

# 2024 Prospectus:

## How Will You Reach the Exclusive SI Market Throughout the Year?

### Table of Contents

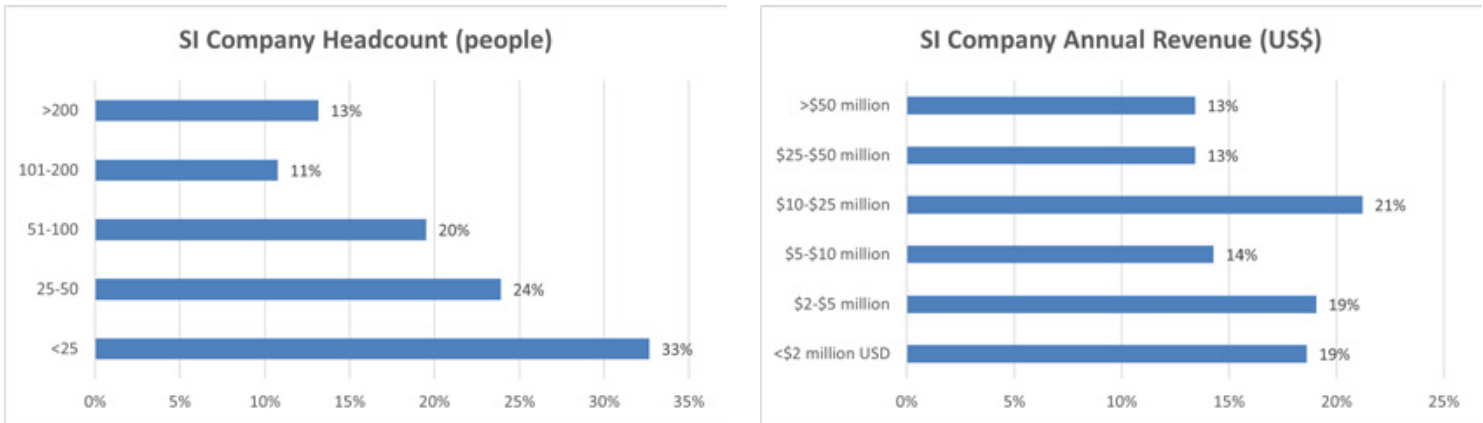
- 1 About the System Integration Market
- 2 About CSIA and its Members
- 3 Virtual Event Sponsorships
- 4 Advertising and Sponsored Content Opportunities
- 6 CSIA Conference
- 8 CSIA Conference Sponsorships
- 12 CSIA Conference Industry Expo 2024
- 13 Bonus Benefits and Sponsorship Levels

## About the System Integration Market

SIs play a crucial role in the delivery of digital transformation/industry 4.0 for industrial end users.

