

# 2025 Prospectus

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

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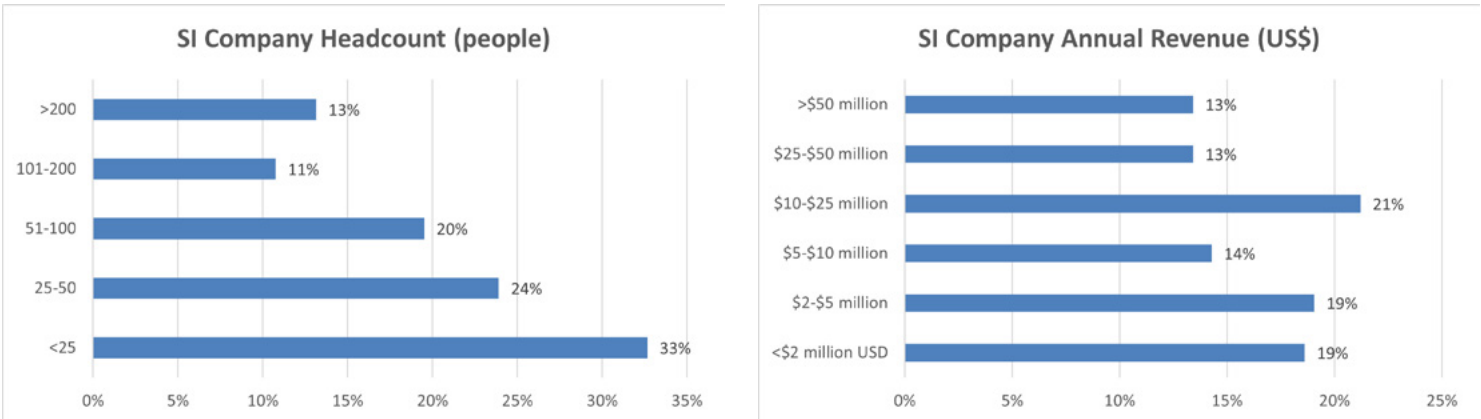
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## About the System Integration Market

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

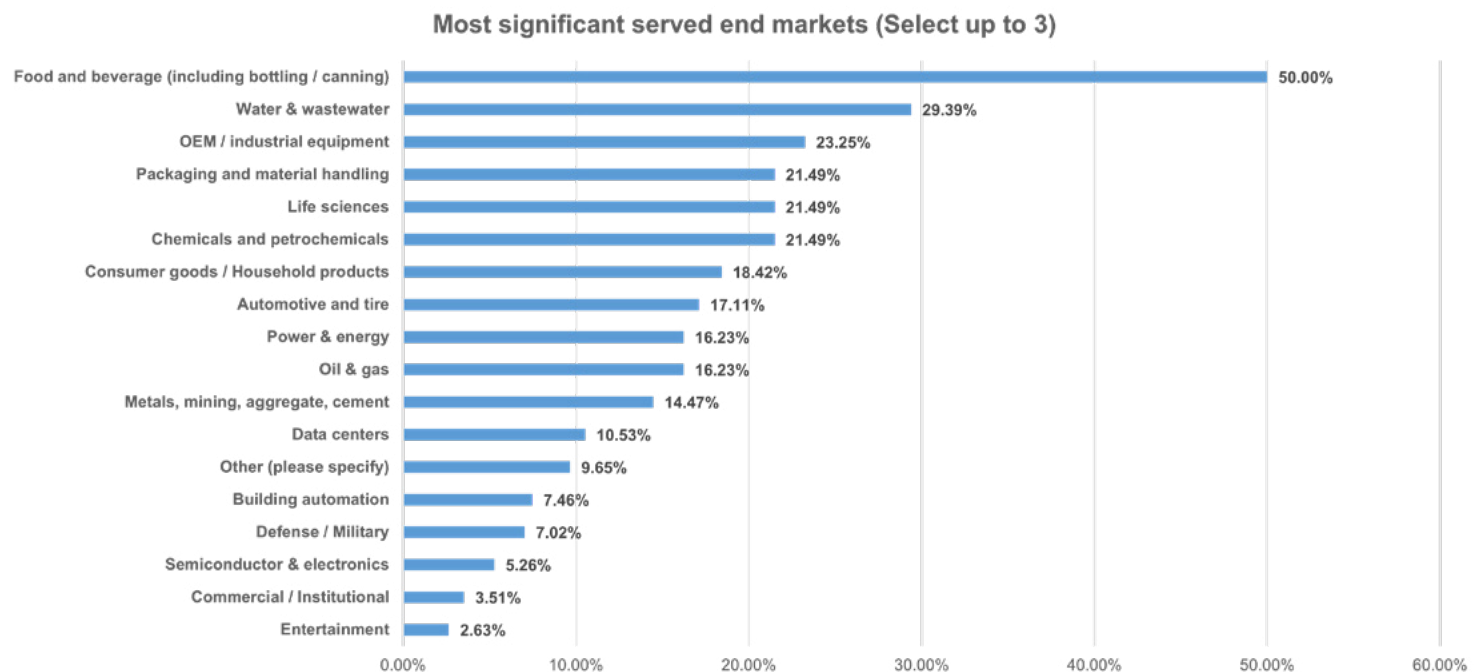
CSIA estimates approx. 3,000 independent SIs (companies and independent contractors) in the U.S.



