



# 2025 Media Kit

INDUSTRIAL  
AUTOMATION **exchange**  
BY  
 **csia**

The Digital Marketplace to Keep Your Brand Top of Mind

[WWW.CSIAEXCHANGE.COM](http://WWW.CSIAEXCHANGE.COM)



## 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.

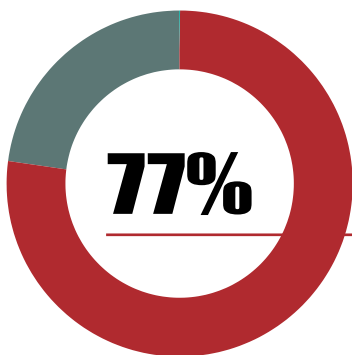
The Exchange also has a handy feature that allows the user to generate a list of up to 5 company profiles to compare side by side.

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!

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**of B2B buyers state that their  
latest purchase was very  
complex or difficult<sup>1</sup>**

### Questions?

Email  
[industrydir@controlsyst.org](mailto:industrydir@controlsyst.org)  
or call 847-686-2245.

<sup>1</sup> Source: Gartner, "The B2B Buying Journey"

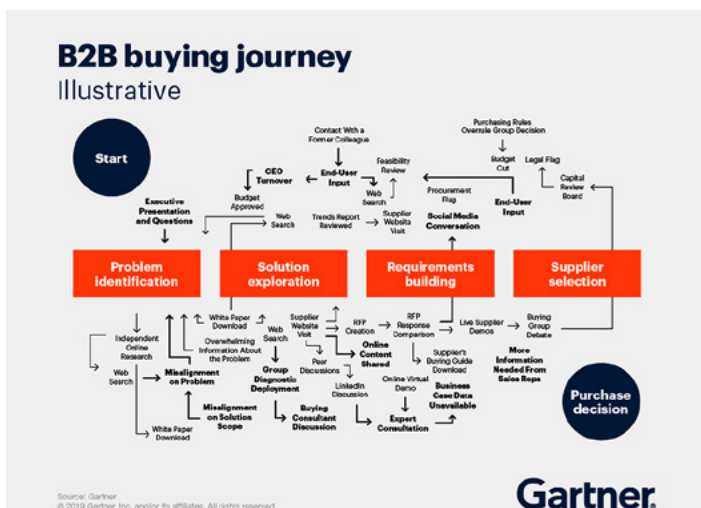


## Why Join the Exchange?

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.



2023 State of Marketing to Engineers  
TREW MARKETING | GlobalSpec

Percentages may not add up to 100% due to rounding or ability to multiselect.

“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"

