



DOW CONFIDENTIAL

Brand guidelines

BRANDED EXPERIENCE / EVENTS ADDENDUM

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IMPORTANT INFORMATION REGARDING THE DOW DIAMOND:

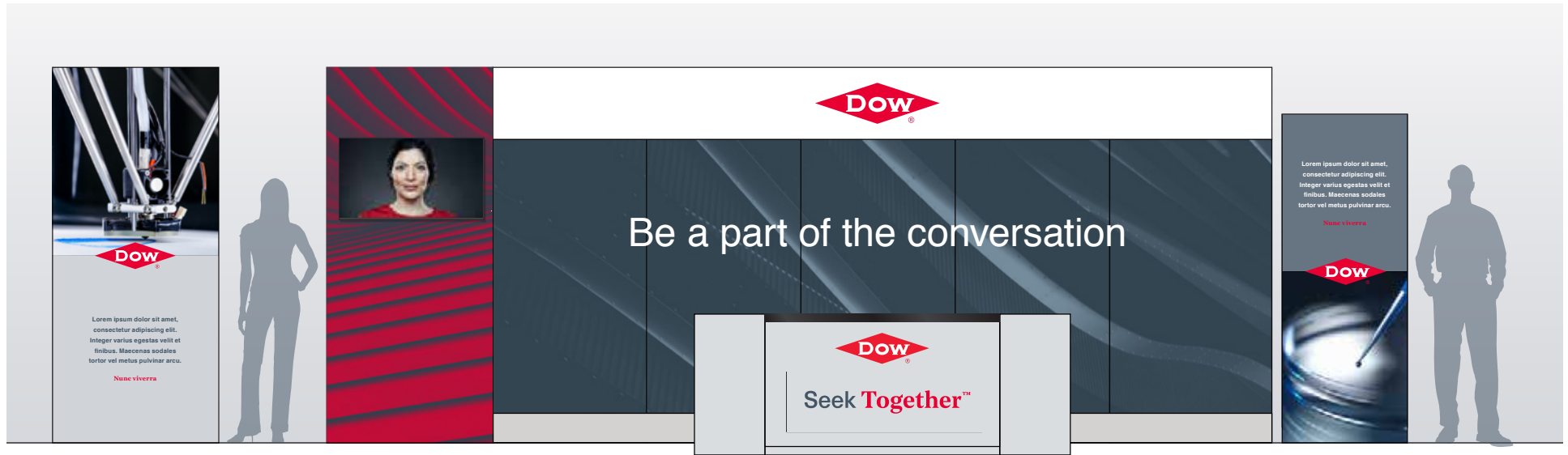
Since our focus as a company is more digital, we have realigned the CMYK print values of Dow Red to be a better match to the rgb and PMS 185C values of the color.

After Spin, please be sure to download the new DOW Diamond logo package and guidelines from the [Brand Center](#) for the latest approved Dow logos.

The Dow branded experience

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Introduction



A Branded Experience is any space and/or touchpoint that Dow owns or influences, in which an audience interacts with the brand. These spaces must reflect Dow's promise. They must help articulate the Dow brand ambition to be **the world's most customer-centric materials science company**. By following these guidelines, Dow can speak with a unified voice and create high-impact events, tradeshows and other experiences.

This document was created to facilitate a step-by-step transition to extend Dow's Brand Guidelines and Visual Identity into the Branded Experience space. It provides guidance on how to think about Branded Experiences strategically, how to translate the Dow brand into materials, environments and visual features, and how to put a Branded Experience together—in this case, the trade show experience. It also includes useful checklists for the important planning and execution phases before, during and after a Branded Experience.

We understand that with change comes challenge. This document can't cover every conceivable scenario, so if you have questions or need assistance, please don't hesitate to reach out to the [Brand Team](#).

For questions about brand strategy and implementation, email dowbrand@dow.com

Bring the Dow brand to life. Think holistically. Build and strengthen relationships.

While the Dow Brand Guidelines provide a universal standard for designing all Dow marketing materials and communications, specific elements will serve as anchors for Dow Branded Experiences:

our brandline

Seek Together™

A brandline is a powerful brand asset, so we need to protect it and treat it consistently, just as we do the DOW Diamond.

- Don't alter the words "Seek Together"
- Always use the TM symbol shown in the brandline master file. When written in text, use the TM on the first instance on each page
- Stick to established design parameters found in these guidelines
- Reserve the words "seek" and "together" for the brandline. Don't use them in headlines or body copy. Avoid the following types of constructions:
 - "We are seeking the way forward together"
 - "Recruiting seeks together"
 - "Solve Together"
 - "Seek. Solve. Tomorrow. Together."
- Don't name products with these words
- Avoid naming internal initiatives with these words. (We'll save "Seek Together" for only the most high-profile, long-investment uses that pay off on the ideas of the brand platform. Note that once we name an initiative with the words Seek Together, any future initiative that uses these words will imply that it is connected to the first.)

our ambition

To thrive, we have to become the most innovative, customer-centric, inclusive and sustainable materials science company in the world.

We are the new Dow

Our world is transforming, and our customers are facing constant change. They need a **partner who will help them innovate** to seize new opportunities and capture growth.

That's why we are committed to being the world's most customer-centric materials science company. Through **close collaboration**, we work hard to **understand our customers' objectives and challenges**, asking questions that **lead to productive dialogue, stronger relationships and new answers**.

Our diverse and **inclusive environment** opens the door to fresh perspectives and original thinking. We build **agile** processes and relationships so that when we see an opportunity, we can act on it. Harnessing **digitalization** and striving for **sustainability**, we constantly optimize the value we provide to our customers and society.

When **breakthrough innovations** align with the reality of commercial application, they transform businesses.

We are Dow, the world's most customer-centric materials science company.

Tiered brand system for events

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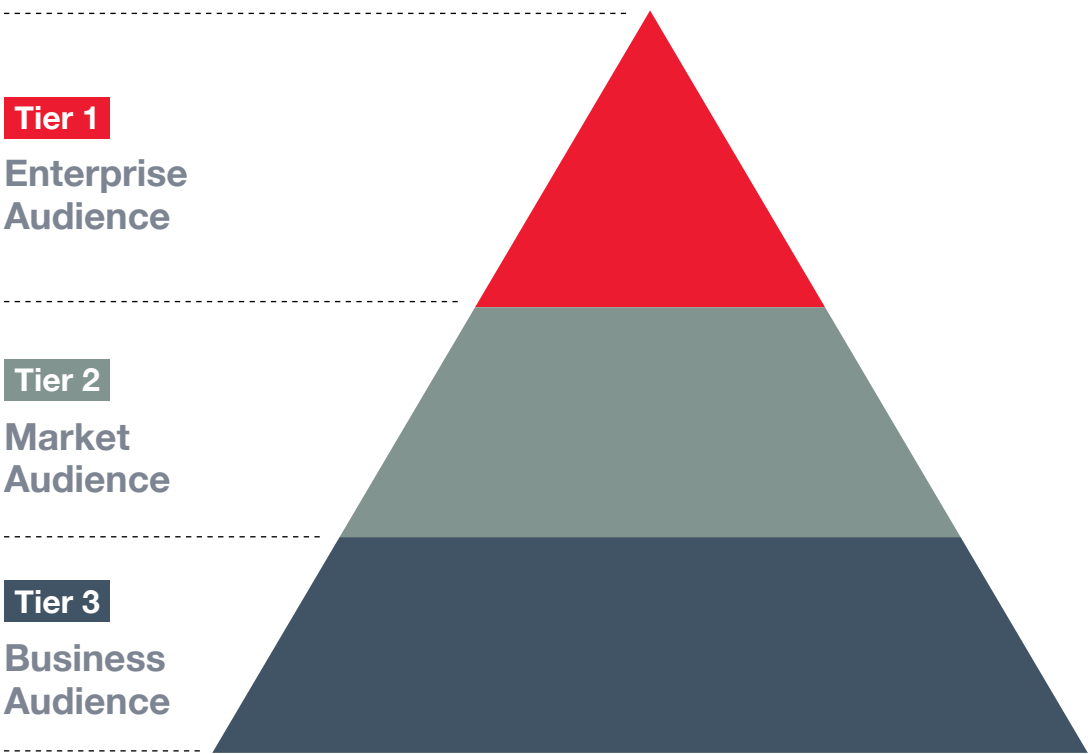
Express the Dow brand in three dimensions

Branded Experiences provide a rich opportunity to immerse visitors in the brand and give it new meaning.

Branded Experiences must consider each audience that will engage in the space, online and through any other related touchpoints. The Visual System clearly identifies three categories of intended audience as illustrated below.

These translate into the Tiered Branding System that will function as a guide for creating Dow Branded Experiences.

Event Tier Structure



Aligning the event type to the communications mix

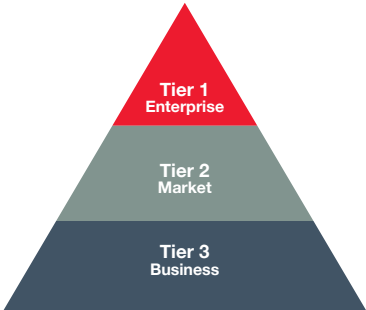
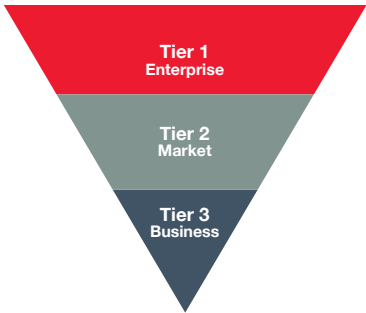
Different types of Branded Experiences require different types of communications to be effective. Using the Tiered Branding System, we can determine which type of Branded Experience will take place, and we can then choose the supporting communication methods that make the most sense.

It's important to note that all Branded Experiences will include Tier 1 Branding (the DOW Diamond). But other engagements may include branding and communication choices from all Tiers.