### U.S. SI Market: Small- to Medium-Sized Companies

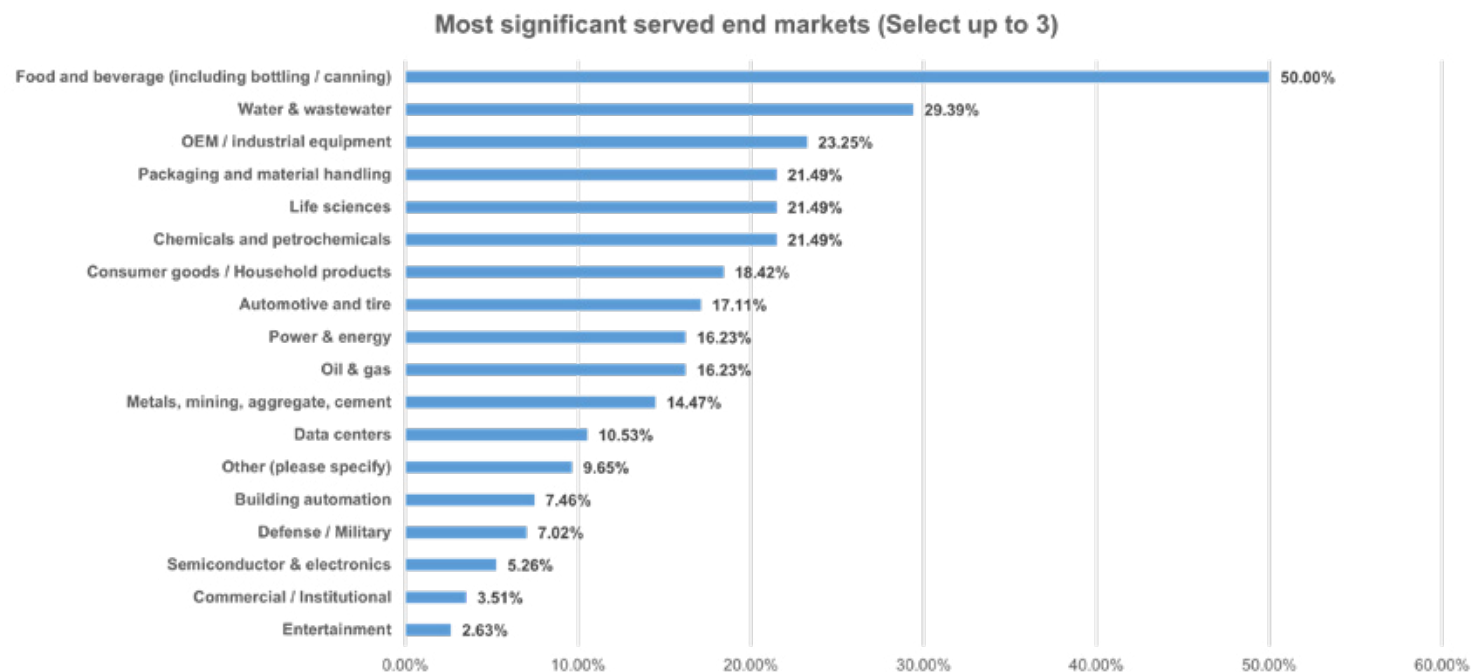
CSIA estimates approx. 3,000 independent SIs (companies and independent contractors) in the U.S.



Source: Spring 2023 CSIA – JP Morgan survey (253 participants)

Notes: 1) Respondents mostly from U.S. 2) Average number of employees plus contract people involved in systems integration. Includes technical staff, support staff (HR, finance, etc.) and shop/panel assembly. Excludes construction personnel. 3) Approximate annual revenue for control system integration work, including shop/panel assembly but excluding construction.

## SIs Cover a Diverse and Broad Spectrum



Source: Spring 2023 CSIA – JP Morgan survey (253 respondents)

Note: Respondents mostly from U.S.



## About CSIA

Control System Integrators Association (CSIA) is a not-for-profit, global trade association that seeks to advance the industry of system integration. System integrators use their engineering, technical and business skills to help manufacturers and others automate their industrial equipment and systems. CSIA helps members improve their business skills, provides a forum to share industry expertise and promotes the benefits of hiring CSIA members and certified system integrators.

## About CSIA Members



**Membership:**  
400+ companies  
(79% SIs)



**International:**  
27 countries  
(77% U.S., 5% Canada  
and 11% LATAM)



**Decision makers:**  
80% of primary  
contacts  
are from the C-suite\*



**Company longevity:**  
77% of member  
companies have been in  
business 20+ years\*

\*Data based on 2022 CSIA Membership survey.

## CSIA Social Reach

(As of 7/28/2023)



**Facebook: 2,762**



**LinkedIn Company Page: 6,582**  
**LinkedIn Group: 9,391**

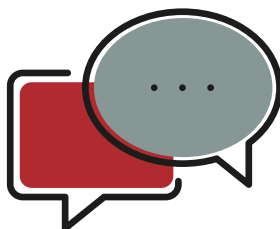


**Twitter: 1,076**

## Virtual Event Sponsorships



**45** Average Registrations



**12+** Touchpoints Before and After



**60** Minutes to Share Your Expertise

Share a product demo, demonstrate your thought leadership or analyze industry trends when you sponsor a CSIA MasterClass. The session will be promoted before and after via a multi-channel, multi-touch marketing campaign maximizing visibility and reach. Recommended session time: 30-60 minutes (including time for Q&A).

