# csia
### control system integrators association

# 2025 Prospectus
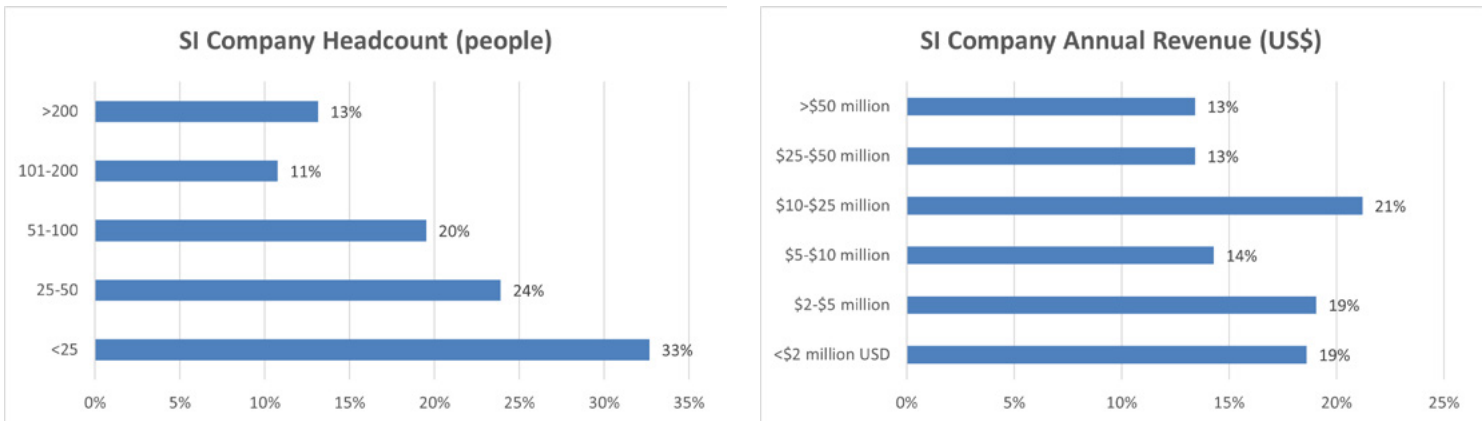## How Will You Reach the Exclusive SI Market Throughout the Year?

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# About the System Integration Market

SIs play a crucial role in the delivery of digital transformation/industry 4.0 for industrial end users.
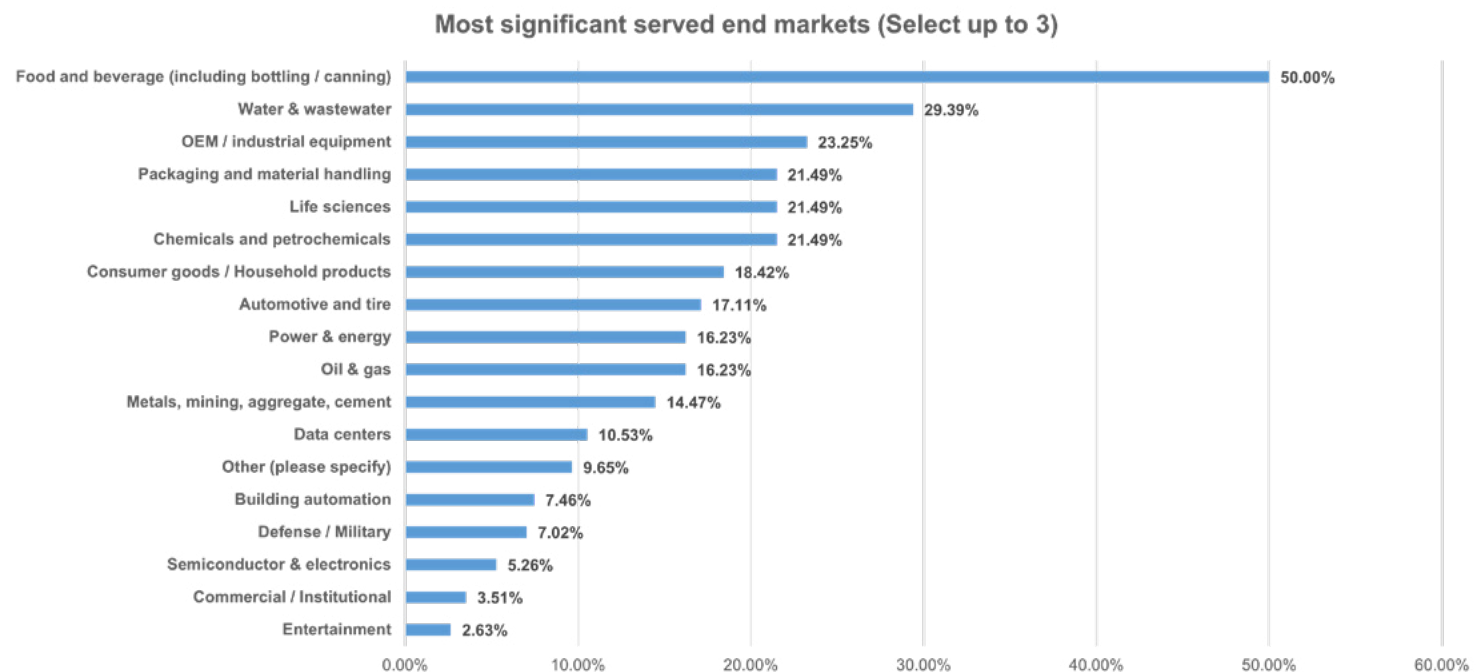
# U.S. SI Market: Small– to Medium–Sized Companies