Type of Tiered Event



Tiered Communications Mix



Considering the range of visitors

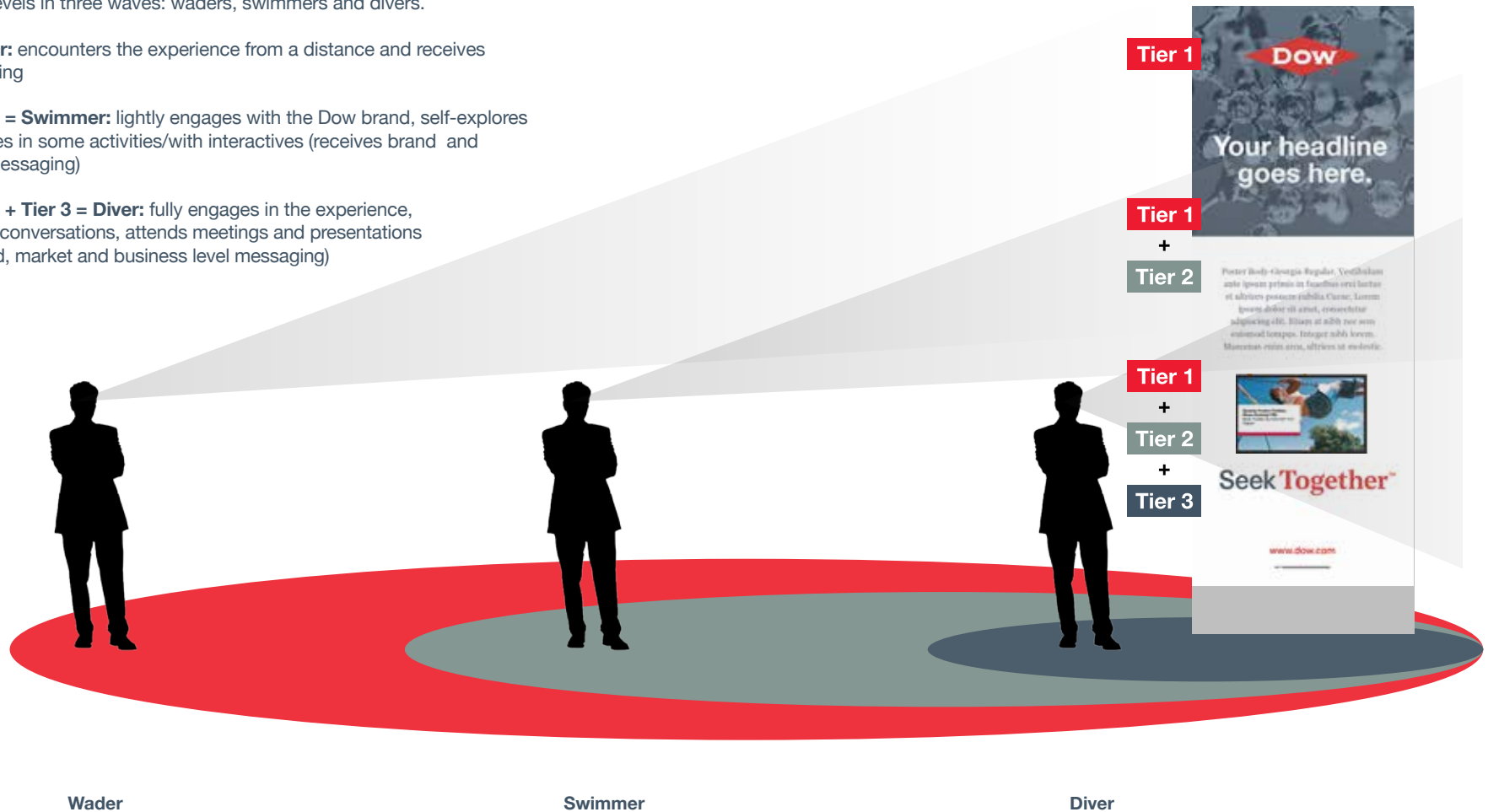
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The Physical Branded Experience follows the Tiered Branding System by considering how attendees engage in the space. We can also think of these engagement levels in three waves: waders, swimmers and divers.

Tier 1 = Wader: encounters the experience from a distance and receives brand messaging

Tier 1 + Tier 2 = Swimmer: lightly engages with the Dow brand, self-explores and participates in some activities/with interactives (receives brand and market level messaging)

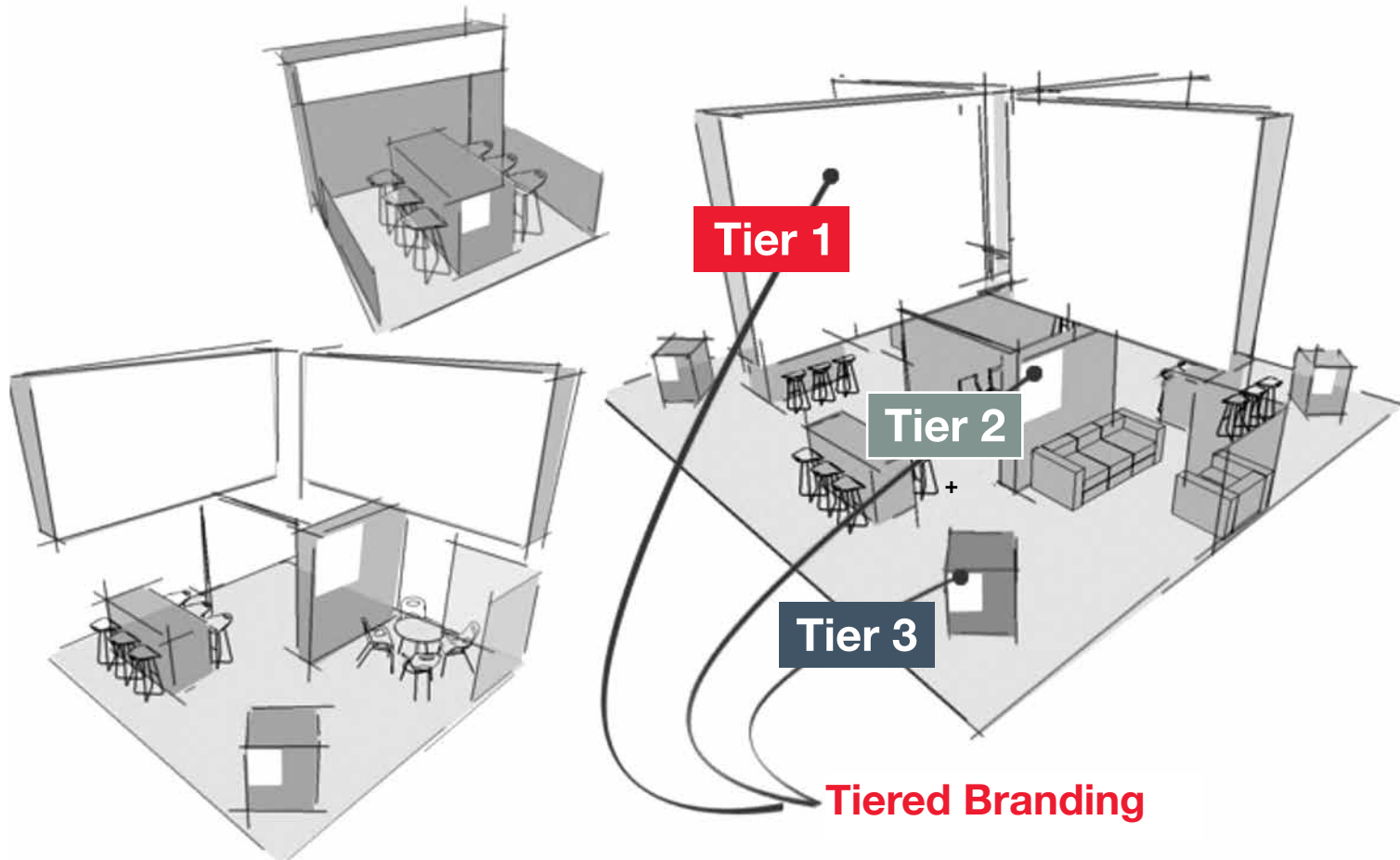
Tier 1 + Tier 2 + Tier 3 = Diver: fully engages in the experience, participates in conversations, attends meetings and presentations (receives brand, market and business level messaging)



Reaching Different Visitors with Different Tiers

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This illustration represents general placement for hierarchy of information.



Tier Strengths and Activations

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Tier	Design Elements	Uses to Avoid
Tier 1		
<ul style="list-style-type: none"> - Announces Dow's presence - Designed to identify the space and/or communication as Dow 	<ul style="list-style-type: none"> - Dow logo - Primary brand colors - Benefit-focused imagery/colorized texture 	<ul style="list-style-type: none"> - Text/product details
Tier 2		
<ul style="list-style-type: none"> - Directs audience within the space - Identifies Dow Market Segment - Designed to specify content/subject matter/focus of the area or communication 	<ul style="list-style-type: none"> - Dow logo - Primary headline - Key message points 	<ul style="list-style-type: none"> - Dense blocks of text
Tier 3		
<ul style="list-style-type: none"> - Communicates Product-related, solution-specific information to meet individual requests and inquiries - Designed to facilitate deep and detailed conversations about Dow offerings 	<ul style="list-style-type: none"> - Dow logo - Primary headline - Key message points - More detailed text/technical details - Video display - Brandline signature 	<ul style="list-style-type: none"> - Dow corporate messaging

Core Elements

The Interpersonal Experience

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Extend the Dow brand to interactions, online and off.
Incorporate measurement.
Express Dow in form and function.

Branded Experiences start at “hello” and extend through a sensory journey that must be measured so it can be improved.

What it is:

People interacting with others—Dow representatives, peers and industry leaders—facilitated by or within a Dow Branded Experience.

Why it is important:

Face-to-face engagements are rare and their impact is great. These interactions give Dow a real, human face and are the most powerful form of authentic communication.

Live conversations provide opportunities to listen, show customers we’re listening, truly personalize every interaction, and respond directly with a solution or a plan of action.



A staffed reception area is a great way to welcome prospects and existing customers, then direct them to the right people and resources.

What it is:

Digital communication enabled by online communities, within which users share personally- and professionally-relevant content, messages, images and videos with large groups of contacts at one time.

Why it is important:

Through social media channels, Dow stakeholders share their pain points and talk about hot industry topics that they believe will shape the future of their Markets. By engaging them proactively, Dow can use social media to enhance their visits to Dow Branded Experiences.

Following are detailed best practices for leveraging social media for events and tradeshows. By following these recommendations, you can ensure that every online Dow interaction extends the brand story and strengthens relationships.



Start with strategy. Social media is most effective when online efforts complement offline activations. So start by defining how social media will help Dow build and strengthen relationships around a specific Branded Experience. You might focus on using social media to drive traffic to the exhibit, maintain relationships that begin at the experience, or share important stories with contacts who can't make it to the show.

Make the most of existing event platforms. Many conferences invest heavily in social media promotion, so let the event do the heavy lifting. Harness official channels (like mobile apps, websites and hashtags) and put their marketing power to work for Dow. Join existing conversations in progress and create new ones about Dow activations. Nurture leads and create buzz by building on event content.

Know who you're talking to. While social media is public, it can still be personal. Research key customers and prospects and plan to reconnect with people in your network. Check out event speakers and special guests. Make a priority list of individuals you'd like Dow to engage during the Branded Experience, and ensure you understand their needs. Then use social media to reach out personally to individuals—as well as event attendees as a whole.

Focus on channels that best fit your audiences. Familiarize yourself with communication trends across social media networks (for example, LinkedIn conversations don't look like Twitter). Then pick the outlets that work best for your message, your targets/contacts and general attendees—and enrich the conversation with plenty of content. Do you have compelling demonstrations on video? Try YouTube or Vimeo. Lots of short-form questions and answers from experts? Consider a blog or Tumblr feed.

Don't forget to include the basics. Social media can feel casual, but never forget to include company URLs, the booth number, speaking sessions, and other pertinent information.

Keep social media contact going during the event. Attendees will be active online during the tradeshow/event and may be at their most enthusiastic about sharing their experience within their own networks. So use regular communication during the event to summarize and share your observations. Make it easy for customers to share Dow content. The more frequent and insightful your posts, the more likely Dow will become THE source for expert information via social media.

