

Welcome to Possible.

Weidmüller Canada's 2026 Marketing Streams PRO Partner Playbook

2026 is all about possibilities, and **Welcome to Possible** brings together Weidmüller's intelligence, mission, and inventive spirit to help customers and partners turn complexity into opportunity.



Intro.

Welcome to Possible is Weidmüller Canada's 2026, year-long, multi-product streams (formerly campaigns) designed to showcase the full strength of our portfolio across six focused product categories. The streams position Weidmüller as a premium, future-ready brand and one that has evolved beyond connectivity to become a leader in IIoT, automation, and industrial innovation. It reinforces our reputation for quality, engineering excellence, and breadth, while clearly communicating our role as an innovator and trusted industry partner.

At its core, **Welcome to Possible** brings together Weidmüller's intelligence, mission, and inventive spirit to help customers and partners turn complexity into opportunity. By unifying our technologies, expertise, and forward-looking mindset, the streams demonstrate how Weidmüller enables smarter systems, more efficient processes, and greater operational excellence empowering our customers to achieve what's next with confidence, precision, and performance.

Why.

- Unify Weidmüller's story under a system-level narrative
- Reinforce our positioning as a premium, innovative, future-ready brand
- Create consistency across customer journeys, touchpoints, and teams
- Showcase our ability to solve real-world industrial challenges
- Drive measurable demand-generation impact across the full funnel

What.

- Stronger market awareness and brand elevation
- Increased engagement and consideration across key audiences
- Clear preference for Weidmüller's integrated, system-level solutions
- Higher-quality leads, stronger intent signals, and sales acceleration
- A cohesive brand experience that supports long-term growth

Objective.

Welcome to Possible is designed to guide customers and partners through a complete engagement journey while reinforcing Weidmüller's long-term brand direction.



► Awareness

Elevate market awareness of Weidmüller as a premium, innovative, and industry-leading brand within IIoT, connectivity, and automation. The campaign highlights the scale and strength of our portfolio across six key product categories.



► Interest

Generate sustained interest by demonstrating how our intelligent products and solutions work together to address real-world challenges. Through focused storytelling and application-driven messaging, **Welcome to Possible** positions Weidmüller as a forward-thinking problem solver that brings measurable value beyond individual components.



► Action

Drive engagement and conversion by motivating customers and partners to explore, specify, and adopt Weidmüller solutions. Clear pathways to next steps encourage product adoption, solution implementation, and deeper collaboration.



► Decision

Support confident decision-making by clearly communicating quality, performance, and system-level benefits. The campaign reinforces trust in Weidmüller's engineering excellence, integration capabilities, and long-term partnership approach—making Weidmüller the preferred choice for mission-critical applications.

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Targets.

The **Welcome to Possible** stream is designed to engage a broad yet clearly defined audience of key stakeholders, influencers, and decision makers responsible for specifying, purchasing, and deploying industrial connectivity, automation, and IIoT solutions across critical infrastructure and industrial markets. The campaign addresses both technical and commercial roles who value quality, reliability, innovation, and long-term partnership.



► Primary Stakeholders & Decision Makers

- **Executive leadership** (CEOs, VPs, Directors, General Managers) focused on strategic investments, digital transformation, and long-term performance
- **Engineering leadership** (Chief Engineers, Engineering Managers, Design Engineers) responsible for system architecture, specifications, and technology adoption
- **Operations & Maintenance leaders** seeking reliability, efficiency, safety, and lifecycle optimization
- **IT/OT & Digital Transformation leaders** driving IIoT, data integration, and intelligent automation initiatives
- **Procurement & Sourcing professionals** balancing quality, risk mitigation, supplier breadth, and total cost of ownership
- **System integrators, EPCs, and OEM partners** who influence solution selection and standardization

► Industry Focus

Welcome to Possible speaks directly to decision-makers within industries that rely on robust, intelligent, and future-ready connectivity and automation solutions, including:

- **Building Infrastructure & Data Centers** – Owners, consultants, and engineers prioritizing uptime, scalability, energy efficiency, and secure connectivity
- **Machinery & Device Manufacturers (OEMs)** – Designers and product managers requiring modular, high-quality components that enable smarter machines
- **Energy & Power Markets** – Stakeholders across **Energy Storage, Traditional Power, Power Transmission & Distribution, Wind Energy, Photovoltaics, Hydrogen,** and **Oil & Gas**, all requiring reliable, certified, and digitally enabled solutions for complex and demanding environments
- **Transportation & Heavy Industry** – Engineers and operators in **Railway and Shipbuilding** who demand rugged performance, safety compliance, and long service life
- **Water & Wastewater Treatment** – Municipal and industrial leaders focused on resilience, automation, and sustainable infrastructure

► Strategic Audience Intent

Across these industries, the streams target organizations that are:

- Investing in modernization, electrification, and digitalization
- Seeking trusted partners with deep application knowledge
- Moving toward integrated systems and IIoT-enabled operations
- Valuing premium quality, innovation, and portfolio breadth

Core Value Proposition.