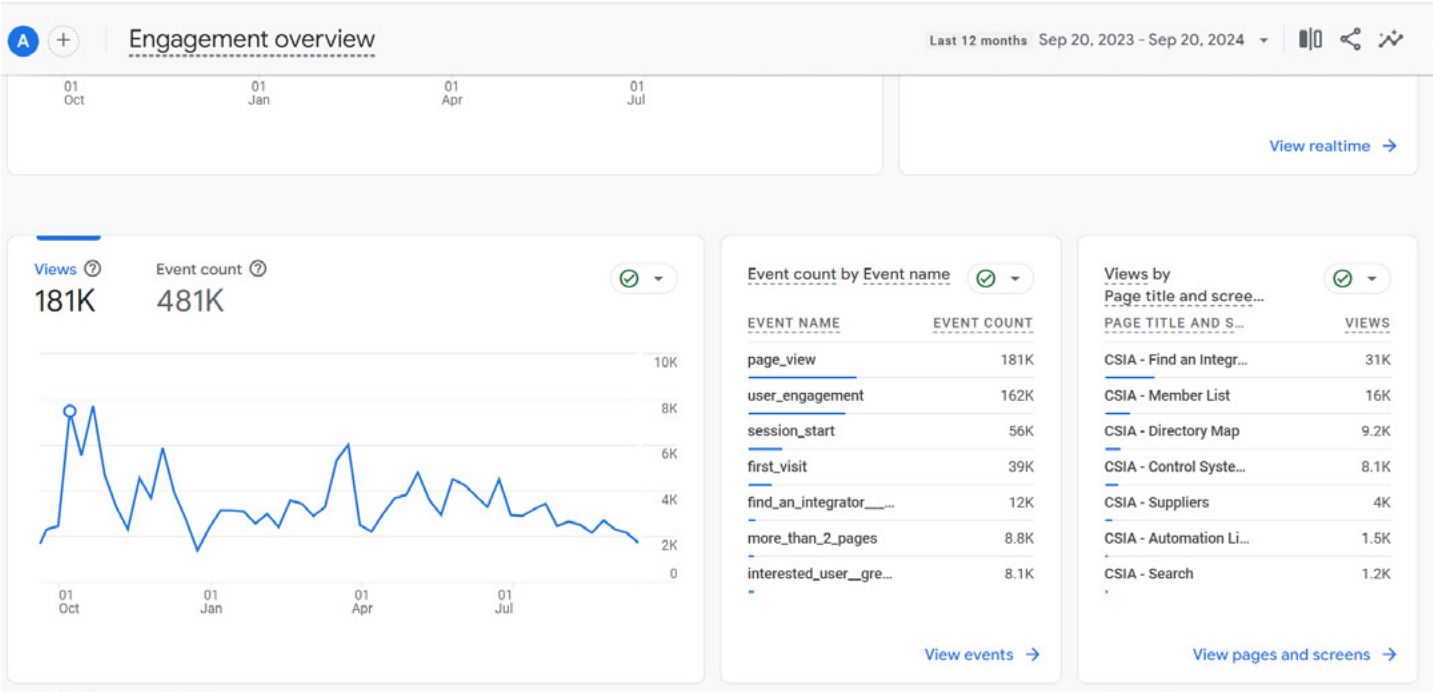




# CSIA Industrial Automation Exchange

## By the Numbers

(Sept. 30, 2023 – Sept. 30, 2024)





## 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 (125K 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.*

CSIA members automatically upgrade to the **Bronze** level – that's a **\$530** 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!



## CSIA Industrial Automation Exchange Rankings

# SEO MOZ REPORT



*This report was customized specifically for **CSIA Exchange** to highlight the website's keyword rankings, ranking distribution, top five ranking keywords, and competitor analysis.*

### WHAT IS MOZ?

MOZ is a leading provider of tools and resources designed to help businesses optimize their online presence and improve their search engine visibility. With a focus on search engine optimization (SEO), MOZ offers a suite of analytics and insights to empower businesses in understanding and enhancing their digital footprint.



### CSIA EXCHANGE'S RANKINGS

Ranking Keywords	Top Positions	Page Authority	Domain Authority
1.2k	59 keywords in #1-3 214 keywords in #4-10	38	32

### TOP 10 KEYWORDS SNAPSHOT

Keyword	Rank	Keyword	Rank
automotive system integrators	1	amco-sapi	1
industrial automation integrators	1	amco sapi	1
controls integrator	1	alimentary integrators	1
system integrators list	1	life sciences systems integration	1
alimentary integrators stores usa	1	process control system integrator	1



## Talking Industrial Automation Podcast

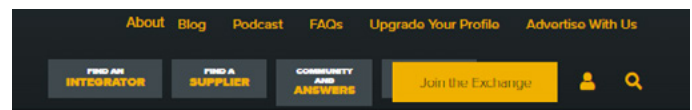
Reach potential customers, employees or industry partners with a powerful piece of authentic storytelling that requires little more than 45 minutes of your time yet yields evergreen content you can repurpose on your website, social media, blogs and more.

Plus, CSIA does all the work for you:

- Developing, editing and creating the content;
- Designing the landing page;
- Promoting the episode via the CSIA social accounts and newsletters.