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:**  
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

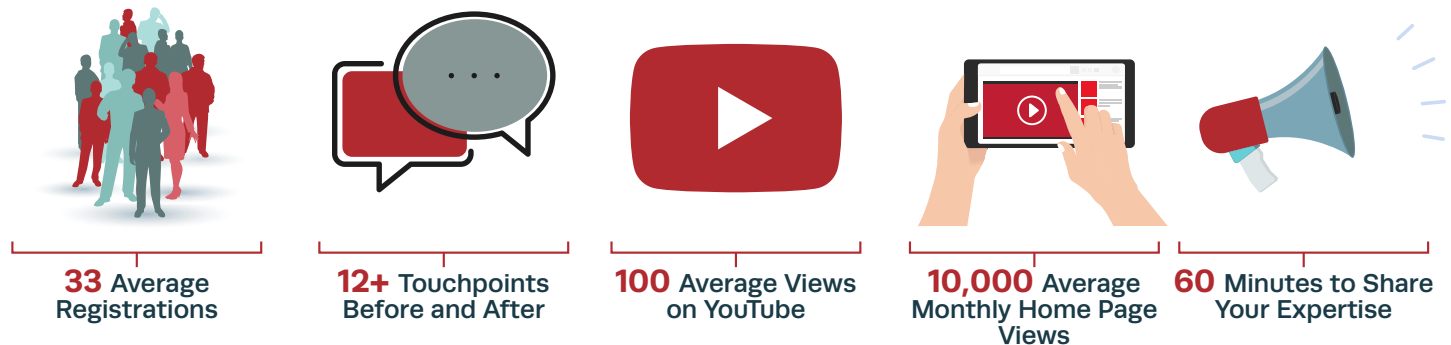
**Impressions:** 187.8K

**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



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 [controls.org](https://controls.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.