Bring the event to life for those who can't attend in person. Use text, photos, video, and archived presentation materials to reach and engage prospects/customers who are missing the live event. Make them feel like they are there, and they will value Dow as a virtual show guide that appreciates their interest.

Don't be afraid to have your own voice or opinions. Attendees can find generic information like show dates and times anywhere. Share a unique Dow POV. Create a story, tone, or reason for them to pay attention and have a dialogue.

Make it easy for customers/partners to share their experience from your event. Depending on the venue and type of engagement, “making it easy” may mean ensuring the footprint has a strong WiFi signal, places to sit, devices to use, hashtags for comments or conversations, a check-in location, or even good lighting for all that Instagram photography.

Listen, and commit to as much responsiveness as possible. Resist the urge to blast content across social media without acknowledging responses and furthering dialogue. Be prepared to host real-time discussions about things happening on site. Look for ways to answer questions, provide input, and direct people to Dow solutions, both online and off. And pay attention: prospects, customers and partners may provide valuable insights about their needs and expectations—and the hot industry trends that interest them most.

What it is:

The practice of evaluating a Branded Experience's effectiveness, initiated by establishing clear goals and designing a plan to mark progress toward them, and culminating in reflection and optimization.

Why it is important:

Branded Experiences provide opportunities for face-to-face connection, and they generate momentum. But they are just one part of a constantly-evolving continuum of touchpoints that help advance the relationships between Dow and its customers and stakeholders. As new needs surface, Dow must adapt, adjust and deliver new solutions. And to do that, Dow must work from the lessons of the past.

Branded Experiences therefore must be **measured**—and must adapt with customer and market needs in real time (or as close as possible).



Keep it simple. Plan to measure what really matters—the most significant and relevant factors for Dow that can be addressed by the Branded Experience.

Establish clear objectives. Measurement starts with a clear definition of success. Whether it's traffic to the exhibit or a target number of private, solutions-focused conversations, defining goals is the essential first step. Prioritize hard objectives that are quantifiable (like qualified leads) to ensure the most effective measurement. But if you see the opportunity, don't be afraid of branching out into soft, experiential objectives like raising awareness or increasing consideration.

Identify your metrics. With clear goals established, you can choose metrics: the specific standards by which you will measure success. For each objective, design a tactical plan for charting progress. Focus on the numbers for quantifiable goals like leads or engagements, and consider pre- and post-experience

surveys for experiential objectives. Consider all of Dow's contact management tools for tracking individual progress along the sales cycle.

Set benchmarks. Be sure your metrics and strategies include real-time benchmarking. By tracking the Dow Branded Experience's effectiveness incrementally (over the course of a single show or an entire event year), you create opportunities to make timely changes and improvements.

Think custom and standardized. A one-size-fits-all approach rarely makes for good measurement. So ensure your goals, metrics and benchmarks are customized for each Branded Experience. At the same time, you'll want to look back on performance results across weeks, months and years—so be sure your reporting structure is standardized enough to provide results at a glance.

Embrace the long-term view. As you design each aspect of the measurement plan, look for opportunities to create a strategy with long-term benefits for Dow. A truly standardized framework for reporting results empowers Dow to track and trend the performance of each Branded Experience over time. Data capture within the Branded Experience that's created to collect leads can also be designed to continue collecting customer/prospect information post-experience and post-sale, deepening Dow's relationship with each customer.

Leverage results to enhance the Branded Experience. Measurement provides valuable intelligence about the needs of Dow's audiences at tradeshow/events and creates a solid foundation for making positive changes. As you track the success of the Dow Branded Experience, continue to look for opportunities to make strategic adjustments and optimize its performance.

The Digital Experience

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What it is:

A combination of interactive elements within the exhibit/event space and online communications like virtualization, social media and eCollateral.

Why it is important:

Interactive elements provide more engaging ways to communicate Dow messages, along with mechanisms for tracking interest/participation and for collecting data. They're an efficient means to extend the experience beyond the given footprint.

Online communications provide opportunities to extend the experience to stakeholders not in attendance, continue conversations (privately or with peers), network, maintain connections, and reach broader audiences across channels.



Color palette

Specifications

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Always use the color specifications found on this page when reproducing our colors.

For printed materials, use either the Pantone or CMYK specifications.

For digital materials (video, PowerPoint, websites, etc.), use the RGB or Hex specifications.

These color conversions have been customized for Dow. Do not use “automatic” conversions from design software.

CMYK coated values are verified against the GRACoL certification standard. CMYK uncoated values are also verified against GRACoL, but because uncoated substrates often vary in brightness, color and absorption, best practice is to test these values with your vendor and adjust for best brand color fidelity.

Primary colors



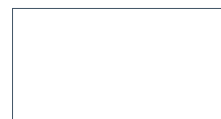
Dow Red

Pantone: 185 C
CMYK: 0-100-90-0
RGB: 232-0-51
Hex: #e80033



Dow Slate Gray

Pantone: 7545 C
CMYK: 78-60-44-25
RGB: 65-83-100
Hex: #415364



White

CMYK: 0-0-0-0
RGB: 255-255-255
Hex: #ffffff

Secondary neutral colors



Black

CMYK: 0-0-0-100
RGB: 0-0-0
Hex: #000000



Dow Blue

Pantone: 2188 C
CMYK: 100-50-10-45
RGB: 25-63-94
Hex: #193f5e



Dow Tan

Pantone: 7535 C
CMYK: 25-20-35-0
RGB: 203-197-181
Hex: #cbc5b5



Dow Sage

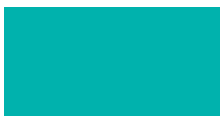
Pantone: 5497 C
CMYK: 45-25-35-15
RGB: 130-153-149
Hex: #829995



Dow Brown

Pantone: 411 C
CMYK: 55-65-65-45
RGB: 94-81-77
Hex: #5e514d

Accent/call to action colors



Dow Teal

Pantone: 326 C
CMYK: 85-0-40-0
RGB: 0-178-169
Hex: #00b2a9



Dow Gold

Pantone: 124 C
CMYK: 0-35-100-5
RGB: 254-187-18
Hex: #febb12

Using our secondary color palette

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Our color palette allows many creative possibilities. To preserve the impact of our brand's signature red color, use Dow Red somewhat sparingly relative to Dow Slate and White for primary touchpoints.

Our colors can be used with two different approaches:

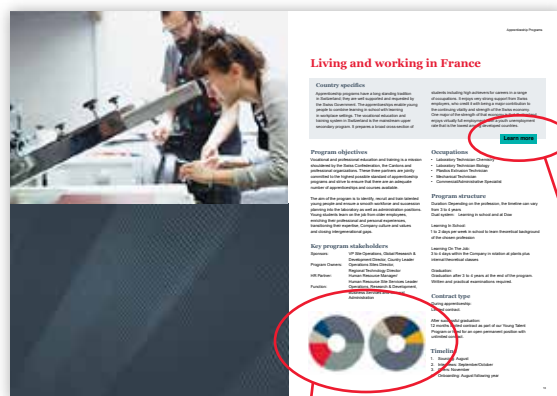
1. Lead with our primary colors: design your communication with Dow Red and Slate Gray and use the secondary color palette just for tables, graphs and charts; use our accent/call to action colors per guidelines. **See example 1.**

2. Lead with our primary colors and add your choice of one secondary color: in addition to Dow Red and Slate Gray, you may use one additional color from the secondary palette to weave throughout your communication. Be sure to always start off your design featuring our primary colors. The full secondary color palette may be used for tables, graphs and charts and our accent/call to action colors per guidelines. **See example 2 where Dow Brown was chosen to supplement the Dow Red and Slate Gray.**

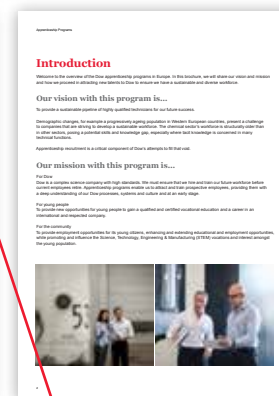
In both instances, leading with our primary colors means that the first impression, whether a web landing page or the cover of a brochure, will showcase our primary colors and reinforce the Dow brand. Once the primary palette is introduced, you can choose to either continue using this palette or add a secondary color to thread throughout the rest of the experience.



Example 1: Lead with the Dow primary colors (Dow Red and Dow Slate Gray) and thread them throughout.



Secondary and accent colors may be used in charts, graphs and tables in order to create a clear message.



Limited use of call to action colors per guidelines.



Example 2: Lead with the primary colors (Dow Red and Dow Slate Gray) and select a single secondary color to thread throughout.



Secondary and accent colors may be used in charts, graphs and tables in order to create a clear message.



Limited use of call to action colors per guidelines.


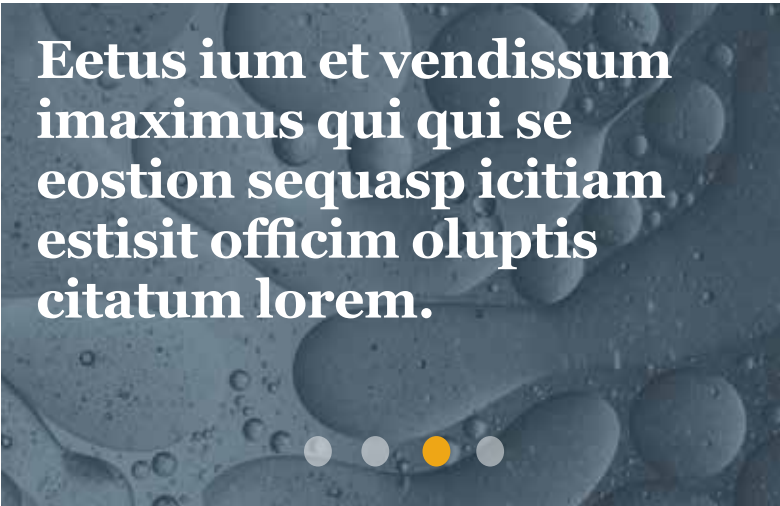


The single chosen secondary color may be used in conjunction with the primary colors, in this case, Slate Gray.

Using our accent/call to action colors

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Use our two highlight colors Dow Teal and Dow Yellow in a limited way for calling attention to an important fact, data point or call to action within a user experience. Always use these colors sparingly and only as intended so as not to compete with Dow Red.

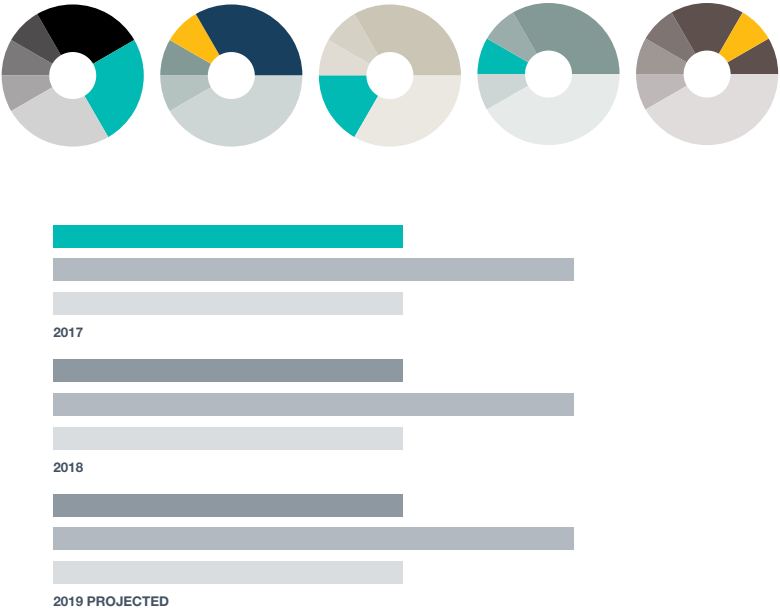


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Industrial intermediates & infrastructure

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A typographic conversation

Our brand is about conversation and engagement, questions and answers, iteration and exploration.