### Sponsorship Includes:

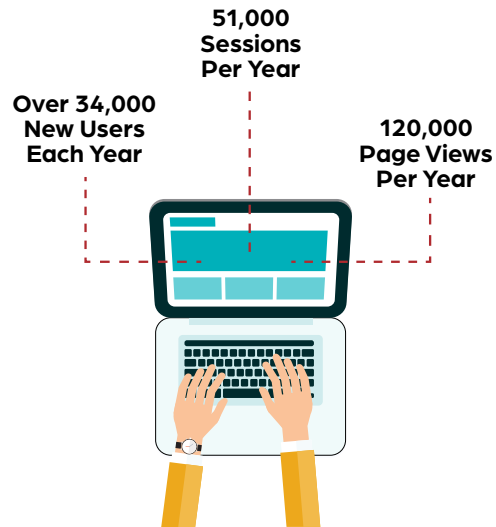
- Registration list
- Recognition on all event promotions
- Recognition on social media
- Corporate logo on event page, with link
- Additional bonus benefits, as applicable (See page 13 for details.)

Event	Audience	Inventory	# of Sponsors	Price per Sponsor
MasterClass: Virtual Events	Members and non-members	14	1	\$4,000
Virtual Keynote Presentation	Members only	1	2	\$4,000
LATAM Virtual Events	Members only	30	1	\$500

## Controlsys.org Display Advertising

### CSIA Website

Amplify your reach! The CSIA website ([www.controls.org](http://www.controls.org)) is the best digital choice in the system integrators market.



**Leaderboard Ad**

**Banner Ad**

Product	Property	Inventory	Price per Unit	Specs	File Format
Leaderboard Banner Ad	Controlsys.org	2/Qtr	\$3,000	1200px x 300px	JPG or GIF (animated GIFs accepted)
Rectangle Banner Ad	Controlsys.org	3/Qtr	\$2,000	350px x 200px	JPG or GIF (animated GIFs accepted)



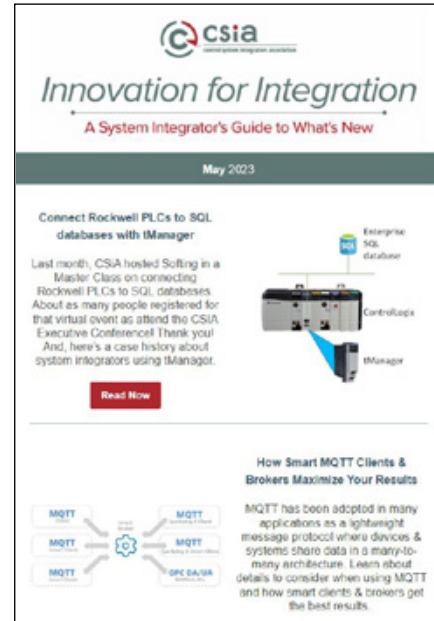
## Sponsored Content

Engage CSIA members and prospects regularly through sponsored content in one of CSIA's ePubs.

### CSIA eNewsletter

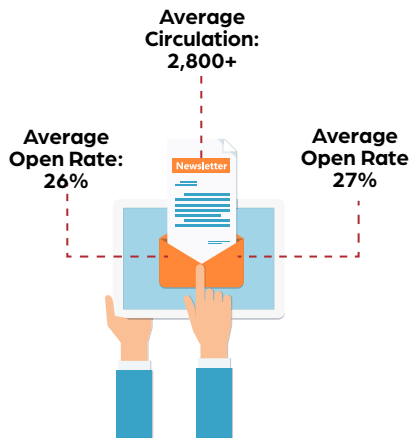


### Innovation for Integration



### eNewsletter

### Innovation for Integration



### Which ePub Is Right for You?

If you are interested in contributing a bylined article showcasing your thought leadership or sharing educational content, the quarterly CSIA eNewsletter is for you.

If you have a new product or service that system integrators need to know about, the skimmable, image-rich, semi-annual *Innovation for Integration* is for you.

Property	Product	Inventory	Price per Unit	Specs	File Format
<i>Innovation for Integration</i> (Semi-Annual)	Sponsored Content (Product Specific)	5/issue	\$1,500	40 words for content with link; 800 px x 600 px for image	.docx for content, PNG or JPG for images
CSIA eNewsletter (Quarterly)	Sponsored Content (Educational/Thought Leadership)	4/issue	\$1,000	300 – 600 words	.docx for content, PNG or JPG for images

## 2024 CSIA Conference

The annual CSIA Conference is the highlight of the professional year for the system integration industry. It uses a multiple-track approach focused on current and emerging opportunities to develop and optimize the system integration business. The 2024 event will be taking place in Dallas. Join fellow SIs and industry partners from around the globe to build connections, exchange ideas and have fun.

