2024 Media Kit

INDUSTRIAL AUTOMATION eXCHANGe BY csia

The Digital Marketplace to Keep Your Brand Top of Mind

CSIA Industrial Automation Exchange: Simplifying the Buyer's Journey

Making business decisions is harder than ever. There are more options, more stakeholders, more data points. In fact, a simple search engine query alone can return hundreds of results.

Fortunately for professionals in the industrial automation industry, CSIA has developed the Industrial Automation Exchange: A digital marketplace where system integrators (SIs), industry suppliers and manufacturers can connect and do business.

With thousands of qualified integrators and suppliers and a robust search function, users can easily research potential partners for their projects — anywhere, anytime.

Using criteria such as industries, specialties, products, certifications, and more, users can quickly sort through the possibilities and shortlist the companies that make sense.
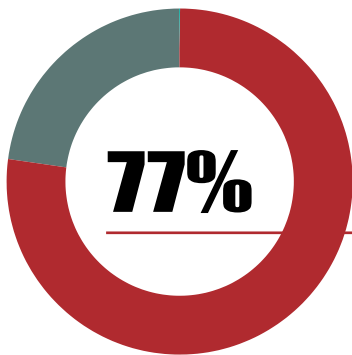
The Exchange also features a handy feature that allows the user to generate a list of up to 5 company profiles to compare side by side.

They can also browse the multimedia content for each of the profiles — or go through the Automation Library to find even more useful content.

In short, the Exchange is a unique, robust, industry-specific B2B marketplace — making it *the* place to be!

Questions?
Email industrydir@controlsys.org or call 847–686–2245.

77% of B2B buyers state that their latest purchase was very complex or difficult[1]

[1] Source: Gartner, "The B2B Buying Journey"

CSIA Industrial Automation Exchange

By the Numbers

(June 1, 2022 — May 31, 2023)
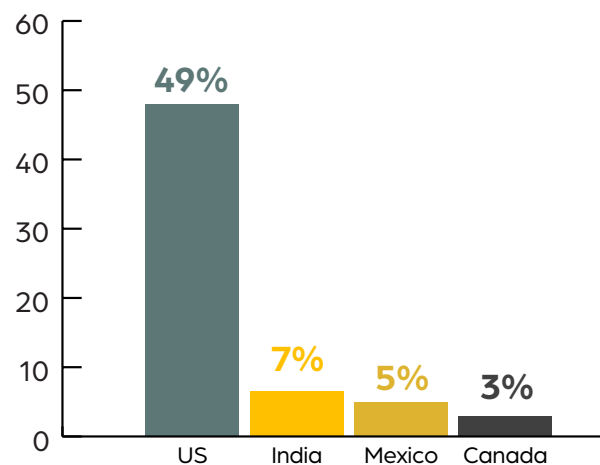
150,000
Page Views
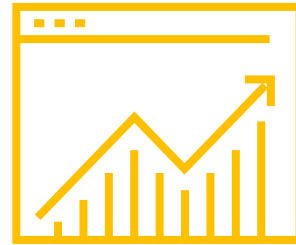
47,100
New Users
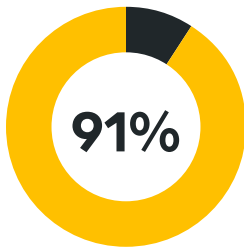
91%
New Visitors

4,000
Profiles

Top Countries
by Number of Visits

Country	%
US	49%
India	7%
Mexico	5%
Canada	3%

Why Join the Exchange?

Digital transformation isn't just happening on the plant floor — it's also changing how companies do business — and how customers buy.

"The typical buying group for a complex B2B solution involves six to 10 decision makers, each armed with four or five pieces of information they've gathered independently and must deconflict with the group," according to Gartner's The B2B Buying Journey.

Further, the process is far from linear — a more typical journey looks like this, according to Gartner.

That means companies that want to stand out and be found need to have a presence in the places buyers are looking. And they are looking.

According to the 2023 State of Marketing to Engineers survey by TREW Marketing and GlobalSpec:

- While searching online, **43% of engineers** filter through at least **5 pages of search results** to find the information they are looking for.

- **46% of engineers** say they usually review at least **6 pieces of content** as part of their vendor consideration process.

- **41% of engineers** spend between **25% and 50% of the buying process online;** 33% spend more than 50% of the buying process online.

- **45% of engineers** include **industry directory websites** as part of their research.

Bottom line: Companies need a strong digital presence to educate potential customers and generate new business.