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

### SI Company Headcount (people)

| Category | Percentage |
|---|---|
| >200 | 13% |
| 101-200 | 11% |
| 51-100 | 20% |
| 25-50 | 24% |
| <25 | 33% |

### SI Company Annual Revenue (US$)

| Category | Percentage |
|---|---|
| >$50 million | 13% |
| $25-$50 million | 13% |
| $10-$25 million | 21% |
| $5-$10 million | 14% |
| $2-$5 million | 19% |
| <$2 million USD | 19% |

*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

### Most significant served end markets (Select up to 3)

| End market | Percentage |
|---|---|
| Food and beverage (including bottling / canning) | 50.00% |
| Water & wastewater | 29.39% |
| OEM / industrial equipment | 23.25% |
| Packaging and material handling | 21.49% |
| Life sciences | 21.49% |
| Chemicals and petrochemicals | 21.49% |
| Consumer goods / Household products | 18.42% |
| Automotive and tire | 17.11% |
| Power & energy | 16.23% |
| Oil & gas | 16.23% |
| Metals, mining, aggregate, cement | 14.47% |
| Data centers | 10.53% |
| Other (please specify) | 9.65% |
| Building automation | 7.46% |
| Defense / Military | 7.02% |
| Semiconductor & electronics | 5.26% |
| Commercial / Institutional | 3.51% |
| Entertainment | 2.63% |

*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:
26 countries
(79% U.S., 4% Canada
and 10% LATAM)

Decision makers:
80% of primary
contacts
are from the C–suite*
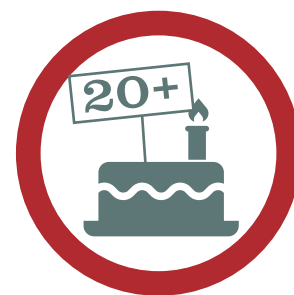
Company longevity:
75% of member
companies have been in
business 20+ years*

*Data based on 2023 CSIA Membership survey.*

## CSIA Social Reach
*(As of 9/21/2024)*

Facebook: 2,738

LinkedIn Company Page: 7,696
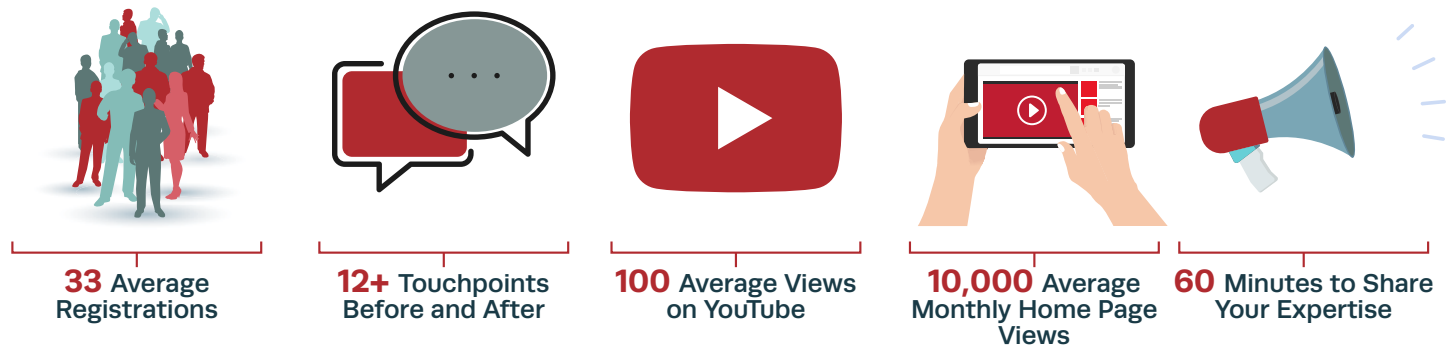LinkedIn Group: 11,293