### Why Participate in the CSIA Conference?

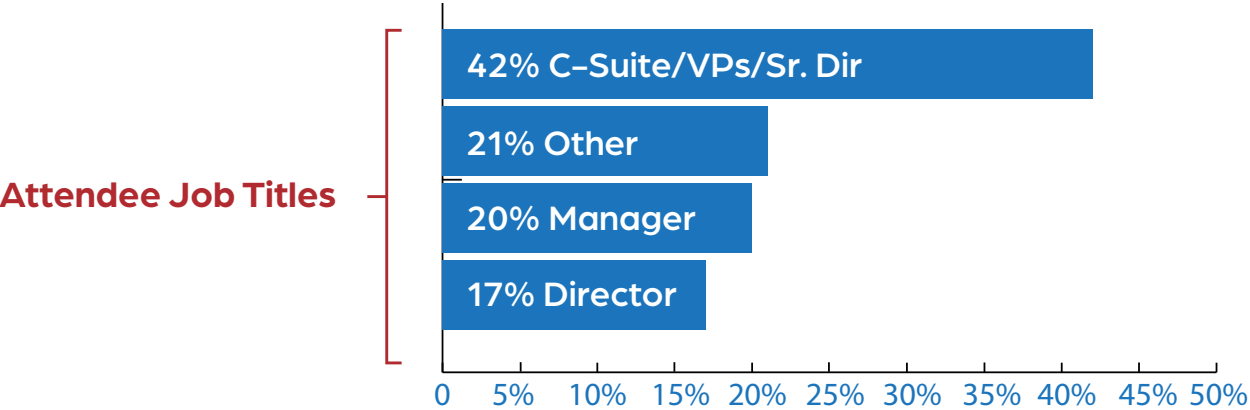
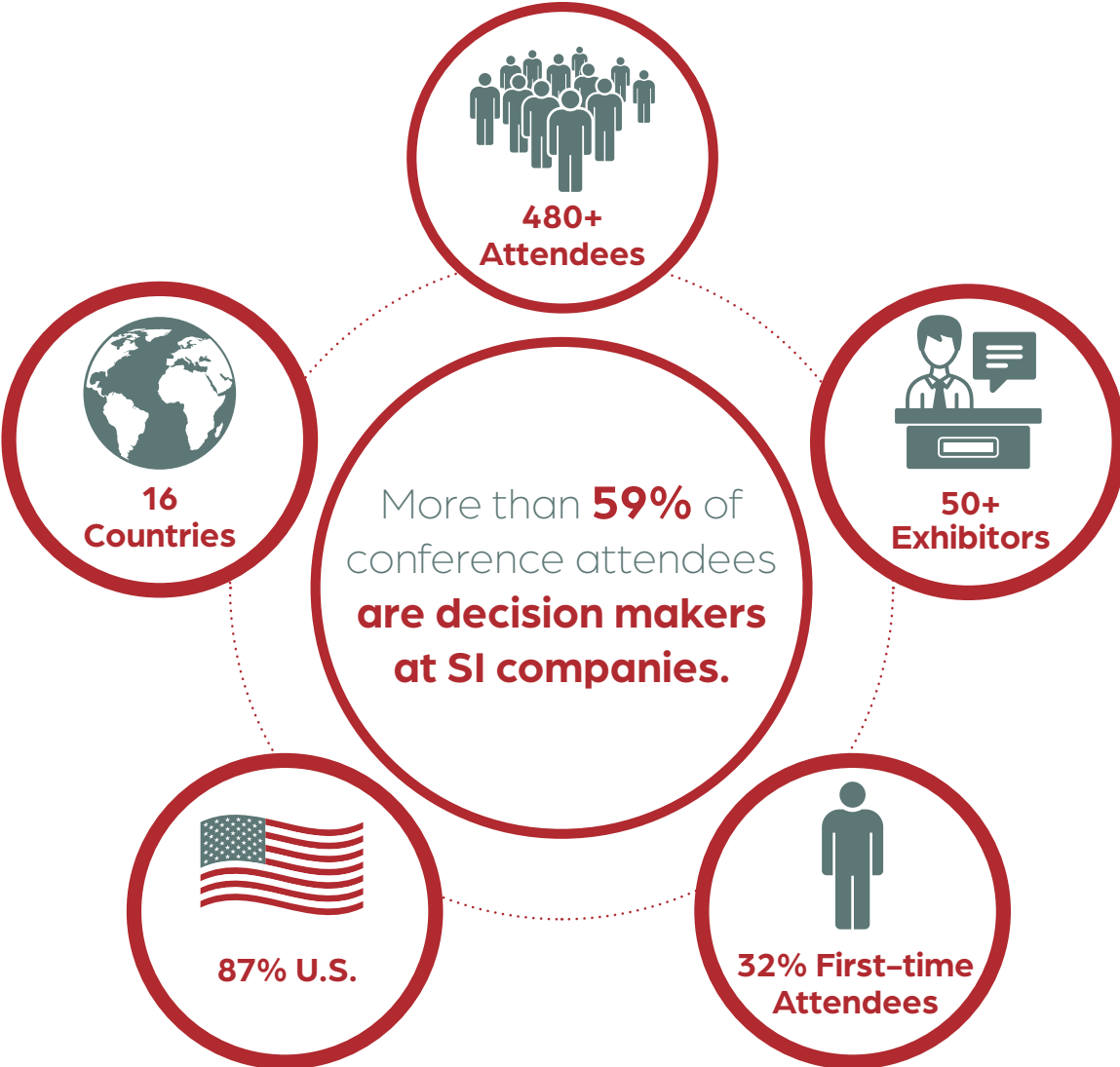
When you attend, sponsor and exhibit at the CSIA Conference you will be immersed in the exclusive system integration industry. You'll:

