

## Menu of Reference Opportunities

Thank you for your interest in our customer reference program. Please review the program options listed below. Your time is extremely valuable so we created a flexible program where you can choose which reference opportunities are right for you. Share your story with us and we will manage the rest. You review and approve all messaging before any reference is published. Approved pieces are posted to Datacolor website and can be leveraged at events and in social media. Total commitment from you may vary but shouldn't exceed 2 hours.



### **Customer success story**

Customer success story Written story (1-4 pages) about your company's technology challenges, Datacolor solutions, and the key results achieved with their use. May be used in press releases & blogs.



### **Quote**

A public quote, featured in a press release or company website, focused on your success with Datacolor solutions.



### **Video testimonial**

2 options – a formal video testimonial discussing your company's challenges and how Datacolor solutions help solve them or a casual recording done with your smartphone to show how you work with Datacolor equipment. The best time, date & location are confirmed in advance.



### **Joint speaking opportunities**

Can be a keynote, session, roundtable discussion or booth presentation. Share your success story at events.



### **Reference call**

Private phone discussion between you and a Datacolor customer or prospect.



### **Site visit**

Host a Datacolor customer or prospect at your company's site to showcase your Datacolor solutions and products in use.



### **Company logo**

Share your company logo in Datacolor presentations and other marketing materials - banners, ads, website graphics, etc.