Our typography reflects this. By juxtaposing our two primary typefaces, we suggest different voices exchanging ideas. Whenever possible, these typefaces should be used in tandem.

Our primary display typefaces are Helvetica Neue (our sans serif typeface) and Georgia (our serif typeface). These typefaces were selected to work in harmony on our primary communications, including printed media such as literature and event booth materials.

You may choose which typeface to lead with in your communication. Whenever possible, use both serif and sans serif in a way that suggests an exchange of different voices.

NOTE: Substitute Arial for Helvetica Neue on all MS Word applications.

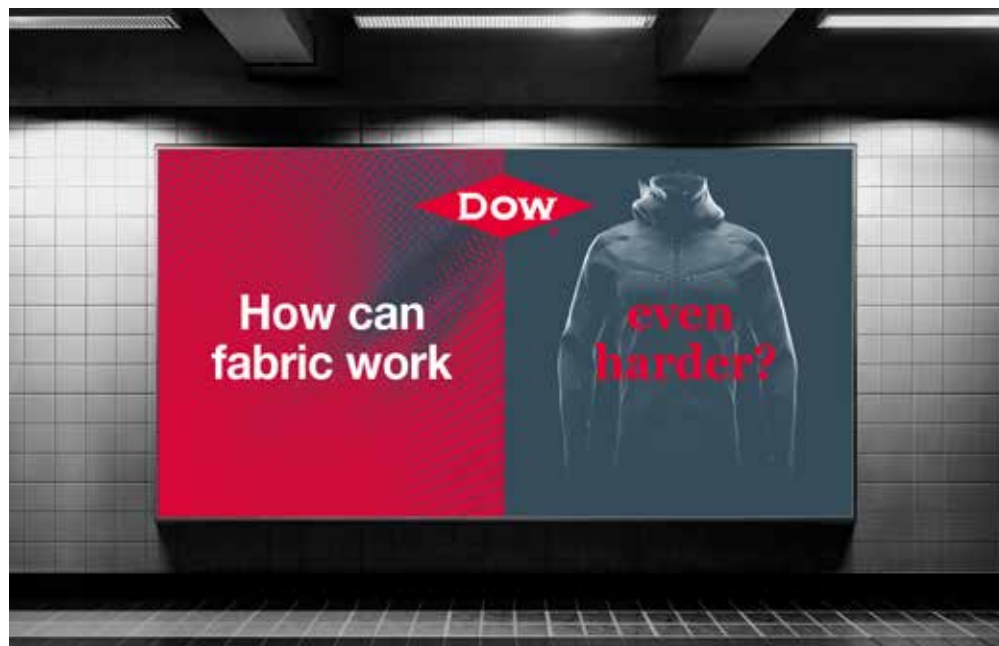
Helvetica Neue

The most famous typeface in the world. Loved and ubiquitous because it works so well everywhere. The design embodies the concept that a typeface should absolutely support the reading process—that clear communication is the primary goal of a great typeface.

Helvetica Neue 45 Light
Helvetica Neue 55 Roman
Helvetica Neue 65 Medium
Helvetica Neue 75 Bold
Helvetica Neue 95 Black

Georgia

Georgia Regular
Georgia Bold



Photography

Overview

We have four photography categories to support our brand:

Brand-led portraits

Colorized textures

Contextual photography (portrait and product)

Product-specific close-ups

Functional product photography

Brand-led portraits

This style of portraiture is for applications specifically focused on communicating our brand. Pairing these portraits with our abstract textures helps to convey how we celebrate our people and our materials.

Our brand-led portraits are shot in a specific style for Dow. The portraits appear on Slate Gray and have a richness and depth without being “colorful.” In these up-close and intimate portraits, the subject always looks directly into the camera, emphasizing the trusting rapport that we strive to build in our partnerships.



Brand-led portraits



Colorized textures

Colorized textures

Colorized textures are a distinctive workhorse of our visual style. These abstract images celebrate the unique perspective we bring to innovating materials.

Our textures may be used to complement the other photography styles in our toolkit, provide a provocative background for text or enliven a design with a punch of color.

The approved library of Colorized Textures is downloadable from the [Dow Brand Center](#).



Contextual photography (portrait)

Contextual photography (portrait and product)

To express our day-to-day life at Dow and the lives of our clients and products, we have both portrait and product contextual photographs. Although these photos may seem less distinctive than our brand-led portraits and textures, they have nuances that make them speak in the Dow visual style.

With mostly neutral tones similar to those in our secondary color palette, these photos flexibly complement our colorized textures and allow Dow Red to stand out powerfully.



Contextual photography (product)

Product-specific close-ups

Dynamically cropped, abstract photos add drama to a design while representing Dow's commitment to developing quality materials.

These photos are more neutral in color and are shot with straight-on or aerial perspectives. Photos sourced from stock imagery houses may need to be adjusted for style and cropping.



Product-specific close-ups



Functional product photography

Functional product photography

To represent a product accurately in product sheets, you may need to diverge from our criteria for photo styles. Product sheets are a special case when you may disregard our style criteria.

Even so, whenever possible, use dynamically cropped product photos and avoid special effects (such as filters) that obviously deviate from our photo styles. This visual consistency helps to build our brand recognition.

The Physical Experience

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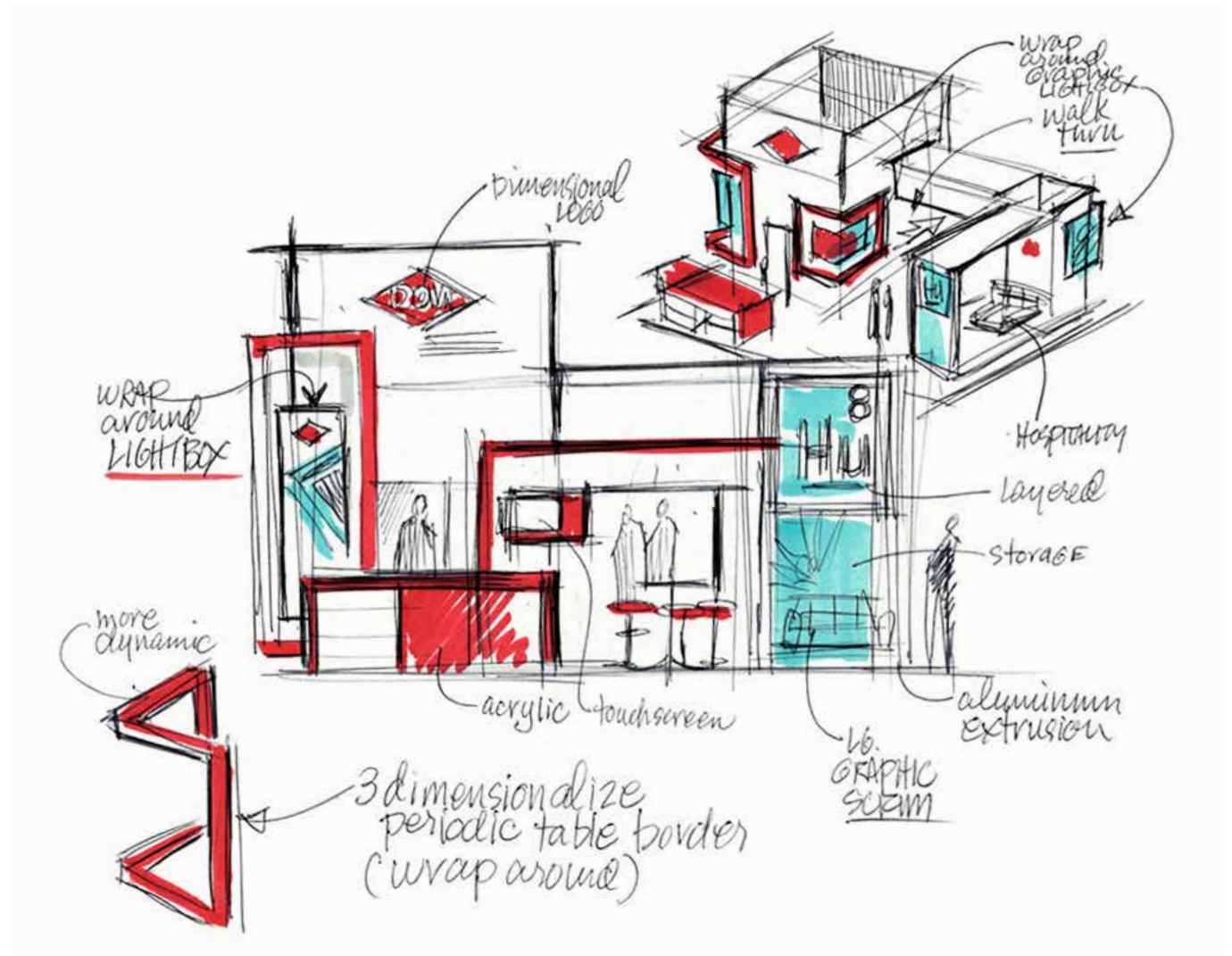
What it is:

Exhibitory, architecture and atmosphere within a space designated for or owned by Dow.

Why it is important:

The Physical Experience provides the context—and often the content—for rare and valuable face-to-face engagements with Dow's target audiences.

Effective Physical Experiences communicate Dow's brandline and ambition. They facilitate meaningful engagement and/or conversations grounded in the Dow promise.



Materials & Textures

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What they are:

The sensory, tactile elements that comprise the Physical Branded Experience at an exhibit or environment.

Why they are important:

These materials and textures surround and immerse every visitor in the Dow Branded Experience, and they provide another important opportunity to express the promises of a Dow campaign and/or the integrity of the Dow brand itself. They translate the Dow brand into a physical space, and have the power to communicate important truths about the brand to customers and stakeholders.