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



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



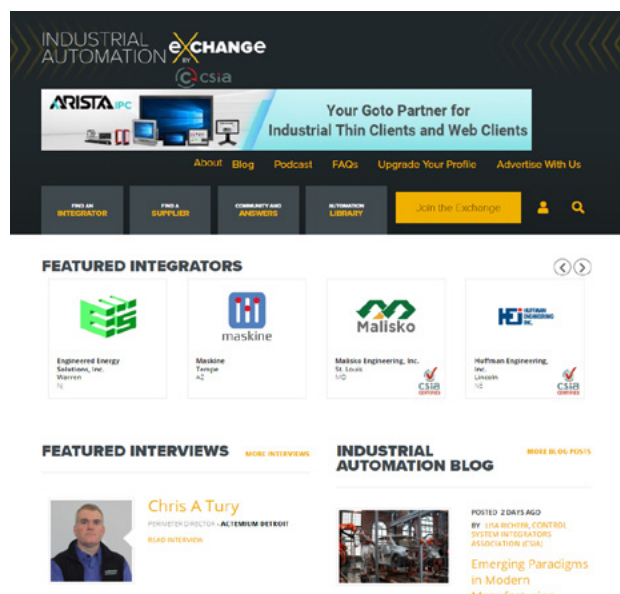
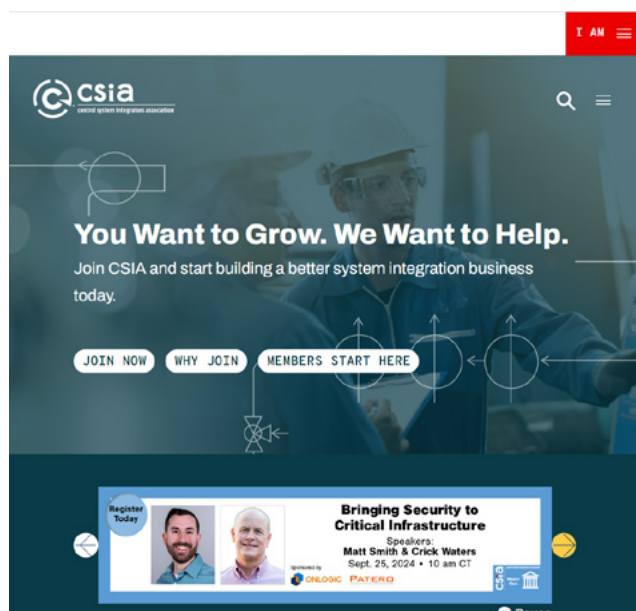
JUNE 6, 2024 | MASTERCLASS, SPONSORED, VIDEOS  
Wondering why sustainability-minded decision-making is accelerating with customers globally? Manufacturing is at the core of driving demonstrable improvements. In this Masterclass, you'll learn about: Join GE Vernova to learn

## Display Advertising

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

Controls.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
Controls.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


August 2024

#### Quickies

In no order, a few sundries:

- Try This Podcast:** Meet other SI or partner members when you listen to CSIA's podcast Talking Industrial Automation. A recent episode features a conversation with Jeremy Peterson, CEO and Founder of Ripple Industry, who literally built his business from the sewer up. The pod is available on the usual platforms, including [Spotify](#) and [Apple Podcasts](#). If you prefer to read a partial transcript, you can find that [here](#).
- Change has come:** CSIA has launched a brand new website this past week. Your current log in credentials work on the new site, but if you want to add team members or clean up your profile or contacts, here is a [short tutorial](#).
- Let's discuss:** [Open Forums](#) got a glow up! The new format allows you a lot more flexibility but you will need to subscribe to participate. It's pretty easy, just make sure you are logged in. [Check it out](#). (Members Only)
- Let's meet:** The in-person [Partner Meeting](#) is next month -- if you are interested in attending, [register](#) now because spots are very limited. (Members Only)



### Innovation for Integration



## Innovation for Integration

A System Integrator's Guide to What's New

#### September 2024

### Achieve Secure Cloud Data Integration & Delivery

DataHub V11 takes OT data security in its real-time streaming data integration to new heights. Expanded MQTT Sparkplug support, adds Apache Kafka & Azure Event Hubs support, OPC HDA to UA gateway for historian access.

[Learn More](#)





72 Hour Free Trial

Easily Connect PLCs to OPC and OPC UA Sources

### Featured Products

[VIEW ALL PRODUCTS](#)

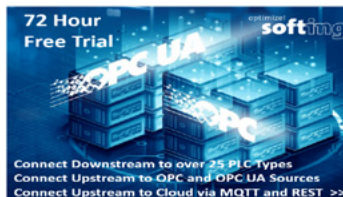
Quickly browse new products and services for the system integration industry.



#### Achieve Secure Cloud Data Integration & Delivery

SEPTEMBER 19, 2024 | PRODUCTS, SPONSORED

DataHub V11 takes OT data security in its real-time streaming data integration to new heights. Expanded MQTT Sparkplug support, adds Apache Kafka & Azure Event Hubs support, OPC HDA to



#### Easily Connect PLCs to OPC and OPC UA Sources

SEPTEMBER 19, 2024 | PRODUCTS, SPONSORED

Softing is a trusted supplier of OPC and PLC connectivity. No tag license, no re-occurring fee, easy config. See for yourself how easy with this fully enabled free demo download.