YouTube Subscribers: 1,362
Impressions: 187.8K
Views: 16.0K

# Virtual Event Sponsorships

| 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 |

## MasterClass Virtual Events

**33** Average Registrations    **12+** Touchpoints Before and After    **100** Average Views on YouTube    **10,000** Average Monthly Home Page Views    **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
- Leaderboard ad home page (before event)
- Featured Video placement on home page (after event)
- Dedicated broadcast email
- YouTube video upload

- LinkedIn promotion before and after event
- Additional promotion CSIA Digest and Announcements
- Upload to searchable video library on controlsys.org

## Featured Videos

SEE ALL VIDEOS

Did you miss a recent virtual event? Looking for product demos or business tips? You'll find it all in this cache of content.

**Streamline and Secure IT-OT Integration for Accelerated Digital Transformation**
Speaker:
Samy Achour
July 10, 2024 • 10 am CT
Sponsored by: Integration objects

JULY 10, 2024 | MASTERCLASS, SPONSORED, VIDEOS
Do you aim to fast-track your industrial digital transformation while ensuring robust, secure, and efficient connectivity between your IT and OT systems? If so, this webinar is for you. In

**Proper Specification of Measurement Sensors to Provide More Value to End-Users and Simplify Integration**
Speaker:
Craig Nickoloff
June 26, 2024 • 10 am CT
Sponsored by: METTLER TOLEDO

JUNE 26, 2024 | MASTERCLASS, SPONSORED, VIDEOS
Masterclass Sponsored by Mettler Toledo

**Sustainability in Manufacturing: The Context, Opportunities and Role of the System Integrator**
Speaker:
Benjamin Whiteman
June 5, 2024 • 10 am CT
Sponsored by: GE VERNOVA

JUNE 6, 2024 | MASTERCLASS, SPONSORED, VIDEOS
Wondering why sustainability-minded decision-making is accelerating with customers globally? Manufacturing is at the core of driving demonstrable improvements. In this Masterclass, you'll learn about: Join GE Vernova to learn

# Display Advertising

CSIA has two website properties that accept display advertising: **controlsys.org** and **csiaexchange.com.** Both serve the system integration marketplace.

Controlsys.org is the main website for CSIA and draws an audience of current and prospective members.

The Industrial Automation Exchange is an online directory that brings system integrators, vendors and end users together to connect and do business. It accepts display advertising, but also offers other opportunities to amplify your message. See the **CSIA Exchange media kit** for details.
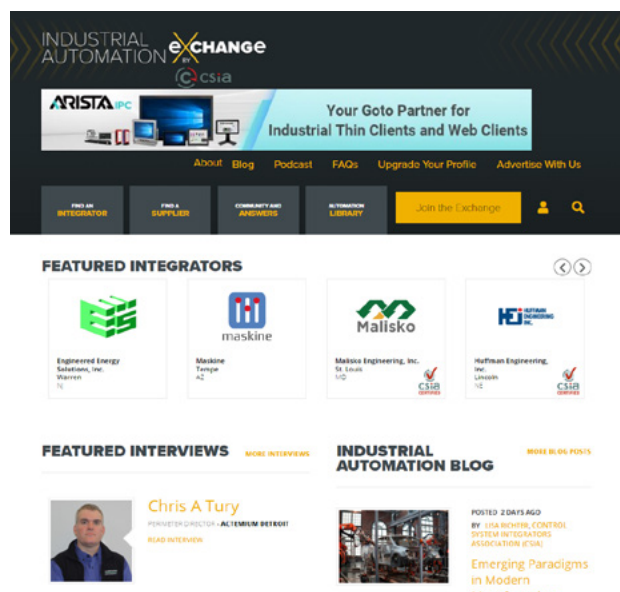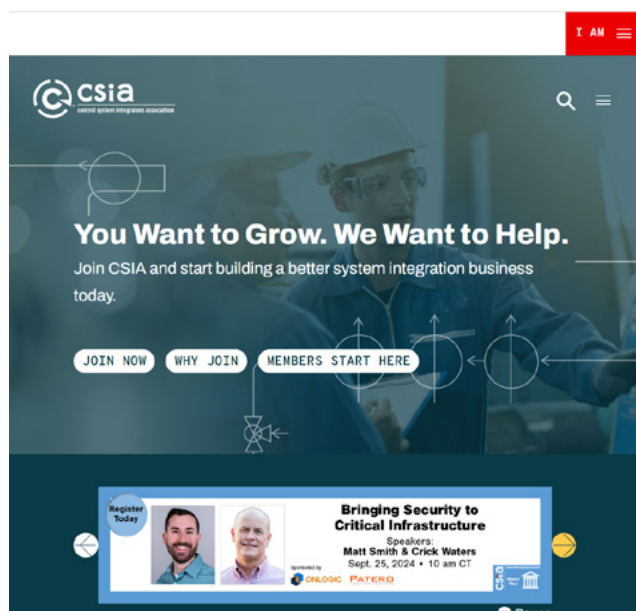