> ❝ *Modern B2B buyers will expect providers to be present and proactive at every moment of their journeys, in all of their preferred channels and touchpoints.* ❞
>
> Forrester Research, 2020, "What B2B Buyers Crave"

## Why Upgrade Your Profile on the Exchange?

While any system integrator or supplier can join the CSIA Exchange with a basic profile, there are several reasons why a company would want to upgrade to a Gold.

Companies often upgrade because Gold profiles:

1. **Pop** to the **top** in searches.

2. Unlock **unlimited** territory and category **tags** – which are used by the algorithm to filter search results.

3. **Expands** the **amount** and kind of **content** – from videos to white papers to spec sheets.

4. Includes **unlimited contacts** — users can find who they are looking for instantly.

5. Boosts **SEO** efforts, including for many organizations, getting on page 1 in Google search results.

6. Are popular – more than **80%** of CSIA members are **Gold or higher.**

7. Provide **social proof** to current and potential customers.

8. Makes them eligible* to be featured as a guest on the **Talking Industrial Automation** podcast (110K downloads since inception in January 2018).

In short, a Gold profile taps into the SEO and content marketing machine that is the CSIA Exchange!

You must also be a CSIA member to be a guest on the podcast.
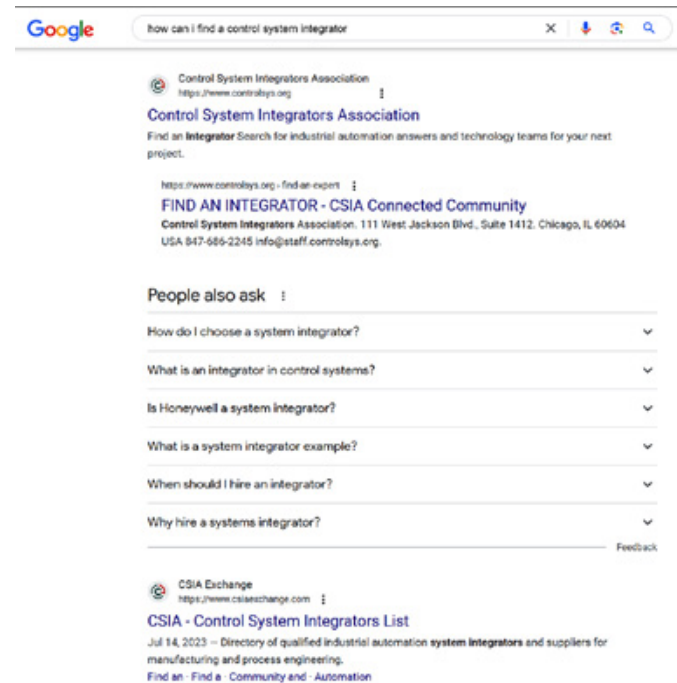
> " I LOVE the changes to Exchange.
> 1. Being able to have more than 255 characters in an update is a wonderful improvement.
> 2. The fact that it automatically selects all of my picture is great too. I love it. "
>
> Jason Yanity
> Actemium Shared Services

CSIA members automatically upgrade to the **Bronze** level – that's a **$510** value! Members can also take advantage of **20–40% savings** when they upgrade to a Silver or Gold profile. Make sure you are optimizing your profile!