Hanging Header & Reception Desk

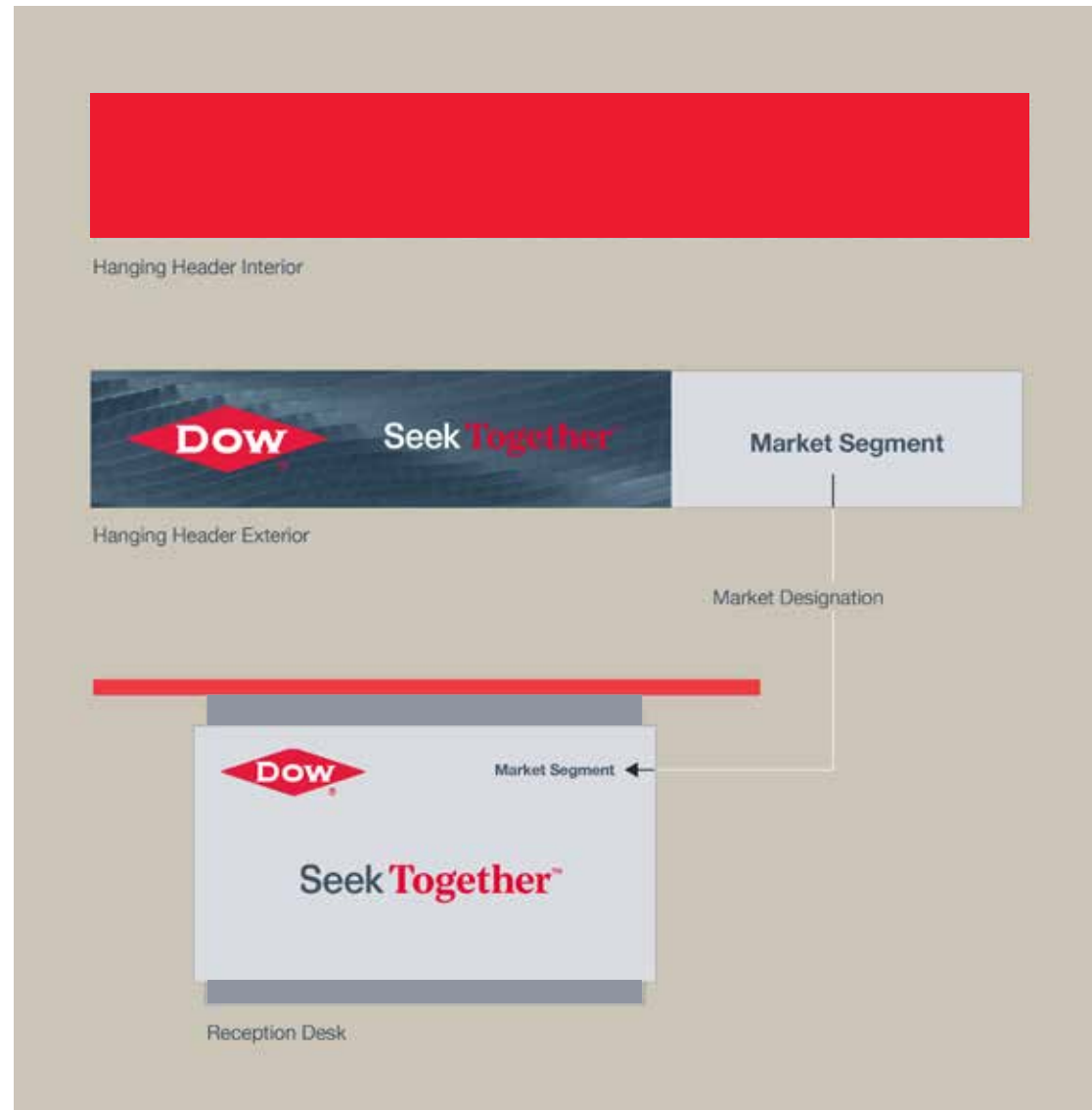
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What they are:

The Reception Desk and hanging banner (or other primary visual) where visitors can find dedicated Dow representatives within the Branded Experience.

Why they are important:

This environment within the Branded Experience announces the Dow brand and Market Segment to visitors and guides them to a representative, who can share materials or meet with them for a face-to-face discussion about solutions. A bold, clear and warm reception area sends the message that Dow welcomes dialogue with its customers and is ready to listen to their needs.



Half-Arch & Tower

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What they are:

Dow branded half-arches and graphic towers, scalable to two sizes for use in exhibits of any size.

Why they are important:

In combination, these elements boldly reflect Dow's Brand Attributes and communicate them from a distance. As attendees draw closer, the red half-arch visually connects Dow's high-level messaging to visitors' entry into the Branded Experience.

Scalability

For small to medium exhibits



Half-arch measures 3'x8'; graphic tower measures 3'x10'.

For medium to large exhibits



Half-arch measures 4'x9'; graphic tower measures 4'x12'.



Tier 1 – Enterprise Stories



Tier 2 – Market Segment Stories



Tier 3 – Product Stories

Conference Room

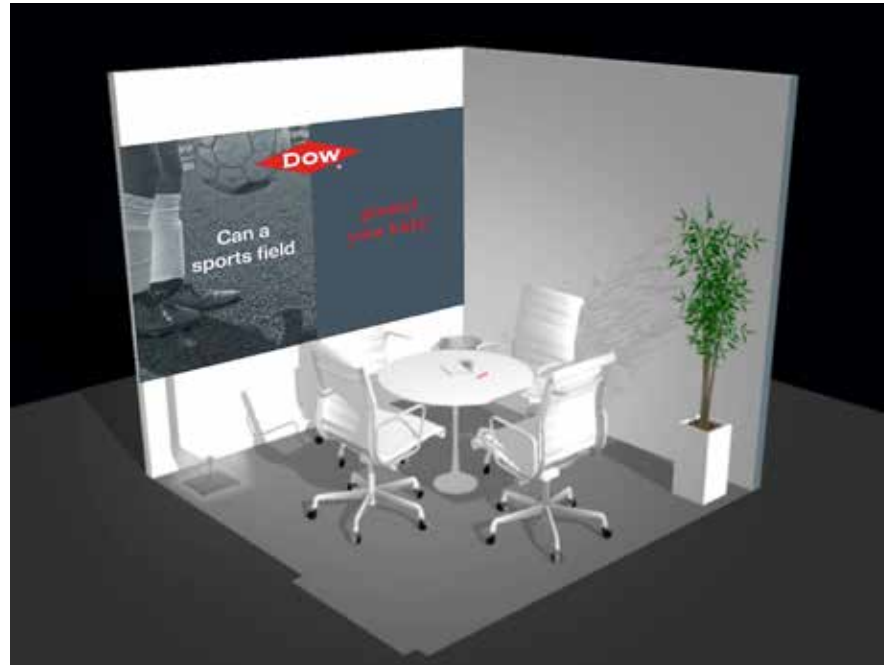
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What it is:

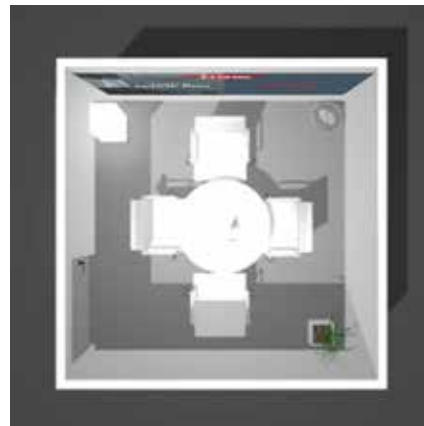
A small, private meeting space for interacting one-on-one with customers and stakeholders within the Branded Experience footprint.

Why it is important:

Face-to-face meetings provide the best opportunities to listen to Dow customers and understand their needs—an integral part of providing solutions that truly drive progress. For these interactions to be effective, the Conference Room must provide a quiet, comfortable and functional space for a meaningful, Seek Together™ discussion.



Basic components for a 9'x9' conference room (two front walls removed for interior view)



Plan View

Conference Room Exterior

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What it is:

The soft, sophisticated illumination of distinct areas and/or Dow solutions within the Branded Experience (achieved through direct lighting, indirect lighting, down lighting, area lighting or accent lighting).

Why it is important:

The right lighting does more than illuminate the space. It contributes to Dow's visual identity and reflects the experience each Market Segment offers its customers and partners. Visitors associate innovation and confidence with sleek, glowing fixtures that provide soft indirect light. Under special circumstances, white or frosted shades and an occasional Dow red accent are acceptable.

Pictured lighting fixtures are suggestions only. Please source cost-effective solutions in your market.



Down Lighting
Frosted Cylinder Glass Trim
By Juno Lighting



Table Lamp
George Kovacs Decorative One
Lt.
By George Kovacs



Floor Lamp
Cortina Lamp
By Pablo Designs



Cylinder Pendant
Tali 1-Light Glass in
Glass
By Access Lighting



ZIG ZAG Pendant
Dinari 1-Light Acrylic
By Access Lighting

What they are:

A considered choice of plants and flowers to accent and decorate the Branded Experience.

Why they are important:

Plants bring a natural quality to high-tech environments. They are also a perfect expression of Dow's commitment to environmental responsibility. Choose plants that are associated with renewable resources, like bamboo and rye grass, to highlight this brand value.

Consider floral part of your exhibit design and plan to arrange for them independently. While show services may offer floral, they are most experienced with using plants to mask damage or cabling, and may not offer the widest selection.

Pictured floral are suggestions only. Please source cost-effective solutions in your market.



Rye Grass in White Boxes



Green Orchid Stems
in Clear Cylindrical Vase



**Use flowers like a single
red Gebera Daisy to make an
elegant Dow brand statement**



4' tall Living Bamboo
In White Planter

Furniture

Conference Rooms

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What it is:

The subtly upscale furniture in meeting spaces within the Branded Experience, designed to support Seek Together™ conversations with customers and partners.

Why it is important:

Comfortable but sophisticated furniture reflects Dow's capability to address human challenges with innovation. Dow communicates these attributes through white finishes, with occasional accents in brushed aluminum or chrome, and ergonomic shapes/seating. There should be no sharp edges.

Pictured furniture pieces are suggestions only. Please source cost-effective solutions in your market.



Lider Plus Chair
By Zuo



Oval Table
By Steelcase

Furniture

Conversation Areas

DOW CONFIDENTIAL

What it is:

The tables and seating designed to support impromptu discussions within the Branded Experience.

Why it is important:

A wader or swimmer can be converted into a diver with one informal discussion. Conversation areas should offer quick comfort and the sophisticated yet welcoming aesthetic that reflects Dow. As in meeting areas, furniture in conversation areas should feature white finishes, brushed aluminum or chrome accents, and ergonomic seating.

Pictured furniture choices are suggestions only.

Please source cost-effective solutions in your market.



White Leather Cube Ottoman
By Cort



White Ale Barstool
By LumiSource



Parsons Coffee Table
in White Lacquer
By West Elm



Liquid White Bar Table
with Hydraulic Chrome Base
By Cort

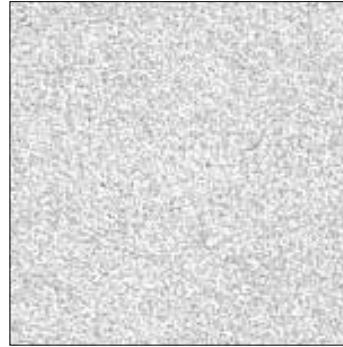
What it is:

The surface visitors see and feel under their feet in the Dow Branded Experience, typically a combination of carpet, padding and/or tile.

Why it is important:

Floor treatments are a large part of the visual field for attendees—and how they feel contributes to their experience of the brand. Remember that tradeshow attendees spend hours on their feet. Ensure visitors' focus remains on Dow solutions by installing comfortable double padding under any carpeting. Tile should be used sparingly, if at all, to accent areas devoted to specific solutions.