| Product | Primary Audience | Page Views (Annual) | Product | Location | Inventory | Price Per Unit | Specs | File Format |
|---|---|---|---|---|---|---|---|---|
| Controlsys.org | System Integrators | 128K | Leader–board Ad | Home Page | 1/Qtr | $3,000 | Two sizes are needed: 970px x 250px AND 375px x 250px | JPG, GIF, and PNG only |
| CSIAExchange.com | End users, system integrators, vendors | 180K | Leader–board Ad | Home Page | 1/Yr | $15,000 | 728px x 90px | JPG or GIF |
| CSIAExchange.com | End users, system integrators, vendors | 180K | Banner Ad | Home Page | 4/Yr | $10,000 | 300px x 250px | JPG or GIF |
| CSIAExchange.com | End users | 30K | Banner Ad | Find an Integrator | 4/Yr | $6,500 | 300px x 250px | JPG or GIF |
| CSIAExchange.com | End users, system integrators | 4K | Banner Ad | Find a Supplier | 4/Yr | $6,500 | 300px x 250px | JPG or GIF |

*In addition to display advertising, the CSIA Exchange offers additional opportunities to amplify your message.*
*See the **CSIA Exchange media kit** for details.*

# Sponsored Content

CSIA has two electronic publications that accept sponsored content: Quarterly eNewsletter and Innovation for Integration. Content in both publications is also uploaded to the CSIA website and is featured on the home page.

### CSIA eNewsletter



### Innovation for Integration





| Publication | Audience | Frequency | Average Open/ ClickThru/ Forwards | Website Bonus Exposure | Website Bonus Exposure | Inventory | Price Per Unit | Specs | Not Accepted |
|---|---|---|---|---|---|---|---|---|---|
| Quarterly e–Newsletter | System Integrators and Vendors (members and prospects, approx 5,000) | 4 issues/ year | 24%/8%/ 150 | Featured Article Home Page (approx. 10,000 page views/ month) | News Section | 3 / issue | $2,000 | 300 – 600 word blog post in a word doc that includes headline; author byline, headshot and short bio; and image 960px x 540px | Content should have a long shelf life, therefore, product, webinar or event promos are not appropriate. |
| Innovation for Integration | System Integrators (members and prospects, approx 3,000) | 4 issues/ year | 26%/3%/ 300 | Featured Product Home Page (approx. 10,000 page views/ month) | News Section | 3 / issue | $2,000 | 40 words for content with link, submitted in a word doc; 960px x 540px for image | Content exceeding 40 words. |

# 2025 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 2025 event will be taking place in San Diego. 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*

**500+ Attendees**

**16 Countries**

**50+ Exhibitors**

*More than* **66%** *of conference attendees* **are decision makers at SI companies.**

