

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	

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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

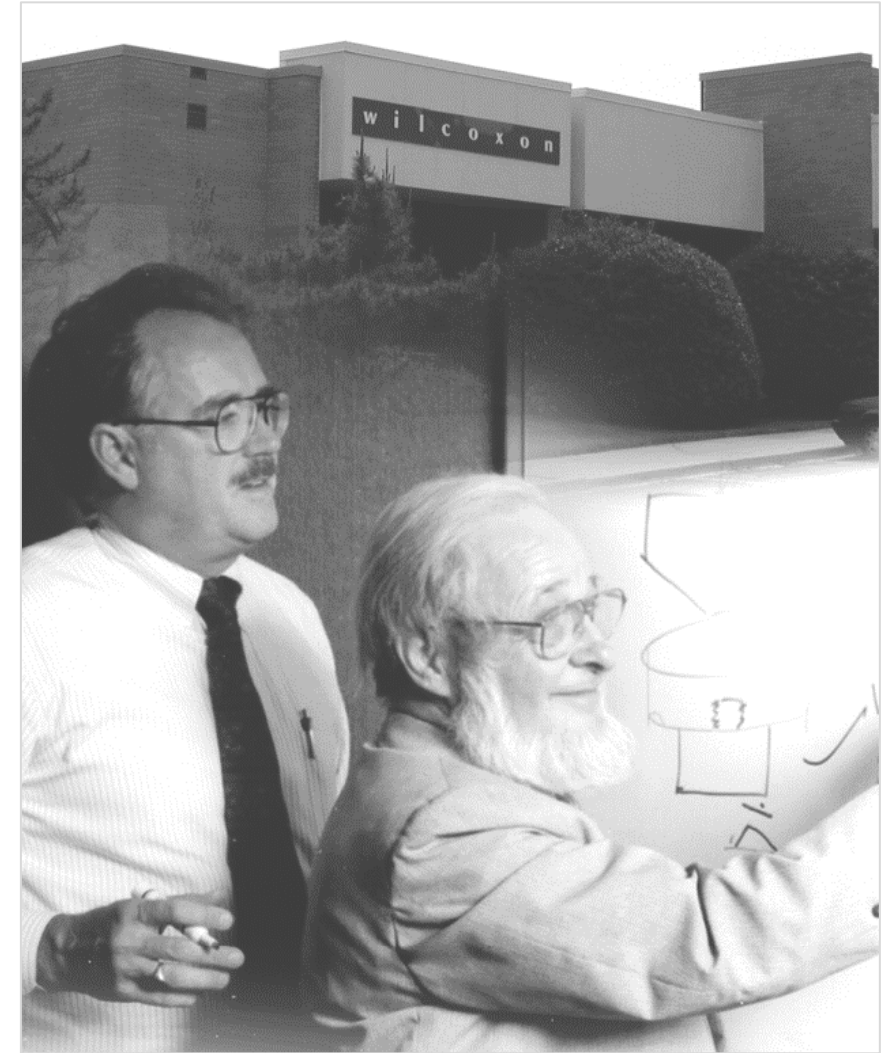
ACCURATE MACHINE HEALTH INSIGHTS BEGIN WITH THE SENSOR

- 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
- 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
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- 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



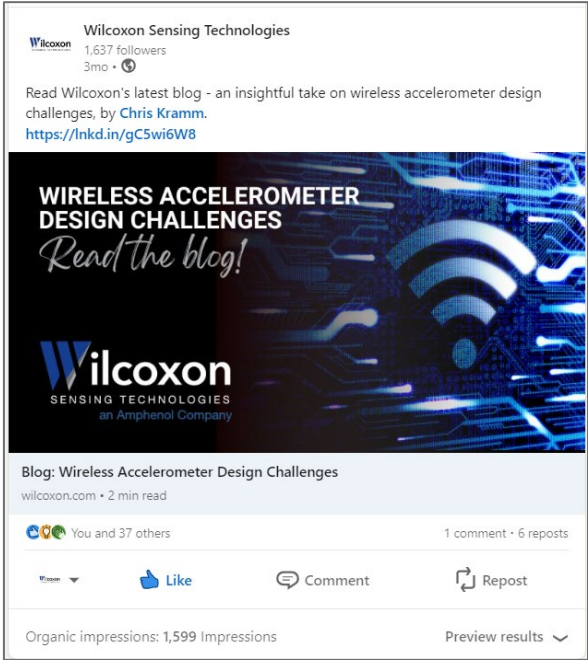
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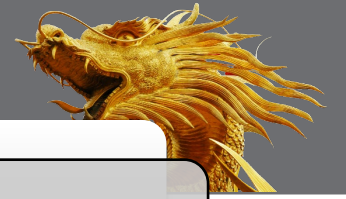
2024 CONTENT

LVEP	ULT	IO	H23	CBM	VAL
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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)



2024 CAMPAIGNS

LVEP	ULT	IO	H23	CBM	VAL
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Other												
Vibration Institute	Banner			Banner			Banner			Banner		
Mouser												
Videos												
Trade shows						Reliable Plant		VIATC		SMRP		
						Reliable Plant		VIATC		SMRP		
Email footer						Other (webinar, etc)				Other (webinar, etc)		



LOCAL AND REGIONAL SUPPORT

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



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!