- **Discover** new business opportunities.
- **Learn** about industry challenges, trends and customer pain points.
- **Access** the C-suite of the top SIs in the world.
- **Keep** your products and services top of mind.
- **Build** your brand with continuous visibility before, during and after the event.

This can't miss event is a veritable social register of the system integration industry's key players!



CSIA Conference by the Numbers\*



\*The data is based on the 2023 CSIA Executive Conference.



## 2024 CSIA Conference Sponsorship Opportunities

The 2024 CSIA Conference will be April 15 – 19, 2024, in Dallas.

This is your opportunity to make valuable contacts, develop relationships and increase visibility and brand awareness.

*Sponsors of the 2023 CSIA Executive Conference and virtual events/display advertising/sponsored content will have the first right of refusal on any event or product that they previously sponsored. All remaining sponsor opportunities will be sold on a first come, first-served basis until all items are sold.*

### SI Community Lounge

**\$25,000**

Attendees say year after year that the No. 1 benefit of attending the conference is networking. This unique lounge area is guaranteed to drive traffic and provides a convenient space for attendees to have one-on-one meetings, catch up on work or unwind.

*Includes coffee bar in the mornings and soft drinks in the afternoon on Wednesday and Thursday.*



### Opening Toast

**\$20,000**

The 2024 CSIA Conference will kick-off with a special Welcome Reception on Tuesday, April 16. Attendees will gather with friends new and old over cocktails. This highly attended event is customizable based on your needs, ensuring maximum recognition.

*Enhancement idea: Sponsor signature drink.*



### Traveling for business and pleasure? That's called "Bleisure."

Dallas has so many things to do! From the classics like Reunion Tower and Perot Museum of Nature and Science, to new experiences in must-see spots like Trinity Groves and the Design District, this vibrant, walkable city offers something for everyone. Throughout Dallas, you'll find plenty of reasons to combine business with pleasure. Come early or stay late and treat yourself to a bleisure trip!

## 2024 CSIA Conference Sponsorship Opportunities (Cont.)

### Mobile App

**\$10,000**

Attendees access the meeting program, general meeting information and session details via the mobile app on their smart phones, tablets or the web. Your logo will be featured on the homepage of the app and is guaranteed to be seen by all users. During the 2023 event, 89% of attendees downloaded the app! Production included.

### Wi-Fi

**\$10,000**

Internet access will be available to conference attendees at the Hyatt Regency Dallas. Opportunities for sponsor recognition include featuring your logo on tent cards throughout the event and the option to customize login credentials such as the username and/or password, etc.

### Water Stations

**\$10,000**

Water stations will be conveniently placed throughout the main education and meal rooms. Each water station will feature your logo. Production included.

