

# Member Benefits

Solve problems, save time and make money with an NSCA manufacturer/distributor membership!

## Category definitions

### Manufacturer:

Companies that produce products for resale by contractors, distributors and reps within the commercial electronics industry.

### Distributor:

Multiple-line wholesalers who distribute to businesses that sell and install audio, video, security, lighting and/or other electronic systems.

	★★★★★ PLATINUM \$1,500	★★★★ GOLD \$900	★★★ SILVER \$600	★ INDIVIDUAL \$125
<b>CONNECTION TO THE CHANNEL: SALES, MARKETING AND PR TOOLS</b>				
Members on the Map™ Directory Listing - Online member directory listing to help clients find your company	✓	✓	✓	
Members on the Map Directory Bold Listing - Make your listing stand out with a bold listing	✓	✓		
Members on the Map Directory Bold with Logo - Build brand recognition by displaying your logo next to your listing	✓			
UTP (Unit Territory Plan) Directory Online Access - Designed to assist manufacturers with data used to determine sales territory representation and forecasting. Available searches include city/state, by UTP region, by mile radius of a zip code.	✓	✓	✓	
UTP (Unit Territory Plan) Directory - Results downloadable; mailing address only		✓		
UTP (Unit Territory Plan) Directory - Results downloadable; includes contact name, title, mailing address, markets, technologies, # of employees, # of offices, certified technicians on staff	✓			
UTP (Unit Territory Plan) Directory - Customized list option available by contacting NSCA	✓			
Link your company's website to www.nasca.org	✓	✓	✓	
Access to NSCA member list - Increase awareness and build key business relationships by reaching key NSCA members	✓	✓	✓	
Access to Opt-In Email Lists - Promote new product offerings through use of NSCA's opt-in email list	One per quarter	One per year		
<b>PROMOTIONAL OPPORTUNITIES</b>				
Industry News Portal - Promote your news online through NSCA	✓	✓	✓	✓
Integrated System of the Week on Homepage - Information on high-profile projects featuring your products	✓	✓	✓	
Banners on NSCA Members on the Map Web Page	Three 30-day spots	One 30-day spot		
Banners on NSCA Contractors Web Page	Three 30-day spots	One 30-day spot		
Ads in Building Connections Newsletter	One 1/2 pg ad; Two 1/4 pg ads	One 1/4 page ad		
Recognition as supporter in NSCA annual report	✓	✓		
Banner ads in Insider Link e-newsletter/year	4	1		
Banners on NSCA Independent Design Consultants Web Page	Three 30-day spots			
Banner on NSCA Homepage	One 30-day spot			
Sponsorship Credits - Credit toward NSCA sponsorship opportunities	\$300			
<b>INDUSTRY-SPECIFIC RESEARCH</b>				
NSCA Market Intelligence Briefing™ Series - Quarterly research with current data on key industry issues to help build your business	Online, Email & Hard Copy	Online, Email	Online	
NSCA Compensation and Benefits Report - Track and benchmark information for 35 industry positions	Online, Email & Hard Copy	Online, Email	Online	
NSCA Financial Analysis of the Industry - Compare key financial ratios among NSCA member companies	Online, Email & Hard Copy	Online, Email	Online	
NSCA Labor Installation Standard - Track labor units for the installation of components for common industry sub-systems	Online, Email & Hard Copy	Online, Email	Online	

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<b>MARKET RESOURCES</b>				
A/E Toolkit™ Member Website - Tips to work more effectively with architects and engineers	✓	✓	✓	✓
NSCA Essentials of Systems Integration™ Online - 650+ forms, documents and templates to save time	✓	✓	✓	
Tech Tutorials™	✓	✓	✓	
"BizSkills for Manufacturers" Online	FREE	FREE	25% off	
"BizSkills for Manufacturers" Resource Kit	FREE	50% off	25% off	
Vertical Market Resources Portal - Information organized by vertical market on publications, trade events, research, codes/standards, associations, white papers, etc. for each vertical market	✓	✓		
<b>INSURANCE AND DISCOUNT PROGRAMS</b>				
Freight Discounts - Up to 20% off UPS shipping and UPS Store services	✓	✓	✓	✓
Hotel Discounts - 15% off at 5,000+ Choice Hotels International properties	✓	✓	✓	✓
McGraw-Hill Construction Discounts - 25% discount on 8,000+ analytic offerings, including forecasts, trend analysis and more	✓	✓	✓	✓
Participation in NSCA SystemsPlus™ Property and Casualty Solutions Program - Save money with P&C insurance solutions	✓	✓	✓	
Participation in NSCA SystemsPlus™ Health Solutions Program* - Stabilize insurance costs with health insurance solutions	✓	✓	✓	
<b>LEGISLATIVE TOOLS</b>				
Grassroots Action Center - Web-based tool to communicate with state and federal officials and track legislative issues to protect your business from unfair legislation	✓	✓	✓	✓
Legislative Alerts - Periodic service to notify members of government legislation, deadlines and potentially unfair issues that directly affect or prevent your ability to do business	✓	✓	✓	✓
NSCA Guide to State Licensing Regulations - Complete state-by-state guide to licensing regulations	Online, Email & Hard Copy	Online, Email	Online	
<b>WORKFORCE DEVELOPMENT</b>				
Manufacturer Job Board Portal - Post open positions in your company: free postings/year	Unlimited	5	2	2
Manufacturer Job Board Portal - Search résumés to fill your open positions	FREE	FREE	FREE	FREE
<b>TRADESHOW/EDUCATION</b>				
Free pre-registered entrance to NSCA at InfoComm	✓	✓	✓	✓
Discounted member rate (up to 50%) on all NSCA University™ education at InfoComm Industry- and business-specific education and training courses, seminars and workshops to help solve common problems	✓	✓	✓	✓
Discounted member rate on all InfoComm Academy education at InfoComm	✓	✓	✓	✓
Discounted member rate (up to 50% off) on all regional education	✓	✓	✓	✓
Invitations to Exclusive NSCA Member Receptions - Three shows per year	5	3	1	
NSCA Member Plaque - For display in booth at industry tradeshows	✓	✓	✓	
Access to NSCA Member Lounge at Annual Trade Event	✓	✓	✓	
Education Credits - Vouchers to save money on NSCA University training courses	\$500	\$200		
<b>COMMUNICATIONS</b>				
InsiderLink e-Newsletter - Biweekly email newsletter with NSCA and industry news and updates	✓	✓	✓	✓
Subscription to Industry Publications - ProAV, SCN, Sound and Communications, and Sound and Video Contractor	✓	✓	✓	✓
Special Interest Sections online - 10 topics of business and industry tips to save you time	✓	✓	✓	✓
Subscriptions to Building Connections bimonthly newsletter - Features member companies, tips to build your business, government updates, "green" developments and more	15	10	5	1
The Business Owner Newsletter - Bimonthly newsletter with information to improve business operations	Email to 3 addresses	Email to 1 address	Online	Online
CEO Insider e-Newsletter - Insights and opportunities for manufacturers and distributors to build business in the commercial electronic systems industry	✓	✓	✓	

\* Minimum 10 full-time employees enrolled in health program; January 1 renewals only at this time. Corporate and branch memberships cover all employees at one location; individual memberships cover one person.