**87% U.S.**

**36% First–time Attendees**

**Attendee Job Titles**

**32% C–Suite/Owner/President**

**20% Manager**

**17% Director**

**17% Senior/VP**

**15% Other**

| 0 | 5% | 10% | 15% | 20% | 25% | 30% | 35% |
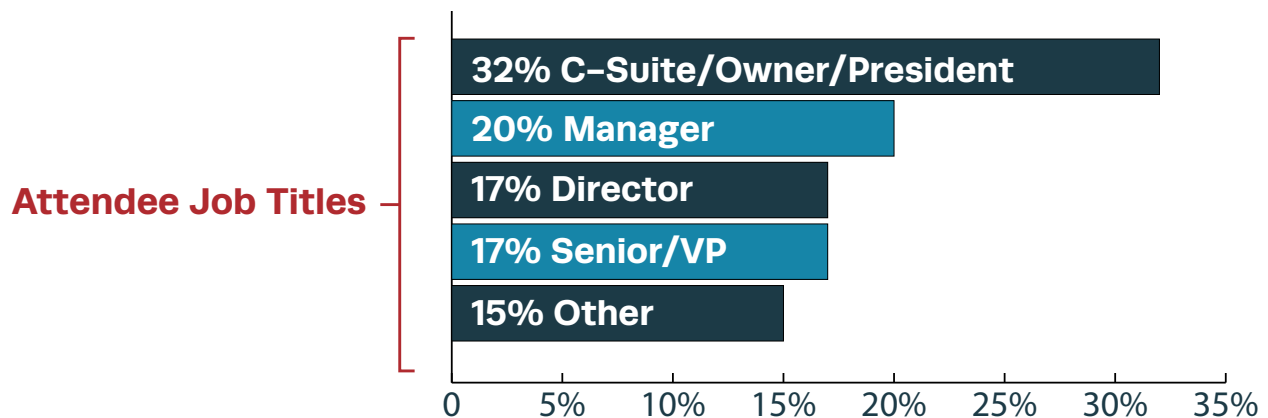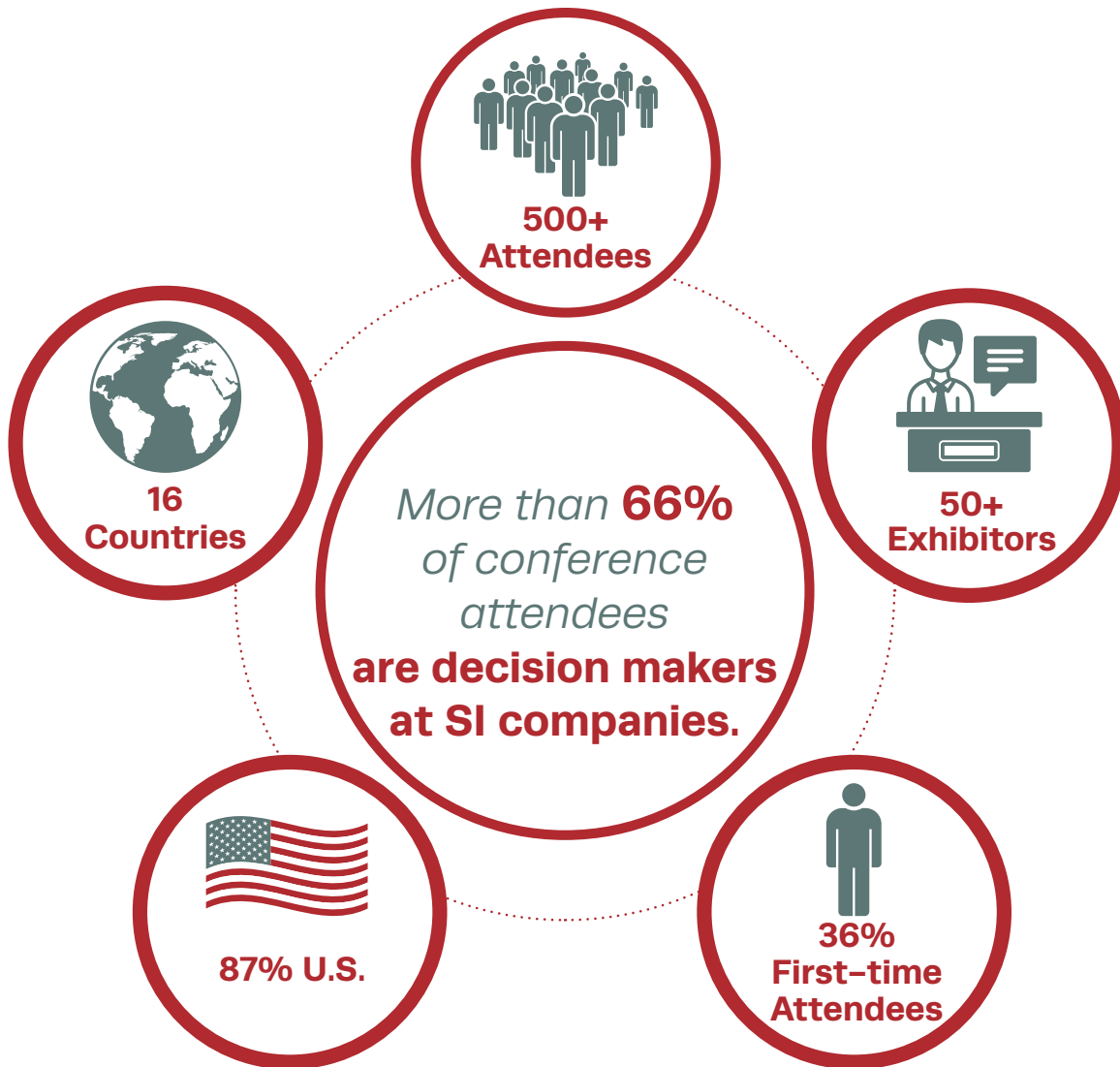
*The data based on the 2024 CSIA Conference.*