Dow Brand Guidelines are clear in terms of carpet color. For exhibits measuring 200 square feet or larger, match custom carpets to 25% Black. For smaller footprints, use an approximate color match from the stock catalogue provided by show services.



High Quality, Commercial Grade Carpet
in Light, Cool Grey



Carpet Padding
(Double layer recommended)

Ancillary Activities

DOW CONFIDENTIAL

What they are:

Opportunities to expand Dow's presence via speaking engagements, sponsorships (and activation), on- and off-site hospitality events, press packages and events, print and/or online advertisements, and miscellaneous promotional graphics/signage.

Why they are important:

Ancillary activities provide additional opportunities to engage key audiences outside an exhibit or event space. They can spread awareness of Dow's participation/presence and drive traffic to Dow's environment.

Dow can narrowcast content for specific audiences—for example, holding press announcements at media events, joint-venture opportunities at private client dinners, account-specific conversations in hospitality suites, etc.

Dow can also broadly reinforce its thought leadership position by becoming part of the fabric of the event—for example, by hosting sessions with partners or enhancing the experience via sponsorship amenities.



Webinar



Coffee with SMEs

Putting It All Together

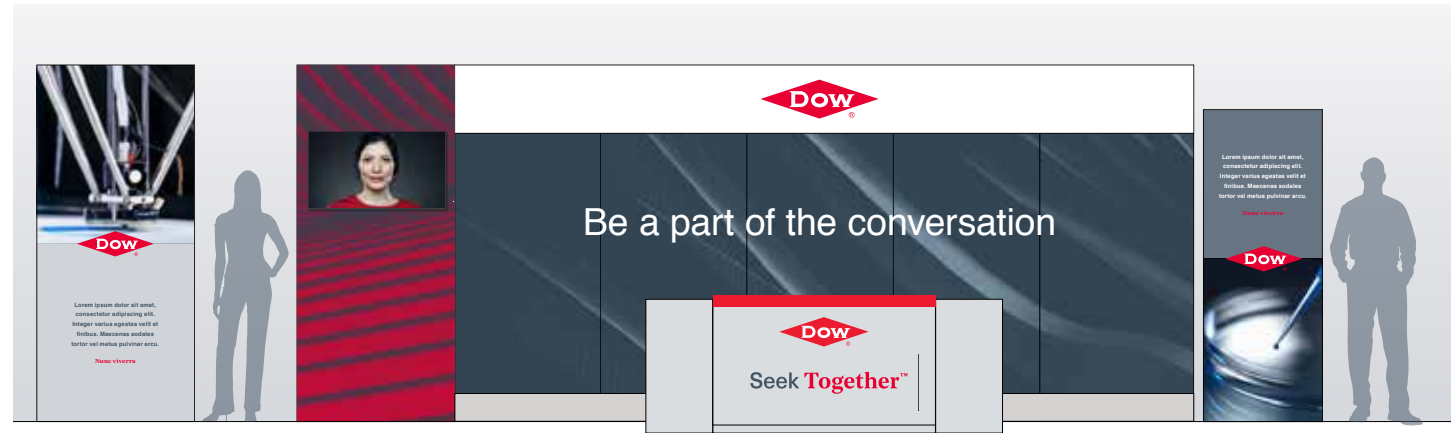
Pre, During, and Post-Experience

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Branded Experiences succeed when the visitor's experience at every touchpoint is anticipated and planned.

While some of this document focuses on the attributes of Physical Branded Experiences, it's important to remember that live engagements are merely milestones in a much broader, far-reaching relationship between Dow and its stakeholders.

All touchpoints must complement and strengthen the ways that Dow engages with audiences before (Pre-), at (During-) and after (Post-) the Physical Branded Experience.



Pre-Experience

Any point of engagement in which audience members encounter or interact with Dow before a face-to-face event. This includes strategies like event selection and tactics like pre-event emails or promotions, sales outreach, and invitations.

During-Experience

Points of engagement on-site at or online during the event, tradeshow, or experience. Consider the whole customer interaction (including ancillary experiences like sponsorship activation) as part of the Branded Experience you provide, and recognize that event staff often represent Dow's biggest opportunity to make an authentic brand impression.

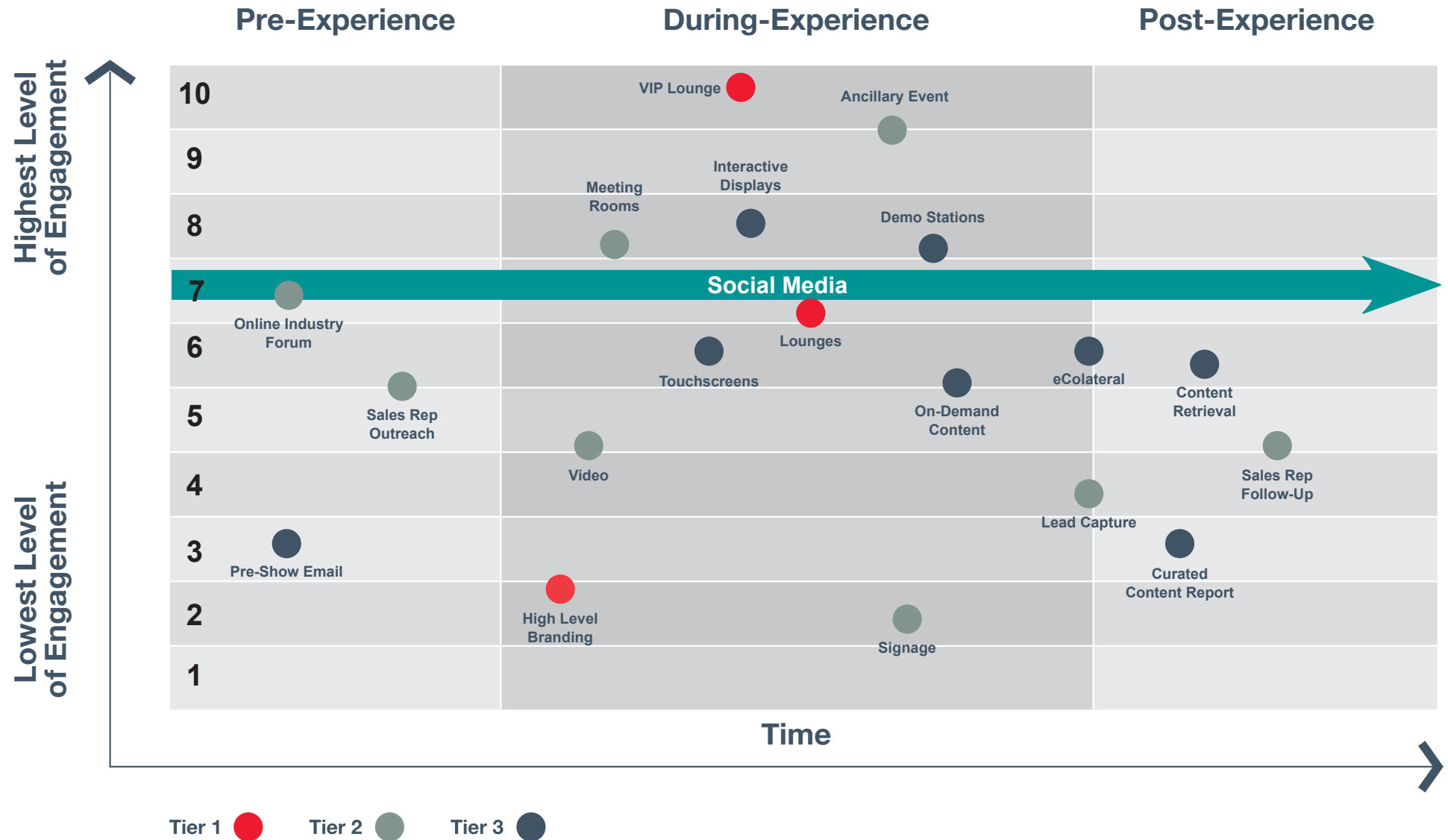
Post-Experience

Follow-up communications and interactions that extend the on-site experience. Experience is about more than just a meeting or event. Beyond a basic email follow-up, think about how you can use what you learned about your customers and partners to enhance your ongoing relationship.

Defining the Branded Experience

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Choosing Touchpoints & Branding Tiers by Engagement Level



Planning the Branded Experience

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Feel. Think. Know. Do.

Dow's is committed to being the world's most customer-centric materials science company. Through **close collaboration**, we work hard to **understand our customers' objectives and challenges**, asking questions that **lead to productive dialogue, stronger relationships and new answers**.

Therefore, in thinking about the Branded Experience and defining it with touchpoints and branding tiers, remember that Dow must develop Branded Experiences based on each target's needs and how Dow can meet those needs. This approach empowers us to develop thoughtful, holistic experiences for delivering Dow messages and developing customer relationships.

Follow this simple framework to consider the comprehensive audience experience:

Feel. Think. Know. Do.

Feel

How do we want the audience to feel...

- About Dow?
- When they first arrive?
- In the space?
- During an activity or interaction?
- When they leave?

Think

What do we want them to think about...

- Our brand?
- Our products?
- Our people?
- Our capabilities?
- Our solutions?
- Any or all of the above—before, during and after their experience?

Know

What messages/truth/information...

- Do we want to share?
- Do we want to communicate?
- Do we want them to share with us?
- Do visitors need to drive desired actions?
- ...And why should they believe it?

Do

What action(s) do we want them to take...

- In the space?
- After they leave?
- To achieve Dow's near-term goals?
- To drive Dow's success far into the future?

Building the Dow Branded Experience

DOW CONFIDENTIAL

Combining Core Elements to Engage Visitors with Dow Solutions

Below are guidelines for creating Dow Branded Experiences at trade-shows and events. By following these prioritized recommendations for what every Dow Branded Experience must, should or could do, you can avoid creating an experience that fails to represent Dow fully. We never prioritize delivering a Dow message over meeting visitors' needs, and Dow is never unresponsive or disengaged from its customers.

Follow these guidelines to create Branded Experiences that reflect Dow's customer-centric focus.

Must

- Consider target audiences' needs and how to meet them
- Convey a collaborative mindset
- Use the Tiered Branding System and the Visual System
- Serve a clear objective
- Offer real value to visitors such as information, tools or connections
- Include a call to action
- Include Pre-, During- and Post-Experience communications plans
- Drive interaction and action
- Help attendees identify with Dow
- Be measurable/measured

Should

- Involve multiple touchpoints: exhibits, hospitality suites, dinners, consumer activations, media, sponsorships, etc.
- Provide networking opportunities
- Consider various audiences
- Announce relevant Dow "news"
- Facilitate personal connections with visitors
- Leverage digital media
- Explore engagement opportunities with associations/show management
- Share a view of Dow's future
- Provide value exchange (info/solutions for contact info)
- Drive WOM through value/excitement

Could

- Be leveraged to gather insight on Dow's direction, capabilities, etc.
- Use social media platforms to attract an audience and build relationships
- Create customer-centric conversations beyond the event using online tools
- Incentivize audience participation
- Follow a theme for the specific show/region/audience/capabilities

Pre-Experience Touchpoints

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Below are guidelines for designing Dow Pre-Experience touchpoints. By following these prioritized recommendations for what every Pre-Experience touchpoint must, should or could do, you can avoid failing to communicate Dow's value. Communications that are boastful, redundant or salesy don't represent Dow accurately. Pushing a message instead of opening a dialogue creates a missed opportunity—as does initiating outreach but then failing to follow through.

