal for LVEP



ADVERTISING

DIVERSIFYING OUR REACH

| Platform | January | February | March | April | May | June | July | August | September | October | November | December |
|---------------------|---------|----------|-----------|---------|--------|---------|----------|--------|-----------|-----------|---------------|----------|
| Eblasts | | | | | | | T&M | | | | | |
| LinkedIn boost | | | | | | | | | | | | |
| CBM Connect | Banner | 2min Tip | 5min Fact | Webinar | Banner | Webinar | 2min Tip | Banner | Webinar | 5min Fact | SME interview | Banner |
| Other | | | | | | | | | | | | |
| Vibration Institute | Banner | | | Banner | | | Banner | | | Banner | | |
| Mouser | | | | | | | | | | | | |

- Expanding audience for our core CBM / PM users and new products
 - Tech Briefs - LVEP
 - Global Spec – all, videos for LVEP and H23



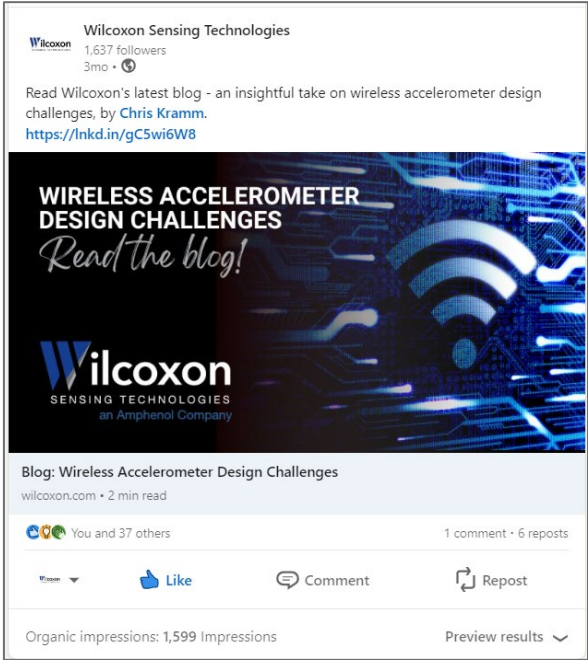
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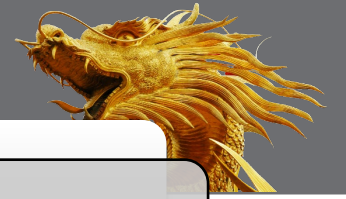
2024 CONTENT

| | | | | | |
|------|-----|----|-----|-----|-----|
| LVEP | ULT | IO | H23 | CBM | VAL |
|------|-----|----|-----|-----|-----|

| Platform | January | February | March | April | May | June | July | August | September | October | November | December |
|----------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|
| LinkedIn boost | | | | | | | | | | | | |

- Boosted posts, 8-20k impressions, 50-100 clicks
 - Along campaign themes to relevant content and advertising
 - Pushing into funnel, i.e., webinar registrations
- Organic posts
 - Sharing campaign-related content, i.e., press releases, website updates, eblast promotions
 - Also trade show pics, office / employee activities, reseller engagement, videos, etc





Dragon
Symposium

KEY 2024 CBM TRADESHOWS

Reliable Plant / Machinery Lubrication

- ✓ Ultrasound
- ✓ Val prop
- ✓ CBM
- ✓ Abstract submitted

Vibration Institute

- ✓ LVEP
- ✓ Ultrasound
- ✓ Val prop
- ✓ CBM
- ✓ Abstract submitted

SMRP

- ✓ LVEP
- ✓ Ultrasound competitors
- ✓ IIoT
- ✓ Val prop
- ✓ CBM
- ✓ Submitting abstract

IMC

- ✓ LVEP
- ✓ Ultrasound
- ✓ IIoT
- ✓ Val prop
- ✓ CBM



ALL 2024 SHOWS

| 2024 Possible Shows | Start date | Location | Booth | Competitors |
|--|------------|------------------|----------|-------------|
| <u>Power Gen International</u> | 1/23/2024 | New Orleans, LA | walk | PCB |
| <u>SPS – Industrial Automation Fair (SIAF)</u> | 3/4/2024 | Guangzhou, China | Amphenol | |
| <u>CBM+RELIABILITY CONNECT UK</u> | 5/22/2024 | Manchester, UK | walk | Hansford |
| <u>Reliable Plant</u> | 6/3/2024 | Chicago, IL | 10x10 | Hansford |
| <u>Maintenance & Resilience TOKYO</u> | 7/24/2024 | Tokoyo, Japan | walk | |
| <u>Vibration Instutute / MFPT</u> | 8/7/2024 | Covington, KY | 10x10 | Hansford |
| <u>Turbomachinery & Pump Symposia</u> | Sept 2024 | Houston, TX | walk | Hansford |
| <u>SMRP</u> | Oct 2024 | | 10x10 | Hansford |
| <u>MARTIC</u> | Oct 2024 | Saudi Arabia | walk | |
| <u>Electronica</u> | 11/12/2024 | Munich, Germany | Amphenol | |
| <u>Automation Fair (Rockwell)</u> | Nov 2024 | | walk | |
| <u>SPS IPC Drives</u> | Nov 2024 | | 10x10 | |



SHORT FORM REFRESH

- Cover redesign by professional graphic designer
- Include newer, released CBM products (SM series, haz loc)
- Include upcoming CBM products (ultrasound, IIoT depending on timing)



LOCAL AND REGIONAL SUPPORT

- LinkedIn
- Eblast topics
 - Are you receiving our newsletters?
- Trade show support
- Advertising support
- Lead gen contacts

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BREAKOUT GROUPS





BREAKOUT GROUPS

CONDITION BASED MAINTENANCE – LED BY TOM LAROCQUE

TEST & MEASUREMENT – LED BY PETER EITNIER

1. What product are selling well?
2. What competition are you facing?
3. What customer needs are not met my Wilcoxon's product line?
4. What products would sell well if we develop them?
5. What comments and feedback do you have on our strategy and roadmap?

2024 DRAGON SYMPOSIUM | THANK YOU!