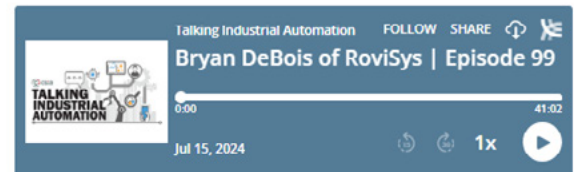
It's incredibly easy and open to any CSIA member with a Gold profile or package on the CSIA Exchange.

With more than 125,000 downloads since inception in 2018 – and climbing – it's an marketing and PR powerhouse!



Home > ... > Bryan DeBois > Featured Interview | Bryan DeBois of RoviSys

### Featured Interview | Bryan DeBois of RoviSys



Bryan DeBois

, RoviSys

POSTED WEDNESDAY, JULY 3, 2024

#### Q How did you get started in the system integration business?

A I started at RoviSys as a co-op in 2000. I was working on a computer science degree from the University of Akron and knew nothing about manufacturing. I didn't know anything about control systems.

I was a big fan of a TV show called "How It's Made" and had seen the inside of a factory from that show.

When I got to RoviSys and started to learn about what RoviSys does, I got really excited about that. I got to go on some plant tours early in my career, which got me really jazzed, and then I ended up staying.

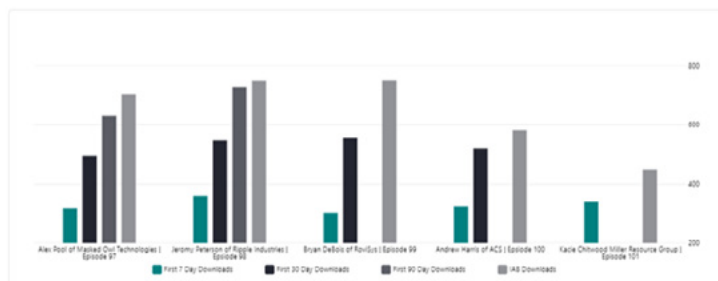
I did my co-op stint there for 2 years, and then I started full time in 2002. Fast forward 24 years later, I'm still at RoviSys. As the director of industrial AI, I'm still getting to solve a lot of really cool problems in this manufacturing space.

Talking Industrial Automation

Last processed: 14/07/2024 08:10am - 400 - Unique



Last 5 Episodes







## Homepage Highlights

INDUSTRIAL AUTOMATION **EXCHANGE** BY **csia**

With looks like these, you'll want our numbers. [CLAIM YOUR SPOT NOW](#)

About Blog Podcast FAQs Upgrade Your Profile Advertise With Us

FIND AN INTEGRATOR FIND A SUPPLIER COMMUNITY AND ANSWERS AUTOMATION LIBRARY

Join the Exchange

Leaderboard Ad

### FEATURED INTEGRATORS

Engineered Energy Solutions, Inc. Warren, MI

Malisko Engineering, Inc. St. Louis, MO

Hargrove Controls & Automation Mobile, AL

Huffman Engineering, Inc. Lincoln, NE

Featured Integrators  
(Integrator Package 1)

### FEATURED INTERVIEWS

Andrew Parrish  
VP - DILIGENTIAE  
[READ INTERVIEW](#)

Adrian Fahey  
GROUP MANAGING DIRECTOR - SAGE GROUP  
[READ INTERVIEW](#)

Arun Sinha  
DIRECTOR OF BUSINESS DEVELOPMENT - OPTO 22  
[READ INTERVIEW](#)

Tor-Inge Eriksen  
OETEC TECHNICAL OFFICER - CLARIFY  
[READ INTERVIEW](#)

### INDUSTRIAL AUTOMATION BLOG

POSTED: FRIDAY, JULY 14, 2023 AT 6:20 PM  
BY: LISA RICHTER, CONTROL SYSTEM INTEGRATORS ASSOCIATION (CSIA)

What's New in the Best Practices Manual 6.0? Find out in This Episode of Talking Industrial Automation with Tony Valasek

The following is a partial transcript from the an interview with Tony Valasek, who is Director of Engineering for EOSYS, on Talking Industrial Automation about the launch of the Best Practices Manual 6.0. Tony is the Best Practices Manual Committee Chair. Lisa Richter is host of the ...