Follow these guidelines to create Pre-Experience touchpoints that start a dialogue and set authentic expectations for the Branded Experience.



Promote upcoming tradeshows and/or live events on Dow web sites—leveraging the power of Dow's existing online presence.

Must

- Deliver value
- Be relevant
- Be targeted and truly personalized
- Establish how important attendees' participation is to Dow
- Compel reactions, responses and actions
- Drive booth traffic
- Synchronize with on-site schedules/meeting plans
- Be consistent with booth messaging/strategy
- Use Dow-approved email and promotional channels
- Provide information as to what is happening and what to expect
- Be recorded/tracked
- Invite friendly interaction
- Be timely and follow a purposeful cadence

Should

- Be relevant to industry chatter
- Introduce a personalized agenda for each contact
- Leverage sales reps to act as personalized messengers and help set agendas (as appropriate)
- Drive cross-channel engagement
- Pose provocative questions to entice participation
- Stress importance of the event
- Participate in industry/event-related discussion forums
- Tee-up audience participation in During- and Post-Experience extensions
- Provide Pre-Experience baseline metrics via surveys (Whenever collecting info, be clear about how it will be used)

Could

- Introduce a booth draw/incentivize booth traffic
- Link to additional info (embedded links, QR codes, shortened URLs)
- Include link on appropriate Dow web pages
- Establish a concierge call line or email for any questions
- Invite recipients to schedule appointments
- Provide agenda-planning tools
- Leverage existing, approved social media channels
- Use technology to listen to customer and partner interests
- Tease press announcements/news
- Leverage association channels to promote events and topics
- Purchase appropriate MPOs
- Curate industry-relevant info and offer as electronic report
- Include personalized activity recommendations
- Drive media and thought leadership through POV white papers, blogs, etc.

Example

Pre-Experience Email

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Sending personalized emails in advance establishes Dow staff as knowledgeable, friendly, approachable—and solutions-oriented.

For example only- text not intended for use

Make sure your subject line is relevant and invites a response

Personalized greeting

Personalized intro and email purpose

Location and availability

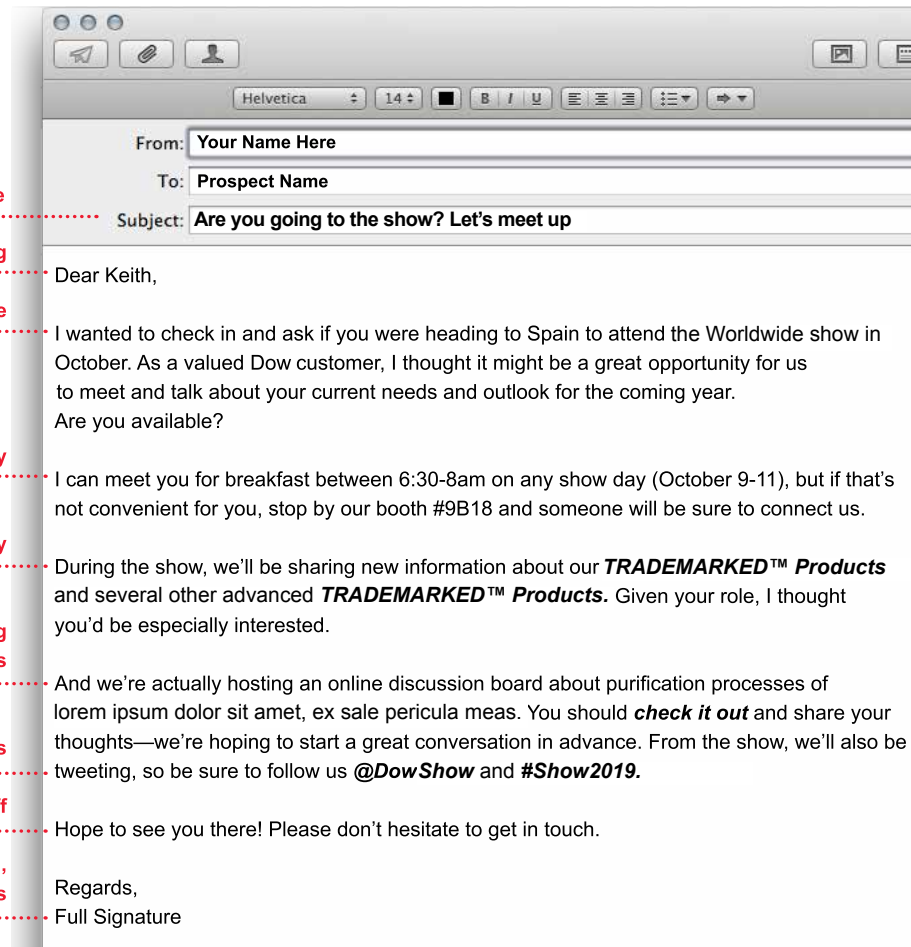
Include relevant market segment or product imagery

Personalized information and what's happening with Dow—including relevant hyperlinks

Optional social media integration—again including relevant links

Friendly sign-off

Include your full contact information, relevant Dow URLs and event web sites



During-Experience Guidelines

Discover needs. Engage with customers. Deliver solutions.

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To develop During-Experience engagements, consider four layers:

The Interpersonal Experience



The Digital Experience



The Physical Experience



Ancillary Activities



Each relies on the others to create a successful experience.

Remember, During-Experience means any point of engagement on-site or online during an event or tradeshow.

The Interpersonal Experience

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Below are guidelines for planning Dow interpersonal experiences. By following these prioritized recommendations for what every interpersonal experience must, should or could do, you can avoid failing to listen to attendees' needs. Pushing for sales or being too aloof or inattentive can create missed opportunities to offer solutions.

Follow these guidelines to plan interpersonal experiences that demonstrate Dow's commitment to solving problems with its customers and stakeholders.



Must

- Be attentive—every attendee acknowledged
- Be friendly and welcoming
- Reflect Dow's Brand Voice in tone
- Quickly qualify and categorize attendees to efficiently direct them to the right resources/people
- Be professional (demeanor and attire)
- Reflect authentic interest
- Respond to attendee needs (listening)

Should

- Demonstrate appreciation for visitors' time
- Include staff training plans for Pre-, During- and Post-Experiences
- Facilitate discussion between peers/experts
- Guide conversation around results and benefits (proof points)

Could

- Include a concierge-like service, facilitating throughput
- Position staff members at the perimeter of the experience to engage in aisle conversations and bring people into the space
- Host industry-related conversations (advancing the field)

The Interpersonal Experience

Staff Uniforms

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Every interpersonal interaction starts with a first look. Through staff uniforms, Dow representatives can communicate Dow's Brand Attributes: Confident, Engaging, Inspiring, Straightforward.

Make staff uniform decisions in the context of Dow and current campaigns. While all staff should always appear neat and well-groomed, their attire itself can communicate their role to visitors and help attendees find what they're looking for most efficiently. Following are examples (but not mandates):

Staff in simple host-style attire could provide concierge services, directing visitors to appropriate representatives, print resources or digital tools

Salespeople could wear casual business attire (in coordinated colors), standing by to assist visitors who know Dow and are ready to begin or further the relationship

Content experts (Dow scientists and thought leaders) could wear light-colored blazers with custom tie-pins or other accessories identifying them as in-depth resources

Staff members are most welcoming when they are comfortable. Discuss uniform ideas with your exhibit or event staff in advance to gather their input and insights, and be open to (or provide) a variety of complementary options.

Dress staff in complimentary uniforms based on their role in the Branded Experience. Whenever possible, wear Dow branded shirt or use Dow lapel pin as brand identifier.

Color Palette



Concierge/Reception



Sales Reps/General Staff



The Digital Experience

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Below are guidelines for designing Dow Digital Experiences. By following these prioritized recommendations for what every Digital Experience must, should or could do, you can avoid using technology for its own sake, or making the mistake of assuming visitors are more adept at technology than they may be.

Follow these guidelines to plan Digital Experiences that keep Dow's solutions front and center during any technology engagements in the Branded Experience.



Must

- Be visually exciting to entice hands-on participation
- Make sense in the context of the environment
- Stress benefits, not products (attendee pain points)
- Be intuitive/easy to use

Should

- Integrate with registration systems for lead capture
- Feature authentic, raw, real customer stories
- Extend the experience via simulcast, webinars, chats, video
- Track attendee interactions/interests
- Enable visitors to request info easily
- Facilitate creation of user-generated content
- Support easy sharing of all content

Could

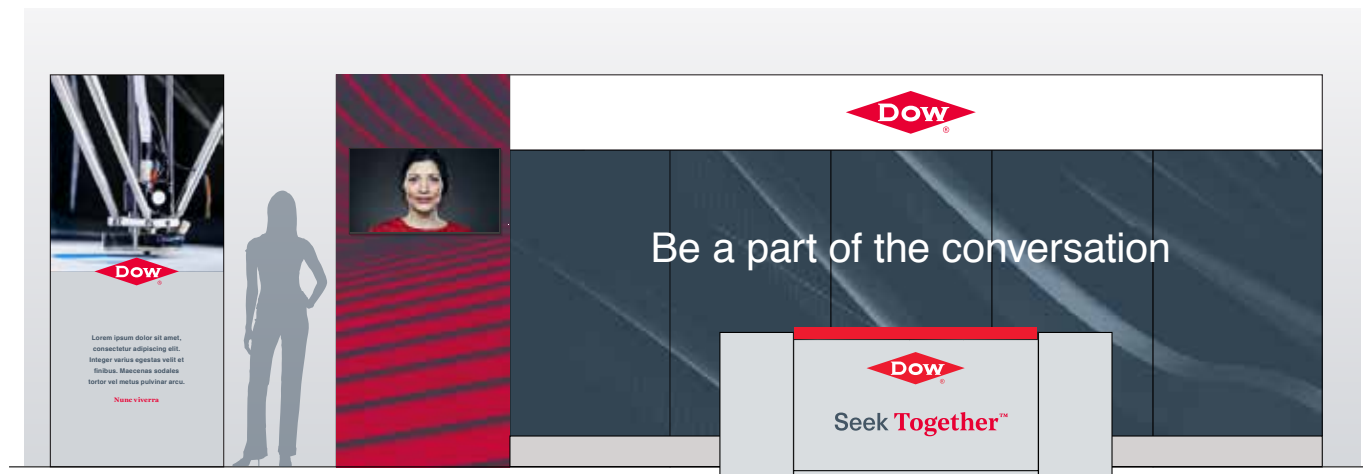
- Communicate Dow's follow-up plans
- Include clever story-telling tools: RFID, QR codes, augmented reality, projections, etc.
- Deliver an interactive virtual experience (e.g., engineering tour)

The Physical Experience

DOW CONFIDENTIAL

Below are guidelines for designing Dow Physical Experiences. By following these prioritized recommendations for what every Physical Experience must, should or could do, you can avoid creating an environment that promotes messages more than it invites dialogue. You won't overcrowd a footprint so that it's hard to navigate, or allow the environment to get weathered or tarnished. And you'll always remember that cool design is no substitute for content.

