

### 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.

# Member Benefits

As a resource to help improve the businesses of manufacturers and distributors in the industry, NSCA offers:

- Access to the industry's leading integrators through advertising, direct networking, partnerships, vertical market applications and more.
- Exclusive advertising opportunities throughout your membership in NSCA publications and on the NSCA website..
- Industry support by allowing NSCA to continually create and develop new resources to help enhance the business and knowledge needed by systems integrators.
- Access to industry knowledge via NSCA staff due to the relationships with industry professionals and other NSCA members.

	 <b>PLATINUM</b> \$1,800	 <b>GOLD</b> \$1,080	 <b>SILVER</b> \$720	 <b>INDIVIDUAL</b> \$150
<b>CONNECTION TO THE CHANNEL: SALES, MARKETING AND PR TOOLS</b>				
<b>Members on the Map™ Directory Listing</b> - Online member directory listing to help clients find your company	✓	✓	✓	
<b>Members on the Map Directory Bold Listing</b> - Make your listing stand out with a bold listing	✓	✓		
<b>Members on the Map Directory Bold with Logo</b> - Build brand recognition by displaying your logo next to your listing	✓			
<b>UTP (Unit Territory Plan) Directory Online Access</b> - 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.	✓	✓	✓	
<b>UTP (Unit Territory Plan) Directory</b> - Results downloadable; mailing address only		✓		
<b>UTP (Unit Territory Plan) Directory</b> - Results downloadable; includes contact name, title, mailing address, markets, technologies, # of employees, # of offices, certified technicians on staff	✓			
<b>UTP (Unit Territory Plan) Directory</b> - Customized list option available by contacting NSCA	✓			
<b>Link your company's website to www.nasca.org</b>	✓	✓	✓	
<b>PROMOTIONAL OPPORTUNITIES</b>				
<b>Integrated System of the Week on Homepage</b> - Information on high-profile projects featuring your products	✓	✓	✓	
<b>Banners on NSCA Members on the Map Web Page</b>	Three 30-day spots	One 30-day spot		
<b>Banners on NSCA Contractors Web Page</b>	Three 30-day spots	One 30-day spot		
<b>Ads in Building Connections Newsletter</b>	One 1/2 pg ad	One 1/4 page ad		
<b>Recognition as supporter in NSCA annual report</b>	✓	✓		
<b>Banner ads in Insider Link e-newsletter</b>	2	1		
<b>Banners on NSCA Independent Design Consultants Web Page</b>	Three 30-day spots			
<b>Banner on NSCA Homepage</b>	One 30-day spot			
<b>Industry News Portal</b> - Promote your news online through NSCA	✓	✓	✓	✓
<b>INDUSTRY-SPECIFIC RESEARCH</b>				
<b>NSCA Market Intelligence Briefing™ Series</b> - Quarterly research with current data on key industry issues to help build your business	Online, Email	Online, Email	Online	
<b>NSCA Compensation and Benefits Report</b> - Track and benchmark information for 35 industry positions	Online, Email	Online, Email	Online	
<b>NSCA Financial Analysis of the Industry</b> - Compare key financial ratios among NSCA member companies	Online, Email	Online, Email	Online	
<b>NSCA Labor Installation Standard</b> - Track labor units for the installation of components for common industry sub-systems	Online, Email	Online, Email	Online	

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<b>LEGISLATIVE TOOLS</b>				
<b>State-by-State Legislative Tracking</b> - Monitor legislation affecting your business with the interactive legislative map	✓	✓	✓	✓
<b>Grassroots Action Center</b> - Web-based tool to communicate with state and federal officials and track legislative issues to protect your business from unfair legislation	✓	✓	✓	✓
<b>Legislative Alerts</b> - Periodic service to notify members of government legislation, deadlines and potentially unfair issues that directly affect or prevent your ability to do business	✓	✓	✓	✓
<b>NSCA Guide to State Licensing Regulations</b> - Complete state-by-state guide to licensing regulations	Online, Email	Online, Email	Online	
<b>MARKET RESOURCES</b>				
<b>NSCA Essentials of Systems Integration™ Online</b> - 650+ forms, documents and templates to save time	✓	✓	✓	
<b>"BizSkills for Manufacturers" Online</b>	FREE	FREE	25% off	
<b>"BizSkills for Manufacturers" Resource Kit</b>	FREE	50% off	25% off	
<b>Vertical Market Resources Portal</b> - Information organized by vertical market on publications, trade events, research, codes/standards, associations, white papers, etc. for each vertical market	✓	✓		
<b>INDUSTRY DISCOUNT PROGRAMS</b>				
<b>Freight Discounts</b> - Up to 20% off UPS shipping and UPS Store services	✓	✓	✓	✓
<b>McGraw-Hill Construction Discounts</b> - 25% discount on 8,000+ analytic offerings, including forecasts, trend analysis and more	✓	✓	✓	✓
<b>Participation in NSCA SystemsPlus™ Solutions Program</b> - Save money with property & casualty and surety insurance solutions	✓	✓	✓	
<b>Equipment Financing &amp; Leasing</b> - PNC Equipment Finance provides financing for equipment and system integration projects	✓	✓	✓	✓
<b>Human Resource Compliance</b> - Manage your human resource program with Prospera	✓	✓	✓	✓
<b>Comprehensive Payroll Services</b> - Customize payroll services to meet your business needs	✓	✓	✓	✓
<b>WORKFORCE DEVELOPMENT</b>				
<b>Manufacturer Job Board Portal</b> - Post open positions in your company: free postings/year	Unlimited	5	2	2
<b>Manufacturer Job Board Portal</b> - Search résumés to fill your open positions	FREE	FREE	FREE	FREE
<b>TRADESHOW/EDUCATION</b>				
<b>Free pre-registered entrance to NSCA at InfoComm</b>	✓	✓	✓	✓
<b>Discounted member rate (up to 50%) on all NSCA University™ education at InfoComm</b> Industry- and business-specific education and training courses, seminars and workshops to help solve common problems	✓	✓	✓	✓
<b>Discounted member rate (up to 50% off) on all regional education</b>	✓	✓	✓	✓
<b>Education Credits</b> - Vouchers to save money on NSCA University training courses	\$500	\$200		
<b>COMMUNICATIONS</b>				
<b>InsiderLink e-Newsletter</b> - Biweekly email newsletter with NSCA and industry news and updates	✓	✓	✓	✓
<b>Subscription to Industry Publications</b> - <i>SCN, Sound and Communications and Sound and Video Contractor</i>	✓	✓	✓	✓
<b>Subscriptions to Building Connections quarterly newsletter</b> - Features member companies, tips to build your business, government updates and more	✓	✓	✓	✓
<b>The Business Owner Newsletter</b> - Bimonthly newsletter with information to improve business operations	Email to 3 addresses	Email to 1 address	Online	Online
<b>NSCA Social Community</b> - Connect with members and NSCA staff on LinkedIn, Twitter and Facebook	✓	✓	✓	✓

\* Corporate and branch memberships cover all employees at one location; individual memberships cover one person



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