



2027 Media Kit

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

The Digital Marketplace to Keep Your Brand Top of Mind

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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Questions?

Email
industrydir@controlsys.org
or call 847-686-2245.



¹ Source: [2025 State of Marketing to Engineers](#)

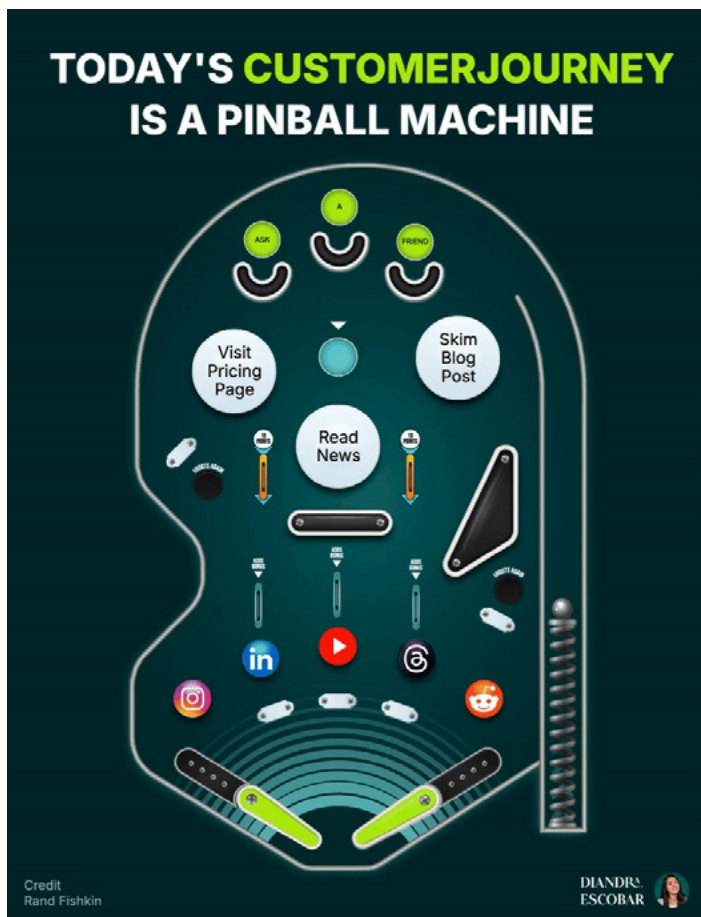


Why Join the Exchange?

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:



Source: [Diandra Escobar](#)

That means companies that want to stand out and be found need to have a presence in the places buyers are looking. Bottom line: Companies need a strong digital presence to educate potential customers and generate new business.

CSIA members automatically upgrade to the **Bronze** level – that's a **\$575** 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!

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 (200K downloads since inception in January 2018).

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

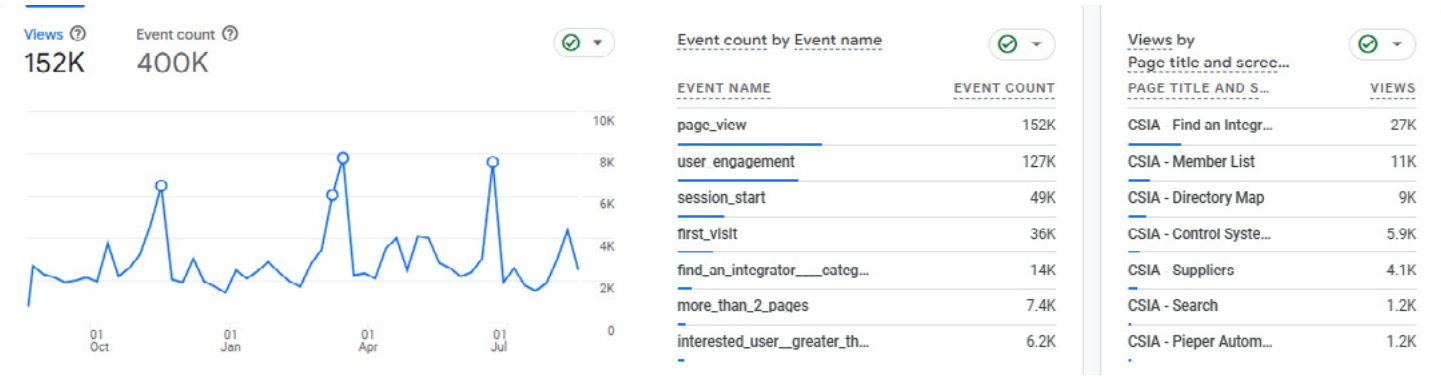
**You must also be a CSIA member to be a guest on the podcast.*