▶ Intelligent Connectivity & Automation

Weidmüller delivers intelligent products and solutions that connect power, signals, and data seamlessly—enabling smarter systems, better decision-making, and IIoT-ready operations.

▶ Premium Quality & Reliability

Engineered German quality ensures consistent performance, longevity, and safety in mission-critical and harsh environments—minimizing downtime and total cost of ownership.

▶ Customer-centric Service

Weidmüller works closely with customers as a strategic partner, offering consistent communication, collaborative problem-solving, and dedicated support that drives sustained performance and continuous improvement.

▶ System-Level Integration

A broad, interoperable portfolio across six product categories allows customers to design complete, reliable systems from a single trusted partner—reducing complexity, risk, and integration time.

▶ Innovation That Solves Real Problems

Weidmüller focuses on practical innovation, translating advanced technologies into usable, scalable solutions that address efficiency, digitization, sustainability, and future readiness.

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▶ **Application & Industry Expertise**

Deep vertical knowledge across energy, infrastructure, manufacturing, transportation, and process industries ensures solutions are tailored, compliant, and fit for purpose.

▶ **Global Partner with Local Support**

A strong global footprint combined with local engineering, service, and support teams ensures responsiveness, continuity, and trusted collaboration.

▶ **IIoT & Digital Transformation Enablement**

From connectivity to data intelligence, Weidmüller helps customers transition traditional systems to digitally enabled architectures that support monitoring, optimization, and predictive insights.

▶ **Scalability & Future-Proof Design**

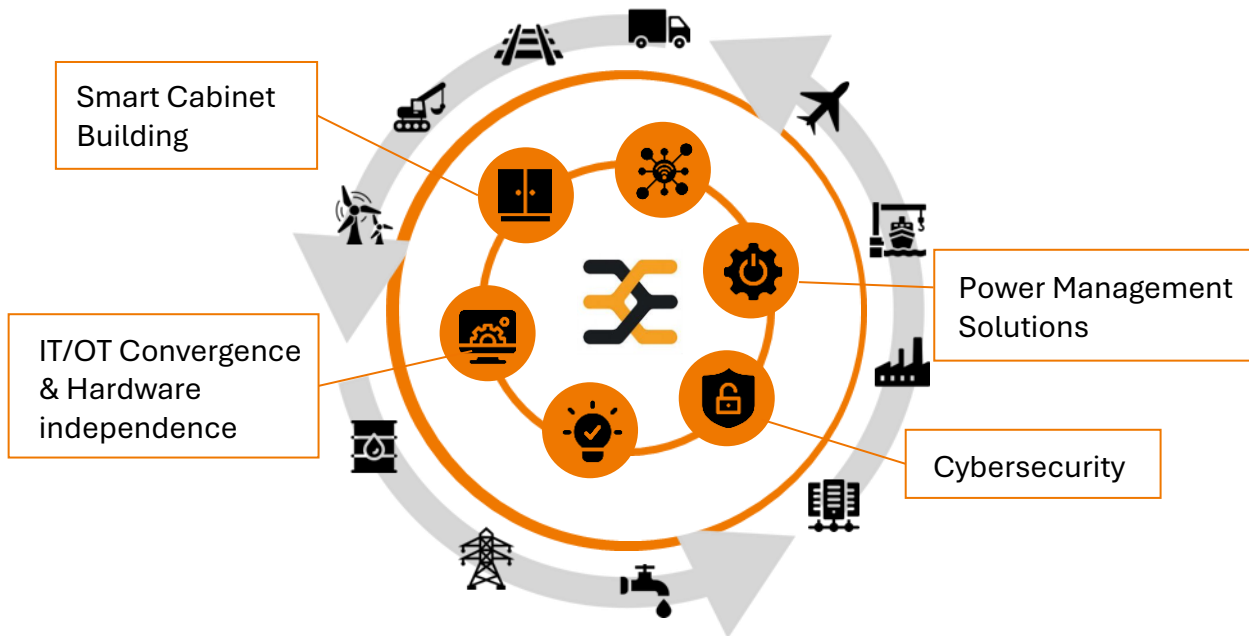
Modular, standardized solutions support growth, adaptation, and technology evolution—protecting customer investments as requirements change.