Follow these guidelines to design Physical Experiences that support meaningful, face-to-face engagements in the Branded Experience.



Must

- Welcome attendees and provide a logical journey for them based on their needs and interests
- Be open and embody the Dow spirit
- Differentiate with highly-visual, dynamic design
- Reflect Dow's Brand Attributes
- Be easy to navigate
- Meet expectations established in the Pre-phase
- Drive interaction and provide space for conversations

Should

- Showcase Dow's innovation in the experience itself
- Delight audiences—inviting wonder through unexpected use of materials/texture
- Feature select capabilities more than others (per audience needs)
- Include areas for scientific experiences (hands-on)
- Incorporate a “home base” space for bloggers or other influencers
- Make it easy for the attendee to reconnect with Dow
- Facilitate peer discussions
- Be modular and scalable whenever possible

Could

- Introduce an element of surprise
- Take a customer-led case study approach to storytelling
- Include DIY self-service areas for attendees to gather materials
- Include signage that guides the customer journey
- Use projection to draw attention, create movement and animate content
- Employ dynamic lighting and illuminate certain areas during important events (like presentations)
- Showcase Dow's expertise and thought leadership (via access to experts)
- Be a comfortable place to linger

Sample Layout

20'x20'

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During-Experience Ancillary Activities

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Below are guidelines for designing Dow Ancillary Activities. By following these prioritized recommendations for what every Ancillary Activity must, should or could do, you can avoid creating an event that's "just a party" and fails to add value for attendees. Ancillary Activities that stand alone without connection to the rest of the experience represent a real missed opportunity.

Follow these guidelines to create Ancillary Experiences that drive attendance and excitement around the Branded Experience and strengthen Dow's relationships with customers and stakeholders.



Symposium



Art Exhibit

Must

- Be consistent with event/show strategy and messaging
- Entertain, educate and/or delight visitors
- Enrich/augment event/show-specific activities
- Synchronize with overall event schedule

Should

- Include key stakeholders in conversations with experts
- Incorporate social media tie-ins or other tools for sharing the experience
- Be leveraged for promotional and/or PR purposes
- Include content customized to attendee's Market Segment, Products, and/or role
- Provide a collaborative forum for the interchange of ideas
- Focus on sustainable measures and reducing Dow's carbon footprint

Could

- Tell a story
- Provide an "exclusive" VIP experience
- Offer attendees direct access to Dow/external experts (not salespeople)
- Focus on industry-relevant topics beyond Dow

Creating Dow Post-Experience

Communications and Interactions

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Below are guidelines for creating Dow Post-Experience communications and interactions. By following these prioritized recommendations for what these communications and interactions must, should or could do, you can avoid making contact that leaves promises unfulfilled. You won't expect the attendee to initiate or sustain conversations, and you won't ignore feedback, abandon the dialogue or fail to advance it. You'll acknowledge every contact and make sure follow-up takes place.

Follow these guidelines to create personalized Post-Experience communications and interactions that drive the conversation forward.



Must

- Be timely, authentic and friendly (ideally sent by Dow leadership)
- Be truly personalized
- Thank attendees for their participation
- Fulfill promises made at the event
- Follow up with any lead collected on-site
- Include plans to funnel leads to sales reps
- Address all needs that surfaced at the event
- Request feedback
- Set expectations for additional follow-up (how/when)
- Deliver results against pre-established objectives and success metrics

Should

- Take action based on attendee input and communicate Dow's value and solutions
- Continue conversations through in-person meetings and/or online
- Build community through social and online platforms, creating them when necessary
- Provide updates on any news or trends from the event (add value)
- Sustain action/interaction using traditional sales channels and online networks
- Suggest in-person follow-up meetings
- Track engagements
- Empower attendees to invite others to the conversation
- Provide sales reps with information on attendee's experiences, BANT (Budget–Authority–Need–Timeline) qualifications

Could

- Invite targets to regional or online events
- Share answers to attendee questions across relevant channels (via FAQs)
- Use editorial calendar based on event content to keep conversations going
- Issue invitations for on-site Dow tours
- Leverage show-issued communications
- Provide reports on any information or themes from the event and other industry touchpoints
- Provide a Dow event recap for attendees and invite recipients to share their point of view
- Offer continuing education via webinar/ simulcast or live event
- Host an advance technology demonstration in person or online
- Host a key prospect/value-partner brainstorm for developing future solutions

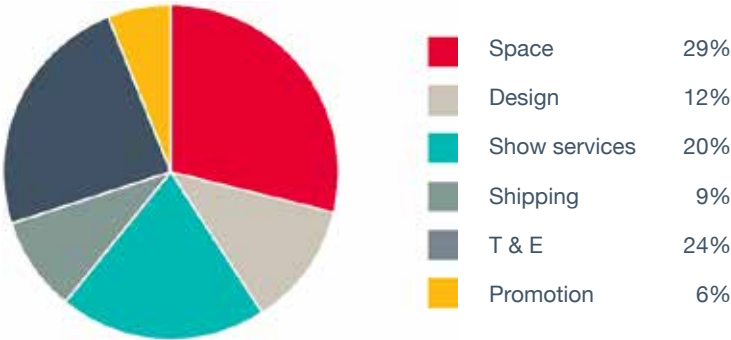
Trade Show Budget Checklist

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When designing and planning a Branded Experience, it's important to anticipate and budget for all related expenses. Following are common budget categories to consider:

- ☐ Booth space
 - ☐ Design and graphics
 - ☐ Show services
 - ☐ Drayage (transportation from loading dock to show floor)
 - ☐ Labor
 - ☐ Electrical power
 - ☐ Phone service
 - ☐ Internet service
 - ☐ Lead-retrieval system
 - ☐ Demonstration equipment
 - ☐ Floral
 - ☐ Hospitality
 - ☐ Cleaning/vacuuming
 - ☐ Security
 - ☐ Shipping
 - ☐ Travel and entertainment
 - ☐ Promotion

This chart represents the typical allocation of exhibit dollars based on trade show industry averages:



This list is provided as a reference only. Additional categories may be needed based on Dow initiatives/campaigns or specific trade show exhibitor guidelines.

The results of a well-designed Branded Experience are only as strong as its execution. Use these detailed pre-show, on-site, and post-show implementation checklists to ensure Dow's solution-focused experiences reach the show floor as planned. Expect to add or remove items based on the size, scale and importance of your event.

Pre-Show Implementation Checklist

- Review prior performance results, sales goals, engagement plans and audience profiles (waders, swimmers, divers)
 - Develop all Dow/Market Segment goals
 - Plan measurement strategy, tying it closely to objectives
 - Identify target individuals for engagement (including via social media)
- Finalize show-specific messaging and strategies across:
 - Media products
 - Pre-show communications (calls, promotional pieces, direct mail, emails, LinkedIn/other social media posts/outreach and engagement, etc.) incorporating calls to action and incentives for visiting the Dow exhibit or taking part in ancillary activities
 - Direct marketing and collateral
 - Advertising and/or PR tie-ins
 - Give-aways and premiums
 - Finalize all exhibit content/messages, engagement plans, themes, dates, locations, sites, audiences, and desired actions (remember Feel. Think. Know. Do.)
 - Set up online attendance drivers like show-specific web pages for both attendees and Dow exhibit staff/vendors, social media accounts/hashtags (e.g., LinkedIn, Twitter, Facebook, blogs, etc.), and other opportunities to engage prior to the show using technology
 - Plan to support social media and other technology onsite as needed, including confirming/providing WiFi and secure passwords
 - Finalize budget, roles and responsibilities for all team members, and develop a comprehensive timeline/action plan (spanning PR, executive participation, demonstrations, on-site operations, lead development and capture, logistics)
 - Hold kick-off meeting clarifying all expectations and deadlines

On-site Implementation Checklist

- Conduct staff training and brief your teams on expectations, goals and required behaviors on the show floor (including demonstrations and developing waders and swimmers into divers)
- Clarify how all equipment will be managed, and ensure instructions are followed throughout the event for seamless technology integration
- Oversee production of graphics/signage and demonstrations
- Schedule customer meetings, press conferences and other special events designed to drive attendance during the show dates
- Plan to monitor and participate actively in event-driven social media, connecting with attendees through all available and appropriate platforms (e.g., LinkedIn, Twitter, Facebook, etc.)
- Determine a clear system for handling and following up with leads
- Plan your exhibit installation and dismantling process
- Execute advertising components like bus banners, exhibit hall banners, kiosk panels, Dow branded give-aways, etc.

On-site Implementation Checklist: The Exhibit

- Consider sight lines to the exhibit from the aisle as well as from behind any obstacles (making adjustments to the layout as needed)
- Finalize all exhibit signage, including: Dow logo, partner logos (as appropriate), area ID, directional guides, solutions or demonstration areas, partner/collaboration announcements, banners, URLs, etc.
- Design exhibit staff attire to be appropriate to the event and to differentiate technical staff, executive staff and partner staff
- Finalize designs of electronic signage and presentation templates
- Design your meeting rooms, considering location, size, acoustics, lighting, HVAC and AV needs
- Plan the reception and VIP orientation process
- Map out demonstration areas for Dow solutions, considering:
 - Recommendations for location within the exhibit, with a focus on traffic flow
 - Guidelines for utilities and ventilation
 - Ergonomics of the physical relationships between Dow reps and attendees (balancing sophistication with comfort)
- Design display systems for literature, including providing guidelines for electronic vs. hard copy displays
- Assess AV system needs—including providing recommendations for managing cables within the exhibit and keeping equipment cool
- Secure lighting and effects equipment
- Set up utilities
- Install lead capture systems (technical and manual)
- Consider/craft a café or refreshments area
- Incorporate storage areas for all items, including literature, give-aways, staff/visitor belongings, etc. (note that both on-site and off-site storage may be needed)
- Plan to provide security for both the exhibit and storage spaces at all times (not just during show hours)

Post-show Implementation Checklist

- ☐ Create framework for evaluating and qualifying leads (reporting and analysis)
- ☐ Plan and conduct personal, solutions-focused follow-up (calls, promotional pieces, direct mail, emails, LinkedIn/other social media posts/outreach and engagement, etc.)
- ☐ Conduct measurement against goals
- ☐ Return all equipment to show services (as appropriate) and/or rental partners
- ☐ Send “thank you” messages to all relevant parties
- ☐ Report results of the event to Market Segment/ Dow leadership, as appropriate
- ☐ Conduct team debrief, including a discussion of best practices, challenges and key learnings from the show to be summarized and shared for future application
- ☐ Specifically assess performance of digital/social media components
- ☐ Survey leads for their responses to the Branded Experience
- ☐ Conduct 20-day post-show lead reporting

Contacts

DOW CONFIDENTIAL

Reach out to us with any questions or for help using these brand guidelines.

Brand Team

Email: dowbrand@dow.com

Agency Contact Information:



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Dow Branded Experience / Events v1 | January 2019

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