Homepage Highlights
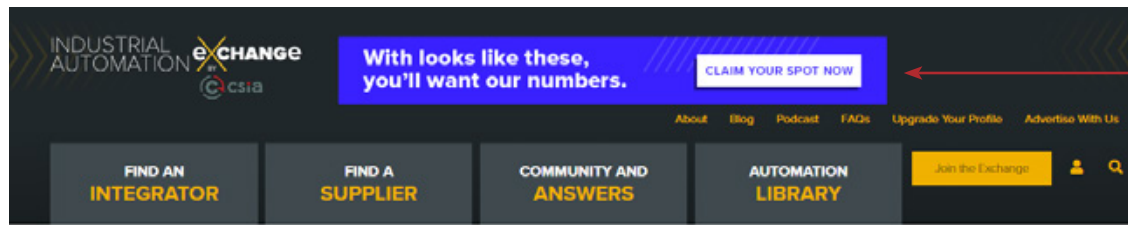
Leaderboard Ad

Featured Integrators
(Integrator Package 2)
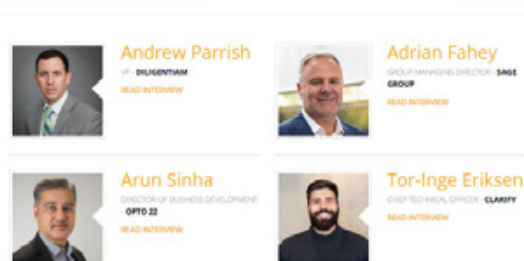
Talking Industrial
Automation Podcast
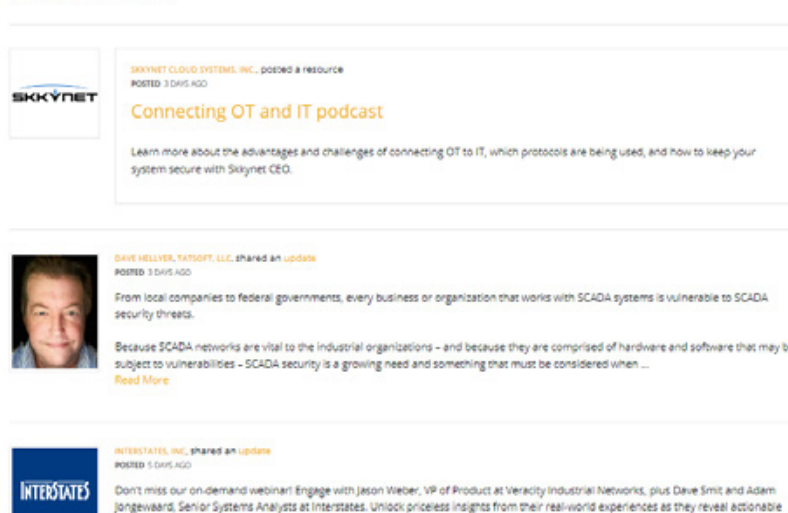
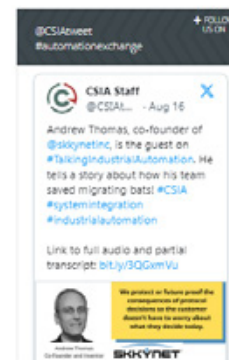Medium Banner Ad

Content from
Gold Profiles

Find an Integrator Page Highlights

Filtered Search Capabilities

Featured Integrators
(Integrator Package A)

Medium Banner Ad

Find a Supplier Page Highlights

Filtered Search Capabilities

Featured Suppliers (Supplier Package A)

Medium Banner Ad

Keeping Your Brand Top of Mind

Creating a profile is free — whether you are a CSIA member or not.

But most companies choose to enhance their presence on the CSIA Exchange, with display advertising, a pack-age and/or profile upgrade.

Display Advertising
Guarantee your brand stands out with display ads strategically placed on the most highly trafficked pages. (See pages 6–8 for examples.)

Page	Position	Annual Price*	Specs
Homepage + All Interior Pages	Leaderboard	$15,000	728 px x 90 px; JPG or GIF
Homepage	Medium Banner	$10,000	300 px x 250 px; JPG or GIF
Find an Integrator	Medium Banner	$6,500	300 px x 250 px; JPG or GIF
Find a Supplier	Medium Banner	$6,500	300 px x 250 px; JPG or GIF

Display advertising runs for a 12-month period (January – December), but can be pro-rated on a case-by-case basis. However, artwork can be changed at any time.

Packages

Bundle and save! Integrators and suppliers have a variety of pre-selected packages to boost their presence on the CSIA Exchange. (Custom packages are available. Contact CSIA for information.)

Integrator Package 2:
Gold Profile +
Featured Integrator on
Home Page
$5,000
ONLY 1 LEFT!
(See page 6 for example.)

Integrator Package 1:
SOLD OUT

Integrator Package A:
Gold Profile +
Featured Placement on
Find an Integrator Page
$2,700
(See page 7 for example.)

Supplier Packages

Supplier Package C:
Gold Profile + Find a Supplier
Page Banner Ad
$7,200
(See page 8 for example.)

Supplier Package B:
Gold Profile + Authorized
Integrator Sub-Directory
$5,000

Supplier Package A:
Gold Profile + Featured
Placement on the Find a Supplier
Page
$2,700
(See page 8 for example.)

Profile Upgrades

Unlock additional profile features — such as multi-media content, unlimited tagging and contact info with an upgrade to a Gold, Silver or Bronze profile. See page 11 for a full list of benefits for each level.