▶ **Sustainability & Energy Efficiency**

Solutions designed to support electrification, renewable integration, energy optimization, and responsible industrial development—helping customers meet regulatory and sustainability goals.

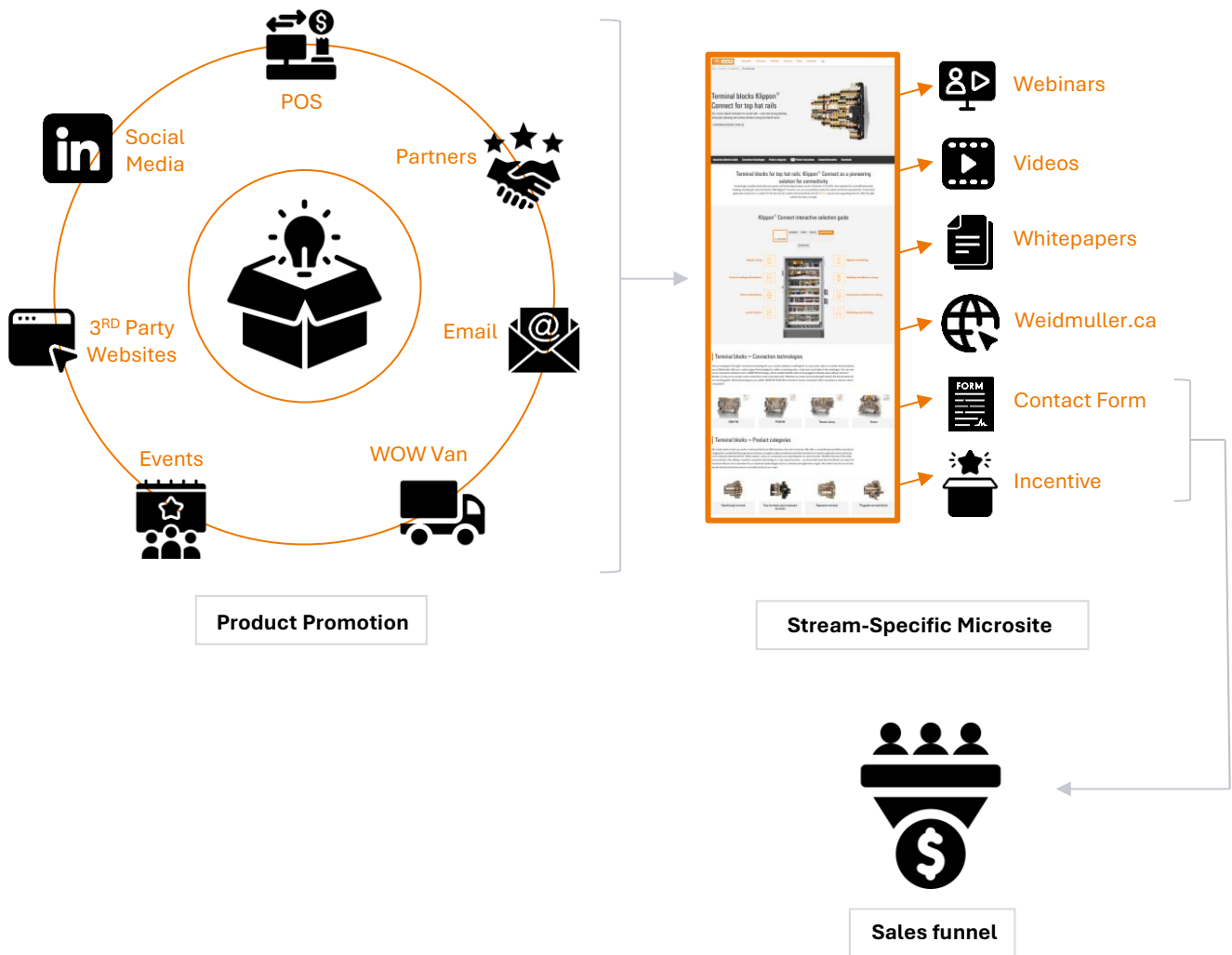
Streams.