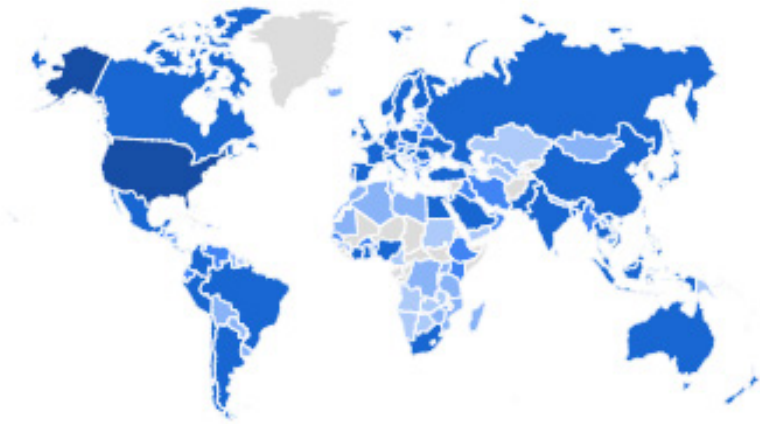
CSIA Industrial Automation Exchange

By the Numbers

(August 22, 2024 – August 22, 2025)



Active users by Country



COUNTRY	ACTIVE USERS
United States	23K
India	3.4K
China	1.6K
Canada	886
Mexico	822
Singapore	617
Philippines	552



Talking Industrial Automation Podcast

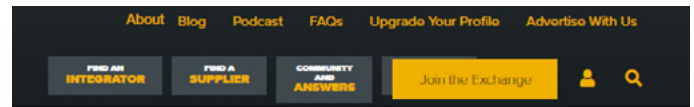
Reach potential customers, employees or industry partners with a powerful piece of authentic storytelling that requires little more than 45 minutes of your time yet yields evergreen content you can repurpose on your website, social media, blogs and more.

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.

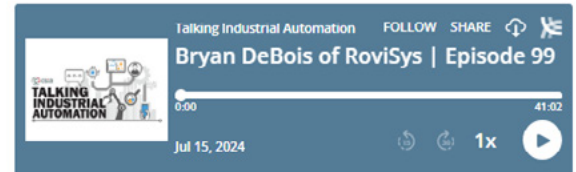
It's incredibly easy and open to any CSIA member with a Gold profile or package on the CSIA Exchange.

With more than 200,000 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?

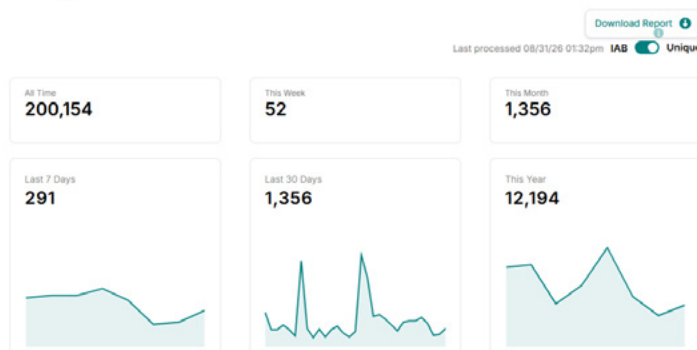
A I started at RoviSys as a co-op in 2000. I was working on a computer science degree from the University of Akron and knew nothing about manufacturing. I didn't know anything about control systems.

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.