Level	Standard Price	CSIA Member Price	CSIA Certified Member Price
Gold	$1250	$1000	$750
Silver	$785	$630	$470
Bronze	$510	Free	Free

Talking Industrial Automation Podcast

110,000 Unique Downloads

1,000+ Downloads Per Episode

12+ Episodes per Year

73%

73% of Engineers Listen to Work-related Podcasts

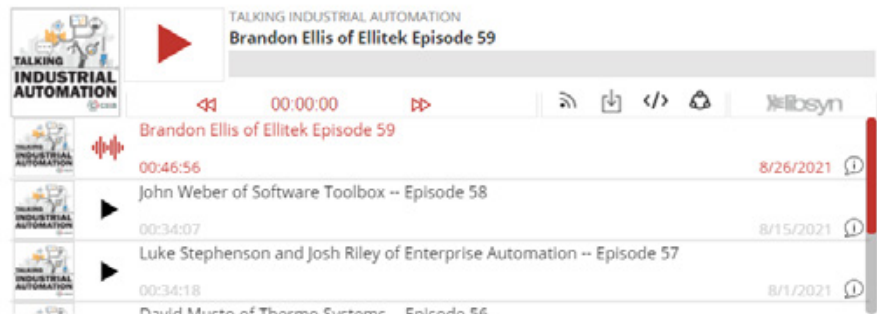> " *Just found your podcast. Binged them all. Just wanted to say "Thank You." Great podcast, great audio and fantastic content. Clear, concise and very good all around. This is a great show for someone new to industrial automation, as in my case. Thank you for your time and patience.* "
>
> Shawn Xurvein
> Sales Engineer
> Industrial Tool, Inc.

Compare Plans

Features	Basic	Bronze	Silver	Gold
Non–Member Price Billed Annually	$0	$510	$785	$1,250
Member Discount	$0	Included with Membership	20%	20%
Certified SI Member Discount	$0	Included with Membership	40%	40%
Features				
Name	✓	✓	✓	✓
Address	✓	✓	✓	✓
Phone & Fax	✓	✓	✓	✓
CSIA Badge	✓	✓	✓	✓
Website URL	✓	✓	✓	✓
Logo	✓	✓	✓	✓
Metrics		✓	✓	✓
Contact Button		✓	✓	✓
Primary Contact		✓	✓	✓
Categories (Industries, Product, Specialties)		5	10	Unlimited
Service Territories		5	10	Unlimited
Geo Location		✓	✓	✓
Company Description (Number of Characters)		450	850	Unlimited
Brochure Download				✓
Contacts Listed & Linked			5	Unlimited
5 Social Media Links			✓	✓
Website Screenshot			✓	✓
Article, White Papers, Case Studies			10	Unlimited
1 Video or SlideShare				✓
5 Branches Listed & Linked				✓
5 Links and Documents				✓
Profile Banner Image				✓
First Placement on Listing				✓
Eligible for Podcast				✓

Subscription Packages

All prices are per calendar year, but will be pro–rated in July. Custom packages also available. Contact CSIA for more information.

Integrator Packages

Integrator Package 2:
Gold Profile + Featured Integrator on Homepage **$5,000**
ONLY 1 LEFT!

Integrator Package 1:
SOLD OUT

Integrator Package A:
Gold Profile + Featured Placement on Find an Integrator Page **$2,700**

Supplier Packages

Supplier Package C:
Gold Profile + Find a Supplier Page Banner Ad **$7,200**

Supplier Package B:
Gold Profile + Authorized Integrator Sub–Directory **$5,000**

Supplier Package A:
Gold Profile + Featured Placement on the Find a Supplier Page **$2,700**

A La Carte

Homepage Ads
Leaderboard **$15,000**
Medium Banner Ad **$10,000**

Find an Integrator Page Ad
Four ads max **$6,500**

Find a Supplier Page Ad
Four ads max **$6,500**

Podcast Sponsor
One 60–second audio advert per episode **$3,000**

Authorized Integrator Sub–Directory
SI Partner List + Your Logo on SI Profiles **$2,500**

About CSIA

The Control System Integrators Association (CSIA) seeks to advance business practices of control system integration. CSIA helps members improve their business skills, provides a forum to share industry expertise and promotes best practices for business management. Member companies that become CSIA Certified have demonstrated the highest level of professionalism and excellence.

Founded in 1994, CSIA is a not–for–profit, global trade association for control system integration companies. CSIA has more than 400 member firms in 35 countries and continues to grow.

CSIA's mission is to advance the industry of control system integration. The Exchange is CSIA's initiative to help potential clients better understand system integration and how it can increase their company's efficiency and revenues.

About the CSIA Industrial Automation Exchange

The Industrial Automation Exchange is the Control System Integrators Association's online community dedicated not only to the exchange of services and products around the world, but also the exchange of information and resources for the industrial automation industry.

On the CSIA Exchange, system integrators and product suppliers create engaging profiles that detail the areas they specialize in, which industries they serve, their certifications and more. These profiles also link directly to their sales representatives and company websites, helping clients connect to the experts they need for their next big project. That makes the Exchange a first–stop shop: compare integrators, determine which products to use and have questions answered by specialists in the field.

www.controlsys.org
www.csiaexchange.com