The Strategic Messaging for **Welcome to Possible** provides the unifying framework that ensures all stream communications (formally know as “campaigns”) are consistent, purposeful, and clearly aligned with Weidmüller’s long-term brand direction. It translates Weidmüller’s vision, intelligence, and innovation into simple, compelling narratives that resonate across industries, audiences, and touchpoints while reinforcing Weidmüller’s position as a premium, future-ready leader in connectivity, automation, and IIoT.



Tactics.

Throughout all stages, **Welcome to Possible** is also intentionally aligned with and complementary to the **Connecting 2morrow** functional strategy and vision ensuring consistent messaging that unites our teams around a shared vision of innovation, intelligence, and future-focused growth, while delivering a cohesive and compelling experience to the market.



► Each stream will have a dedicated landing page

► POS creative

► Email signature banners w/hyperlink to stream landing page

► MS Teams backgrounds

► Emails

All examples shown are for the Smart Cabinet Building stream. All streams to be supported with similar tactics. Additional creative and promotional elements to be made available for promotions, ad hoc requests, etc.

► Additional creative elements

**Unify IT & OT.
Stay Hardware-Independent.**

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Weidmüller

**UNIFY
YOUR SYSTEMS.
UNLOCK
YOUR POTENTIAL.**

Break the barriers between IT and OT with Weidmüller's hardware-independent, future-ready control ecosystem-get IT and OT finally speaking the same language.

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Weidmüller

**POWER THAT PERFORMS.
RELIABILITY THAT NEVER STOPS.**

Your operation needs power solutions that deliver efficiency, durability, and absolute reliability.

Weidmüller

**COMPACT.
CONNECTED.
FUTURE-READY.**

**ELECTRONIC
LOAD
MONITORING**

That's Power Management The Weidmüller Way. When every second counts, your operation needs power solutions that deliver without interruptions, inefficiencies, or guesswork. Weidmüller's Power Management lineup gives you high-efficiency power supplies, intelligent load monitoring, and ultra-reliable UPS systems designed to keep your production moving.

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June 2, 2026
Toronto, ON

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Sponsored Spotlight

Engineering-Grade Solutions for Smart, Efficient Cabinet Building

Design, wire, and build control cabinets faster with Weidmüller from DIN rail to automation-ready connectivity.

[Learn how to intelligently streamline your workflow](#)



Timing.

▶ Smart Cabinet Building

MEDIA TYPES	Q1			Q2			Q3			Q4			
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Online	X	X	X	X	MA eNewsletter	CALS26 Leaderboard	X	automationmag.com Programmatic/Audience Extender - 3 months			X	X	
Social Media	X	X	LINKEDIN CAMPAIGN #1			X	X	X	X	LINKEDIN CAMPAIGN #2			X
Event	X	AIR DISTRIBUTION CANADA	PARADE OF PRODUCTS NGSN DATA CENTER WORLD	X	MEET SHOW EDS SHOW SPARKMAN	EPIC AUTOMATE	X	X	ENERGY STORAGE CANADA GERMAN TECHNOLOGY DAY	PACK EXPO	RS+ ORANGE WEEK SP5	X	
Webinar	X	X											
Partner	X	X	Connect with PRO Partners w/ Streams Playbook										
Landing Page	X	Live for the entirety of the stream duration (to end of 2026)											
Email	X	X	EMAIL #1	X	X	EMAIL #1	X	X	EMAIL #3	X	X	EMAIL #4	
POS	X	X	POS DESIGN #1			POS DESIGN #2			POS DESIGN #3				
WPS Truck	X	X	X	X	X	X	X	X	BRITISH COLUMBIA ALBERTA	X	X	X	

▶ Power Management Solutions

MEDIA TYPES	Q1			Q2			Q3			Q4			
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Online	X	X	X	MA eNewsletter, Sponsor Spotlight	X	MA CALS26 eBlast	X	X	X	automationmag.com / Leaderboard	X	X	
Social Media	X	X	LINKEDIN CAMPAIGN #1			X	X	X	X	LINKEDIN CAMPAIGN #2			X
Event	X	AIR DISTRIBUTION CANADA	PARADE OF PRODUCTS NGSN DATA CENTER WORLD	X	MEET SHOW EDS SHOW SPARKMAN	EPIC AUTOMATE	X	X	ENERGY STORAGE CANADA GERMAN TECHNOLOGY DAY	PACK EXPO	RS+ ORANGE WEEK SP5	X	
Webinar	X	X											
Partner	X	X	Connect with PRO Partners w/ Streams Playbook										
Landing Page	X	Live for the entirety of the stream duration (to end of 2026)											
Email	X	X	EMAIL #1	X	X	EMAIL #2	X	X	EMAIL #3	X	X	EMAIL #4	
POS	X	X	POS DESIGN #1			POS DESIGN #2			POS DESIGN #3				