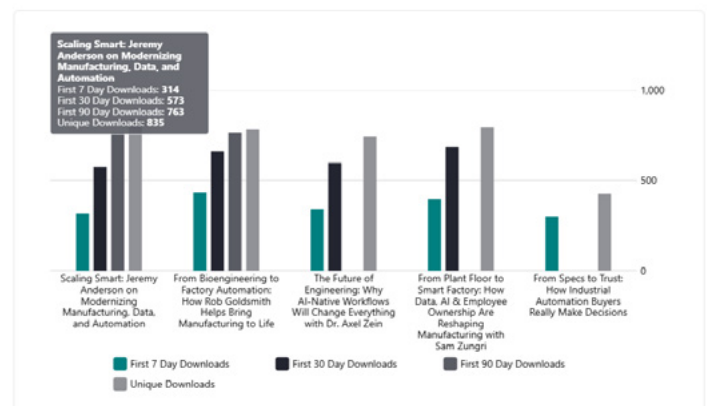
When I got to RoviSys and started to learn about what RoviSys does, I got really excited about that. I got to go on some plant tours early in my career, which got me really jazzed, and then I ended up staying.

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

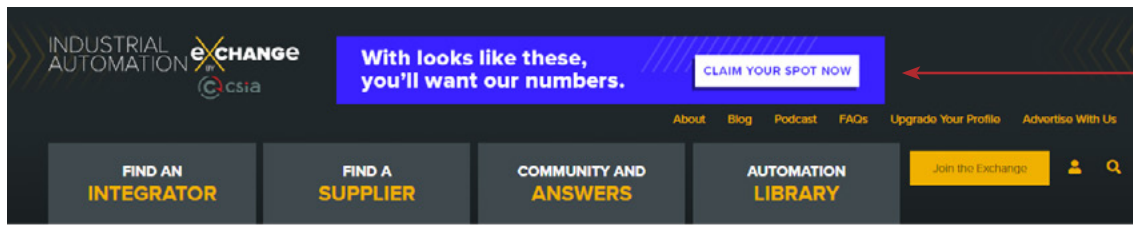


Last 5 Episodes





Homepage Highlights



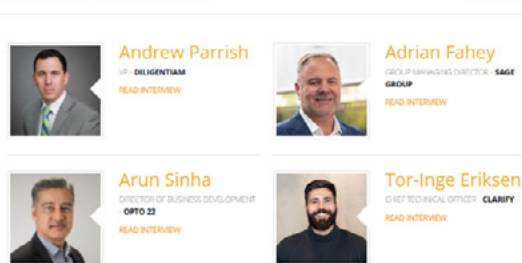
Leaderboard Ad

FEATURED INTEGRATORS

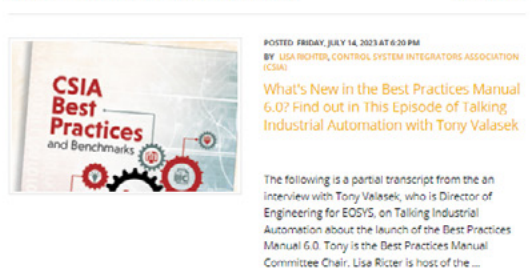


Featured Integrators
(Integrator Package 1)

