

SAVE THE DATE

14TH JUNE

MORE THAN 30 SESSIONS
OF TECHNOLOGY INSIGHT.

Available in Eight Regions



TEKTRONIX
INNOVATION FORUM

Accelerating Progress

Our mission

*The Tektronix Innovation Forum is a corporate event that expands the **brand awareness** of Tektronix while fostering **demand generation** and **funnel conversion** within each region where it is held. It stimulates the exchange of ideas with and among Tektronix and its customers by providing an informative forum where participants can learn about the latest innovations in technologies related to electrical, RF, and optical test and measurement.*



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Our objectives



BRAND

Position Tektronix as an industry leader to increase brand awareness.



PRODUCT

Excite & educate attendees on Tek & Keithley product portfolios, applications, software, solutions and SSO offerings



DIGITAL

Create a premium, “digital-first” experience - centered on our customers.



COLLABORATION

Create a collaboration opportunity for channel partners & key customer accounts.



LEADS

Generate organic traffic to Tek.com, increase conversions & drive purchases

Our event

One day virtual event taking place on **Tuesday 14th June.**

Our platform enables us to broadcast different content at the same time. We will have three tracks with the agenda mapped into the following categories:

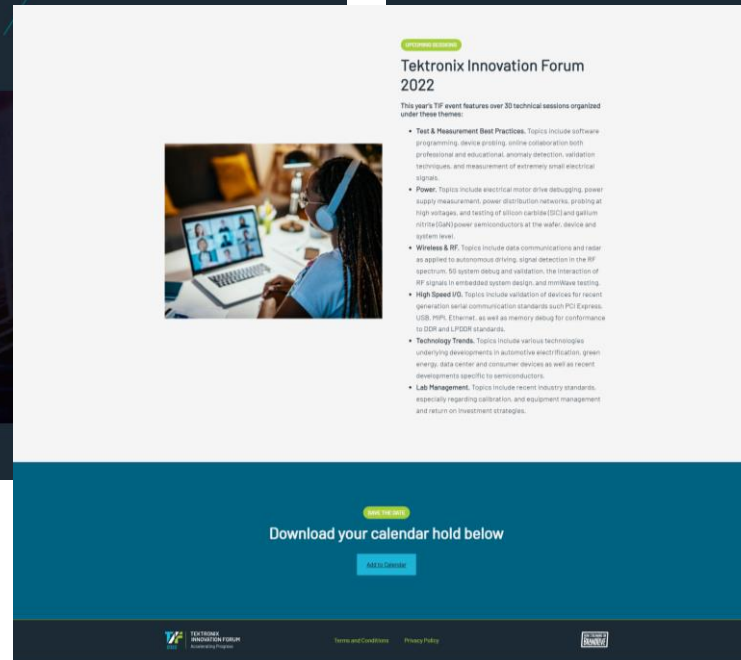
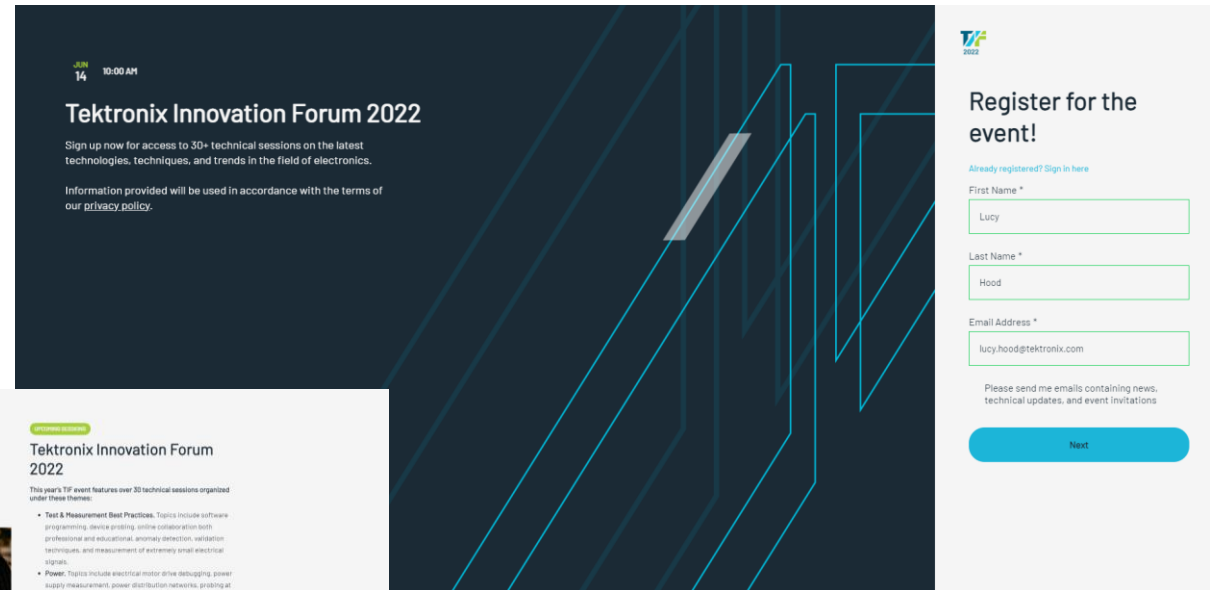
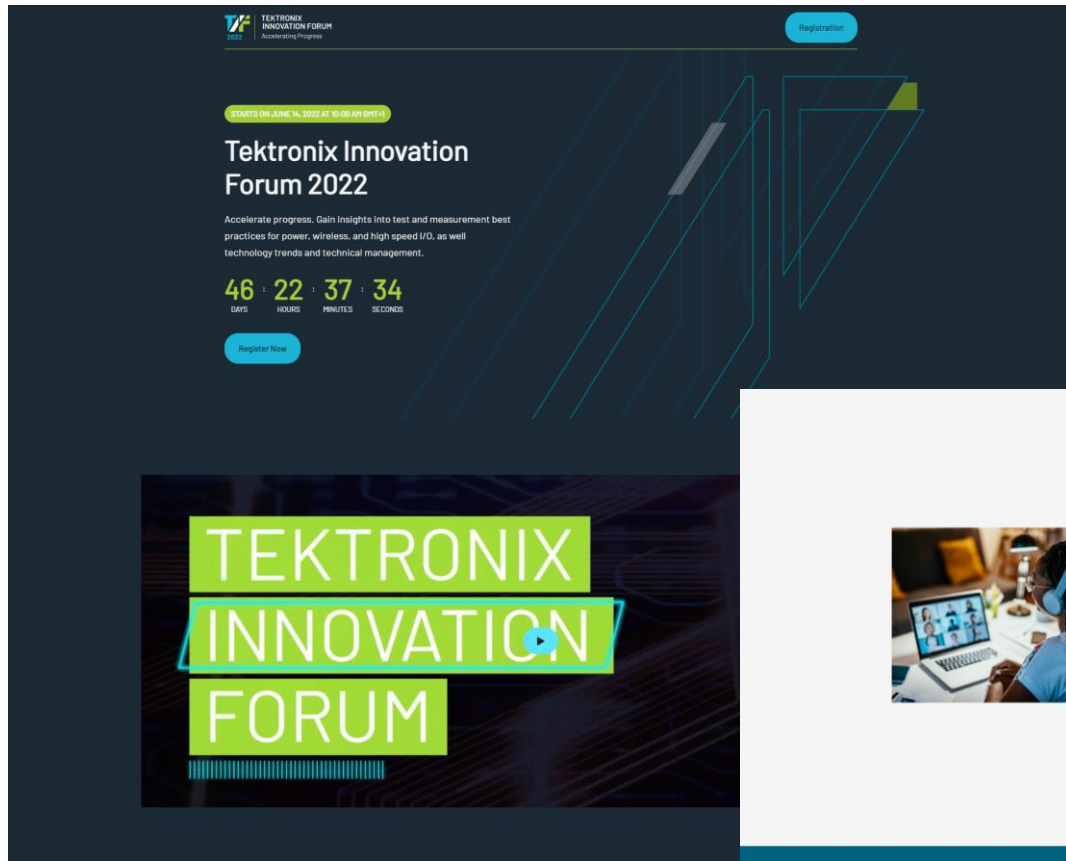
1. Trends
2. Power Electronics & Semiconductors
3. Wired & Wireless Comms
4. Test & Measurement Best Practice