#### Experience the Difference of OnLogic Industrial PCs

SEPTEMBER 19, 2024 | PRODUCTS, SPONSORED

Download our Hardware Guide and Checklist to learn how to identify the perfect computing solution for your project. Need more help? Reach out to our team to see why we're

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?

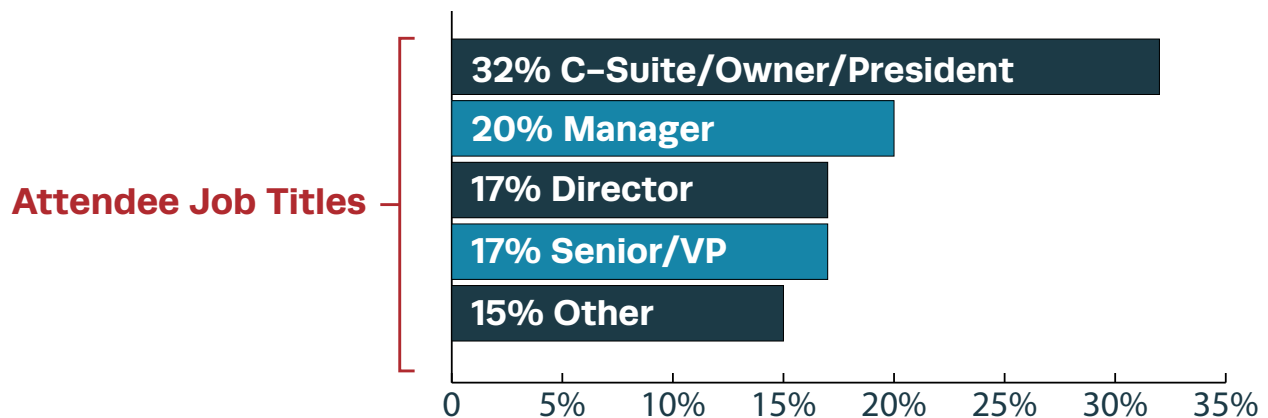
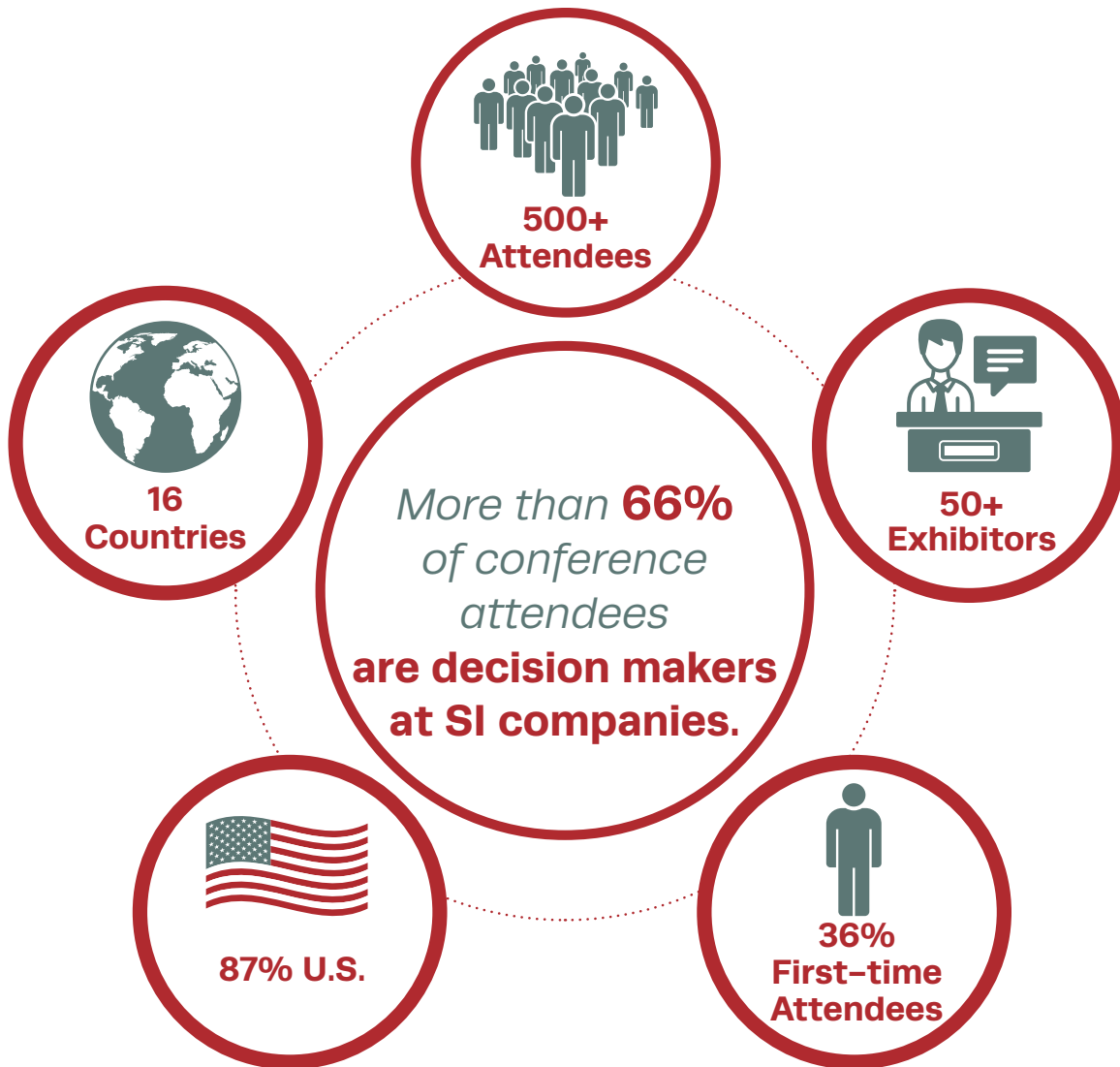
When you attend, sponsor and exhibit at the CSIA Conference you will be immersed in the exclusive system integration industry. You'll:

- **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\*



\*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 the opportunity to network. This unique lounge area will drive traffic to your booth and provides a place for attendees to have one-on-one conversations on work or unwind.

**SOLD**

*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. Attendees will gather with friends and colleagues. This highly attended event is tailored to your needs, ensuring a successful start on.

**SOLD**

*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. One opportunity remaining.

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



### Lanyards \$12,000

Meeting-themed lanyards will be distributed to each attendee. Your logo will be featured on each lanyard as a great exposure opportunity. Lanyards are required for all attendees throughout the duration of the conference. Production included.



### Wi-Fi

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!

\$15,000



### Registration \$12,000

A sure-fire way to ensure each and every attendee gets exposure to your company is by sponsoring registration, because attending the conference is a print-ready opportunity to 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.



### Hotel Room Key

All guests at the Sheraton San Diego will receive a room key. Your logo will be featured on the key, and they will be given to every CSIA attendee. Production included.

\$12,000



### 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. One opportunity 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 organized into tracks. While the exact theme will be determined for 2025, which is one of the educational content tracks. 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.

**SOLD**

### Keynote Presentations

**\$7,000**

The 2025 Conference will feature a number of highly renowned speakers. The sponsor's logo of each keynote speaker will be featured on the lectern during the sponsored presentation. The sponsor's logo will also be featured on the keynote speaker's name tag. The sponsor's logo will be featured on the back of your audience! The following are the available options:

- Opening Keynote
- Featured Keynote
- Closing Keynote

**SOLD**

### Speed Networking Event

**\$7,000**

Back by popular demand, the Speed Networking Event is a fun and fast-paced networking opportunity for attendees. It's a great way to jump-start your networking experience and get plenty of brand building via signage – as well as the spotlight when you act as the emcee!

**SOLD**



### 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. Thursday afternoon available.



### CSIA Townhall Meeting

**\$4,000**

The CSIA Townhall Meeting is the official business meeting for the association. It is a great opportunity for the President and Board of Directors to provide an update, share the strategic direction for CSIA and give an overall state of the association presentation to CSIA members from around the world.

**SOLD**



### 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

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. One opportunity available.

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

**\$4,000**



### Networking Meals

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

**\$2,000**



### 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. One opportunity available.



### 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	✓	✓			



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