*Enhancement idea: Sponsor branded water bottles or cups near water stations.*



### Industry Expo

**\$10,000**

Conference attendees will gather during this happy-hour-style reception to share the most recent advances in system integration at the Industry Expo. Your logo will appear on 1 of the 2 bars in the Expo room as well as on cocktail napkins. Production included. Two opportunities available.

*Enhancement idea: Sponsor can bring in koozies for distribution.*



### Hotel Room Key

**\$10,000**

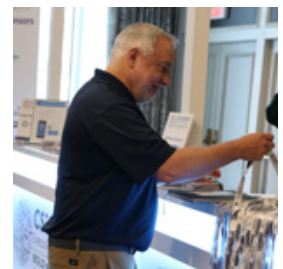
All guests at the Hyatt Regency Dallas will receive a custom-branded hotel key card as they check in under the official CSIA hotel block. Sponsor this item and you'll be "in the pocket" of every conference attendee! Production included.



### Lanyards

**\$10,000**

Meeting-themed lanyards will be distributed to each attendee at registration. Your logo will be featured on the lanyard and is sure to generate great exposure as participants are required to wear name badges throughout the duration of the conference. Production included.



### Registration Area

**\$10,000**

There is not a more sure-fire way to ensure each and every attendee gets exposure to your company than this sponsorship because every single person attending the event will need to stop by to pick up their conference materials. Supply a print-ready logo and it will appear on welcome signage sprinkled throughout the registration area. Plus, your logo will also be featured in the online registration portal – ensuring almost every single attendee will see it from beginning to end of their conference experience.

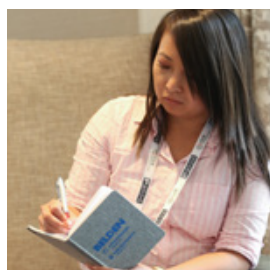
*Enhancement idea: Sponsor a refreshing signature mocktail to welcome guests to the event!*



## 2024 CSIA Conference Sponsorship Opportunities (Cont.)

### Notebook

Sleek, meeting-branded notebooks will be distributed to all participants. Your logo will be featured, as well. Production included.



**\$8,500**

### Awards Dinner

Conference attendees are invited to attend this special dinner to honor CSIA award recipients. Your logo will be featured on the lectern during the dinner and on the custom printed menus at each place setting. Two opportunities available.



**\$8,500**

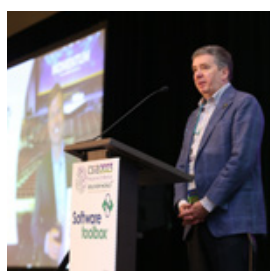
*Enhancement idea: Sweeten the deal by sponsoring a unique, signature dessert to top off the meal.*

### Keynote Presentations

**\$6,000**

The CSIA 2024 Executive Conference will feature a number of highly renowned speakers. The sponsor's logo of each keynote session will be featured on the lectern during their respective sponsored presentation. The sponsor also introduces the keynote speaker — literally putting you in front of your audience! The following opportunities are available:

- Opening Keynote
- Featured Keynote
- Closing Keynote



### Educational Track Sponsor

**\$5,000**

Each year, the conference is organized around a central issue essential to the business of system integration. Under the broader topic, educational sessions are grouped into three tracks. While the exact theme and tracks are still to be determined for 2024, what's for sure is that educational content is one of the biggest reasons SIs attend. When you sponsor an educational track your logo appears throughout the entire event on signage. Secret menu item: Ask about the opportunity to greet guests with a short message prior to the track kickoff session. There are three tracks available for sponsorship.

### Awards Cocktail Reception

**\$5,000**

Guests are invited to celebrate CSIA award recipients prior to the Awards Dinner. Sponsors will receive special signage recognition. Plus 10 extra drink tickets to distribute to your clients and friends!

*Enhancement idea: Sponsor branded cocktail napkins.*

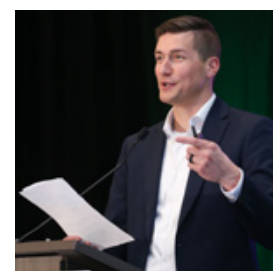
### CSIA Townhall Meeting

**\$4,000**



The CSIA Townhall Meeting is the official business meeting for the association. Held just once per year, the CSIA Board of Directors and

association staff candidly share a financial update, unveil the strategic direction for CSIA and give an overall state of the association presentation to CSIA members from around the world. Note: This event will be livestreamed.