Talking Industrial  
Automation Podcast

### COMMUNITY FEED

**SKKYNET**  
SKKYNET CLOUD SYSTEMS, INC., posted a resource  
POSTED: 3 DAYS AGO  
**Connecting OT and IT podcast**  
Learn more about the advantages and challenges of connecting OT to IT, which protocols are being used, and how to keep your system secure with SkkyNet CEO.

**DAVE HELLYER, TATSOFT, LLC, shared an update**  
POSTED: 3 DAYS AGO  
From local companies to federal governments, every business or organization that works with SCADA systems is vulnerable to SCADA security threats.  
Because SCADA networks are vital to the industrial organizations - and because they are comprised of hardware and software that may be subject to vulnerabilities - SCADA security is a growing need and something that must be considered when ...  
[Read More](#)

**INTERSTATES, INC. shared an update**  
POSTED: 5 DAYS AGO  
Don't miss our on-demand webinar! Engage with Jason Weber, VP of Product at Veracity Industrial Networks, plus Dave Smit and Adam Jongewaard, Senior Systems Analysts at Interstates. Unlock priceless insights from their real-world experiences as they reveal actionable

**csia**  
Get Found. Get Seen.  
**Get Results.**  
CSIA is YOUR Promotional Vehicle  
• Event Sponsorships  
• Digital Marketing Opportunities  
[GET STARTED NOW](#)

Medium Banner Ad

@CSIAstaff  
#automationexchange

CSIA Staff  
@CSIA... · Aug 16  
Andrew Thomas, co-founder of @skkyntec, is the guest on #TalkingIndustrialAutomation. He tells a story about how his team saved migrating data! #CSIA #systemintegration #industrialautomation  
Link to full audio and partial transcript: [bit.ly/3QGemVu](https://bit.ly/3QGemVu)

Content from  
Gold Profiles



The screenshot displays the Industrial Automation Exchange website. At the top, there's a navigation bar with the site's logo and a blue banner for advertising. Below this, a dark navigation bar contains links for 'About', 'Blog', 'Podcast', 'FAQs', 'Upgrade Your Profile', and 'Advertise With Us'. The main content area is divided into four sections: 'FIND AN INTEGRATOR', 'FIND A SUPPLIER', 'COMMUNITY AND ANSWERS', and 'AUTOMATION LIBRARY'. A 'Join the Exchange' button and user icons are also present.

The 'Find an Integrator' section is active, showing a search interface with filters for 'Industries', 'Specialties', 'Products', and 'Certifications (Integrators Only)'. A 'CSIA Certified' checkbox is also visible. Below the filters, a search bar and a 'Show all' button are present. The results section shows 'Displaying 1 - 20 of 3285' items, with a 'Sort by' dropdown set to 'Default' and a 'Map Mode' button.

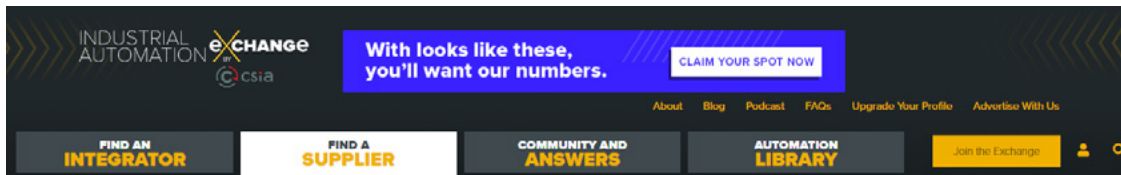
Three company listings are visible:

- Industrial Automated Systems (IAS)**: Located at 4789 Dixie Inn Rd, Wilson, NC 27893, US. Contact: http://www.ias-inc.com, +1 252 237 3399, +1 252 237 4099, bsauis@ias-inc.com, kperkey@ias-inc.com. CSIA Member.
- SYCON International, LLC**: Located at 3115 Wall St., Lafayette, LA 70506, US. Contact: http://www.syconintl.com, +1 800 661 5830, +1 800 388 5918, mduson@syconintl.com. CSIA Member and CSIA Certified.
- Huffman Engineering, Inc.**: Located at 5301 North 57th Street, Lincoln, NE 68507, US. Contact: http://www.huffmaneng.com, +1 402 464 4813, +1 402 464 4992, whuffman@huffmaneng.com, whuffman@huffmaneng.com. CSIA Member and CSIA Certified.

On the right side, there's a 'FEATURED INTEGRATORS' section with logos for 'INTERSTATES', 'ENTERPRISE AUTOMATION', 'CYBERTROL', and 'CYBERTROL ENGINEERING'. A 'RESERVE THIS SPACE' banner for 'only 20 slots available!' is also present. At the bottom right, there's a 'DOWNLOAD NOW' button for 'AutomationWorld Study: The Changing Role of the System Integrator'.



## Find a Supplier Page Highlights



### Suppliers

Narrow your search by choosing a combination of categories below. Results are filtered by your current location in Google Maps, but you change it to show results near a different city.

Search Organization:

INDUSTRIES:  SPECIALTIES:  PRODUCTS:  SERVICE TERRITORIES:

Displaying 1 - 20 of 808

1

Items per Page: 20

SORT BY:

Filtered Search Capabilities

**Graybar**  
11885 Lockland Rd. St. Louis MO 63146, US  
<http://www.graybar.com>  
+1 630 346 5029  
+1 314 578 9456

**SeQent**  
4500 Blake Road, Unit 137, London ON N6L 1G5, CA  
<https://www.SeQent.com>  
+1 519 602 0401  
Sales@SeQent.com

**SmartSights**  
PO BOX 19229, Austin TX 78760, US  
<http://www.win911.com/>  
+1 512 326 1011  
sales@win911.com

**FEATURED SUPPLIERS**

OPTO 22  
Temecula, CA

ECBM, L.P.  
Irvine, CA

Seifert Systems, Inc.  
North Kingstown, RI

Your company here

**Belden**  
Confidently Build the Network You Need  
[Learn More](#)

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 package and/or profile upgrade.

### Display Advertising

Guarantee your brand stands out with display ads strategically placed on the most highly trafficked pages. (See pages 8-10 for examples.)

**COMPARE PLANS AND  
OPTIONS ON PAGE 12**

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.)

**ONLY 1  
LEFT!**

### Integrator Package 1:

Gold Profile +  
Featured Integrator on  
Home Page  
**\$5,000**

(See page 8 for example.)

### Integrator Package A:

Gold Profile +  
Featured Placement on  
Find an Integrator Page  
**\$2,700**

(See page 9 for example.)

### Supplier Package C:

Gold Profile + Find a Supplier  
Page Banner Ad  
**\$7,200**

(See page 10 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 10 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 12 for a full list of benefits for each level.

Level	Standard Price	CSIA Member Price	CSIA Certified Member Price
Gold	\$1300	\$1050	\$780
Silver	\$815	\$650	\$490
Bronze	\$530	Free	Free



## Compare Plans

	Basic	Bronze	Silver	Gold
Non-Member Price Billed Annually	\$0	\$530	\$815	\$1,300
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 1:

Gold Profile + Featured Integrator on Homepage  
**\$5,000**

ONLY 1 LEFT!

#### 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.controlsyst.org](http://www.controlsyst.org)  
[www.csiaexchange.com](http://www.csiaexchange.com)

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