There is a chat and question function to support communication and collaboration. We encourage all our partners to join the conversation during the event.

All sessions will be available on demand following the event.



Registration Page

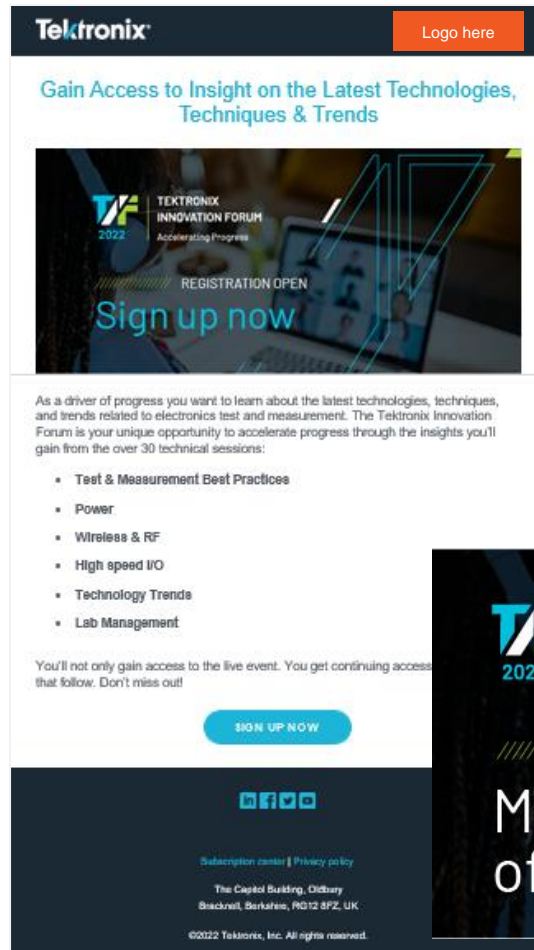


[Tektronix Innovation Forum Registration Page](#)

Note: To track your own registrations, please use your dedicated tracking link.

Advertising – Digital

There will be no links in the email, please update with your own personal tracking link.



Email



Email Footer



Email Signature Banner



Email Images

Advertising – Social Media



Social Media



Video

#TIF22
#TektronixInnovationForum
#EngineeringTheFuture

Advertising – your unique link



You will receive a unique link to our registration page. Please use this link so we can track all registrations back to you and ensure you receive these registrations as leads following the event.

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Tektronix Innovation Forum

All assets can be downloaded here:
<https://tektronix.widencollective.com/c/r88jqybg>