FEATURED INTERVIEWS

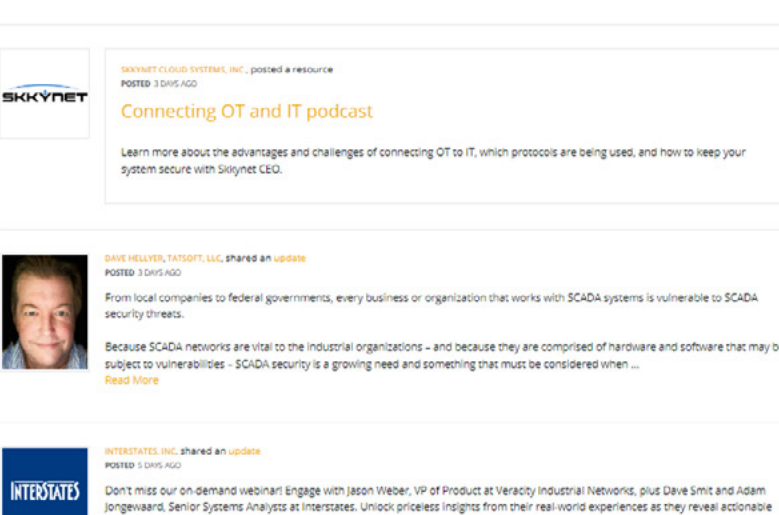


INDUSTRIAL AUTOMATION BLOG

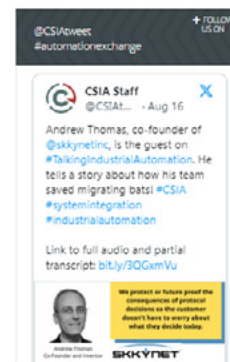


Talking Industrial
Automation Podcast

COMMUNITY FEED



Medium Banner Ad



Content from
Gold Profiles

Find an Integrator Page Highlights

The screenshot displays the Industrial Automation eXchange website. At the top, there is a navigation bar with the site logo, a search bar, and links for 'About', 'Blog', 'Podcast', 'FAQs', 'Upgrade Your Profile', and 'Advertise With Us'. Below the navigation bar, there are four main categories: 'FIND AN INTEGRATOR', 'FIND A SUPPLIER', 'COMMUNITY AND ANSWERS', and 'AUTOMATION LIBRARY'. A 'Join the Exchange' button and user icons are also present.

The main content area is titled 'Find an Integrator'. It includes a search bar and several filters: 'INDUSTRIES', 'SPECIALTIES', 'PRODUCTS', and 'CERTIFICATIONS (INTEGRATORS ONLY)'. There is also a 'CSIA Certified' checkbox. Below the filters, it shows 'Displaying 1 - 20 of 3285' results. A 'SORT BY' dropdown is set to 'DEFAULT', and a 'Map Mode' button is available.

Two featured integrators are highlighted:

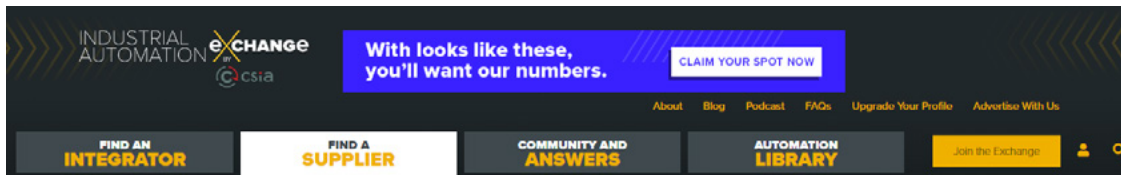
- Industrial Automated Systems**: Located at 4189 Dixie Inn Rd, Wilson, NC 27893, US. Contact: +1 252 237 1309, +1 252 237 4099, bsauls@ias-nc.com, kperley@ias-nc.com. CSIA Member.
- SYCON International, LLC**: Located at 311 Wall St., Lafayette, LA 70506, US. Contact: +1 800 651 5830, +1 800 388 5918, mdudis@syconintl.com. CSIA Member and CSIA Certified.

Other featured integrators include INTERSTATES, ENTERPRISE AUTOMATION, CYBERTRON ENGINEERING, and CYBERTRON ENGINEERING. A map view is also available.

At the bottom, there is a section for 'AutomationWorld Study' titled 'The Changing Role of the System Integrator' with a 'DOWNLOAD NOW' button.



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 Lackland 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



WIN-911
2021
DOWNLOAD NOW

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



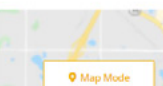
ECBM, L.P.
Irvine, CA



SEIFERT
THERMAL SOLUTIONS



RESERVE THIS SPACE
only 20 slots available!



Map Mode



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 6–8 for examples.)

**COMPARE PLANS AND
OPTIONS ON PAGE 10**

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 6 for example.)

Integrator Package A:

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

(See page 7 for example.)

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 10 for a full list of benefits for each level.

Level	Standard Price	CSIA Member Price	CSIA Certified Member Price
Gold	\$1,440	\$1,155	\$865
Silver	\$895	\$720	\$540
Bronze	\$575	Free	Free



Compare Plans

	Basic	Bronze	Silver	Gold
Non-Member Price Billed Annually	\$0	\$575	\$895	\$1,440
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'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

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