▶ IT/OT Convergence & Hardware Independence

MEDIA TYPES	Q1			Q2			Q3			Q4			
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Online	X	X	Resourcing Automation / DevOps Focus (LINKEDIN, Newsletter, Social)	X	automationmag.com / Leaderboard	X	MA eConnect Newsletter	X	X	X	X	X	
Social Media	X	X	X	LINKEDIN CAMPAIGN #1			X	X	X	LINKEDIN CAMPAIGN #2			X
Event	X	AIR DISTRIBUTION CANADA	PARADE OF PRODUCTS NGSN DATA CENTER WORLD	X	MEET SHOW EDS SHOW SPARKMAN	EPIC AUTOMATE	X	X	ENERGY STORAGE CANADA GERMAN TECHNOLOGY DAY	PACK EXPO	RS+ ORANGE WEEK SP5	X	
Webinar	X	X											
Partner	X	X	Connect with PRO Partners w/ Streams Playbook										
Landing Page	X	Live for the entirety of the stream duration (to end of 2026)											
Email	X	X	EMAIL #1	X	X	EMAIL #2	X	X	EMAIL #3	X	X	EMAIL #4	
POS	X	X	POS DESIGN #1			POS DESIGN #2			POS DESIGN #3				

▶ Cybersecurity


MEDIA TYPES	Q1			Q2			Q3			Q4			
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Online	X	X	X	X	X	CALS26 eBlast	X	automationmag.com / Leaderboard	X	X	MA eConnect Newsletter	X	
Social Media	X	X	X	LINKEDIN CAMPAIGN #1			X	X	X	LINKEDIN CAMPAIGN #2			X
Event	X	AIR DISTRIBUTION CANADA	PARADE OF PRODUCTS NGSN DATA CENTER WORLD	X	MEET SHOW EDS SHOW SPARKMAN	EPIC AUTOMATE	X	X	ENERGY STORAGE CANADA GERMAN TECHNOLOGY DAY	PACK EXPO	RS+ ORANGE WEEK SP5	X	
Webinar	X	X											
Partner	X	X	Connect with PRO Partners w/ Streams Playbook										
Landing Page	X	Live for the entirety of the stream duration (to end of 2026)											
Email	X	X	EMAIL #1	X	X	EMAIL #1	X	X	EMAIL #1	X	X	EMAIL #1	
POS	X	X	POS DESIGN #1			POS DESIGN #2			POS DESIGN #3				

The above schedules are subject to change.

Measure.

▶ Channel Coverage

- Owned: Website, Email, POS, Video
- Shared: LinkedIn, Employee Advocacy
- Partner: Distributors, OEMs, Integrators
- Paid / Third-Party: Industry sites & media




▶ Awareness
Expanding reach & brand perception

- POS visibility & QR code scans
- LinkedIn impressions & reach
- Video views (website + social)
- Third-party website exposure

Key KPI Focus:

- Reach
- Impressions
- View Rate




▶ Interest
Driving engagement & consideration

- Email open & QR code scans
- Landing page visits & time on page
- Whitepaper downloads
- Video completion rates

Key KPI Focus:

- Engagement
- Content interaction




▶ Decision
Building confidence & preference

- Gated content completion rates
- Partner-generated referrals
- Returning visitors & asset reuse
- Industry-specific engagement fit

Key KPI Focus:

- Lead quality
- Intent signals



▶ Action
Converting engagement into results

- Form submissions for incentives
- Partner hand-offs & follow-ups
- Sales-qualified leads (SQLs)
- Campaign-attributed opportunities

Key KPI Focus:

- Conversions
- Pipeline influence

▶ Campaign Success Indicators

- Consistent messaging aligned with **Connecting 2morrow**
- Cross-product and cross-industry engagement
- Increased perception of Weidmüller as a premium, innovative, system-level partner
- Measurable contribution to demand generation and partner growth

Whether we are engineering excellence across every connection, turning intelligent products into powerful possibilities, or innovating without limits, Weidmüller performs without compromise.

Welcome to Possible.

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