## 2024 CSIA Conference Sponsorship Opportunities (Cont.)

### Daily Lunch

**\$4,000**

Lunch breaks provide attendees an opportunity to meet with their peers, network or simply relax. Sponsors will receive special signage recognition during their respective lunch. Two opportunities available: Wednesday, April 17 or Thursday, April 18.

*Enhancement idea: Sponsor branded dessert such as cookies.*

### Speed Networking Event

**\$4,000**

Back by popular demand, the Speed Networking event is a fun, fast-paced venue for attendees to connect with each other from the jump. Sponsor this unique experience and get plenty of brand building via signage – as well as the spotlight when you act as the emcee!



### Refreshment Break

**\$3,000**

Meeting attendees will be invited to take a networking break to enjoy light snacks and beverages. Sponsors will receive special signage recognition during their respective refreshment break, plus branded coffee cup sleeves. That's hot!. Three opportunities available:

- Wednesday, April 18 morning break
- Thursday, April 19 morning OR afternoon break

### Networking Meals

**\$2,000**

Several unique networking events are available for targeted attendee groups. Your logo will be featured on special signage recognition. Sponsor one of the following – or all four!

- First-time Attendee Breakfast
- Emerging Leaders Networking Lunch
- Women in Industry Professional Networking Lunch
- LATAM Networking Lunch

### Emerging Leaders Reception

**\$2,000**

A lively, pre-conference gathering of the industry's up-and-comers, the Emerging Leaders Reception is a unique and fun opportunity to get in front of tomorrow's (today's!) decision makers. Sponsor this power hour and your logo will appear on signage throughout the venue. Two opportunities available.



### CSIA Brings the FUN!

#### Annual Fun Run/Walk 2024!

**\$500**

Approximately 100 participants are expected in the 2024 CSIA Fun Run/Walk! If your company is looking for a unique way to enhance your sponsorship presence or has a limited budget for supporting the conference, consider sponsoring the 2024 CSIA Fun Run/Walk. For \$500 your logo will be featured on the commemorative Fun Run/Walk participant shirt, in Fun Run/Walk promotions and on signage near the Fun Run/Walk registration area. Unlimited Fun Run/Walk sponsorship opportunities are available to CSIA members, pending shirt and signage production timeline.



## CSIA Conference Industry Expo 2024

The Industry Expo 2024 is the premier opportunity to meet with business leaders from all aspects of system integration.

This happy-hour reception format is guaranteed to maximize professional relationship building. Pack your business cards and leave your demo equipment at home, as the Industry Expo 2024 will focus on making connections!

Space is limited and available exclusively to CSIA Partner members. Each kiosk is \$2,000. (Note: Depending on sponsorship level, space may be complimentary.)



*(Kiosk design subject to change.)*

Expo-hall-only passes will be available for just \$300 per ticket.  
At that price, you can afford to bring your whole team!

## Bonus Benefits and Sponsorship Levels

Assemble an annual package that includes events, display advertising and sponsored content to ensure your brand stays top of mind throughout the year. Plus, earn exclusive bonus benefits that increase along with your investment. (Not included are membership dues or Industrial Automation Exchange upgrades, packages or display advertising.)

2024 Bonus Benefits	Champion	Patron	Benefactor	Contributor	Friend
Investment	\$20,001+	\$15,001 – \$20,000	\$10,001 – \$15,000	\$5,001 – \$10,000	Up to \$5,000
Recognition on signage, digital, web and app platforms	√	√	√	√	√
Recognition on attendee emails	√	√	√	√	√
Corporate logo on website with link to company	√	√	√	√	√
Push notification in conference app	1	1	1	1	1
Social media recognition before and after conference	1	1	1	1	1
Option to add promotional materials in apps Virtual Registration Bag	2	2	1	1	1
One Exhibit Space at Industry Expo and Reception	1	1	1	1	
Complimentary Conference Registrations	2	2	1		
Priority to select expo space	First	Second	Third	Fourth	
Ad in quarterly eNewsletter; must be placed by September 2024	2	1	1	1	
Broadcast email to CSIA members and prospects; sponsor to provide HTML	1	1			



**csia**

control system integrators association

111 West Jackson Blvd., Suite 1412

Chicago, IL 60604

Phone: +1 847-686-2245

Email: [info@staff.controlsys.org](mailto:info@staff.controlsys.org)

© 2024 Control System Integrators Association