# 2025 CSIA Conference Sponsorship Opportunities

The 2025 CSIA Conference will be June 2–6, 2025, in San Diego.

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

*Sponsors of the 2024 CSIA 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.*

## Welcome Reception          $20,000

The CSIA Conference will kick–off with a special Welcome Reception where attendees will gather with friends new and old over cocktails. This highly attended event is customizable based on your needs, ensuring maximum recognition.

*Includes signature drink and branded napkins.*

# 2025 CSIA Conference Sponsorship Opportunities (Cont.)

## Awards Dinner and Reception $15,000

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

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

## Wi–Fi $15,000

Internet access will be available to conference attendees. Opportunities for sponsor recognition include featuring your logo on tent cards throughout the event and the option to customize the password – which is printed on every single attendee badge!

## Hotel Room Key $12,000

All guests at the Sheraton San Diego 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 $12,000

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 $12,000

A sure–fire way to ensure each and every attendee gets exposure to your company is by sponsoring registration, 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!*

## 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.*

# 2025 CSIA Conference Sponsorship Opportunities (Cont.)

## Mobile App                    $10,000

Attendees access the program, general event information and session details via the mobile app on their smart phones, tablets and desktops. Your customized banner will be integrated into the app branding and is guaranteed to be seen by all users. During the 2024 event, 87% of attendees downloaded the app and 87% said they loved it!

## Notebook                    $8,500

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

## Educational Track Sponsor        $8,000

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 2025, what's certain 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.

## Keynote Presentations            $7,000

The 2025 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

## Speed Networking Event        $7,000

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            $5,000

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. Three opportunities available.

## 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.

## Branded Pens                $4,000

Looking for just the "write" sponsorship? Branded pens might be it! Starting at the registration desk, bunches of high–quality pens will be strategically placed throughout the event ready to lend a hand – or take a ride home in a backpack or tote!

# 2025 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.

*Enhancement idea: Sponsor a branded dessert – such as cookies – or some swag for the tables!*

## Emerging Leaders Reception $4,000

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.

## 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 three!

· First–time Attendee Breakfast
· Emerging Leaders Networking Lunch
· LATAM Networking Lunch

## CSIA Brings the FUN!
## Annual Fun Run/Walk 2024! $750

Approximately 100 participants are expected in the 2025 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 2025 CSIA Fun Run/Walk. 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 staging area. Unlimited Fun Run/Walk sponsorship opportunities are available to CSIA members, pending shirt and signage production timeline.

## Looking for Something Special?

If you have an idea for a unique sponsorship, let's hear it! To kick off the brainstorm, here are some ideas:

· **Room drop:** Greet guests with a surprise welcome gift or message right in their rooms!
· **Branded treats:** Mints or some other small sweet might be just the thing to keep your brand message fresh!
· **Gift bags:** Delight attendees with a custom gift bag full of goodies they can pick up when they check into their hotel rooms.

**The possibilities are endless!**

# CSIA Conference Industry Expo

The Industry Expo 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 will focus on making connections!

Space is limited and available exclusively to CSIA Partner members. Each kiosk is $2,300.  (Note: Depending on sponsorship level, space may be complimentary.)

*Kiosk design subject to change.*

# 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.)*

| 2025 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 mobile app | √ | √ | √ | √ | √ |
| 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 | |
| Mobile app message to all attendees | √ | √ | | | |

# csia

**control system integrators association**