



# **National Systems Contractors Association**



# Why Join NSCA?

## *Your Voice*

Addressing the industry's biggest legislative threats, and helping your company promote its services.

- Legislative Alerts
- NAICS/SOC Codes
- PASS
- Codes & Compliance

## *Your Business Resource*

We empower our members with knowledge. NSCA resources provide the answers needed to be successful.

- Business and Leadership Conference
- Pivot to Profit
- Webinars

## *Your Trusted Advisor*

Training, networking opportunities and consultation to increase your sales and profitability, improve operational excellence, enhance financial accountability, and keep employees educated and motivated.

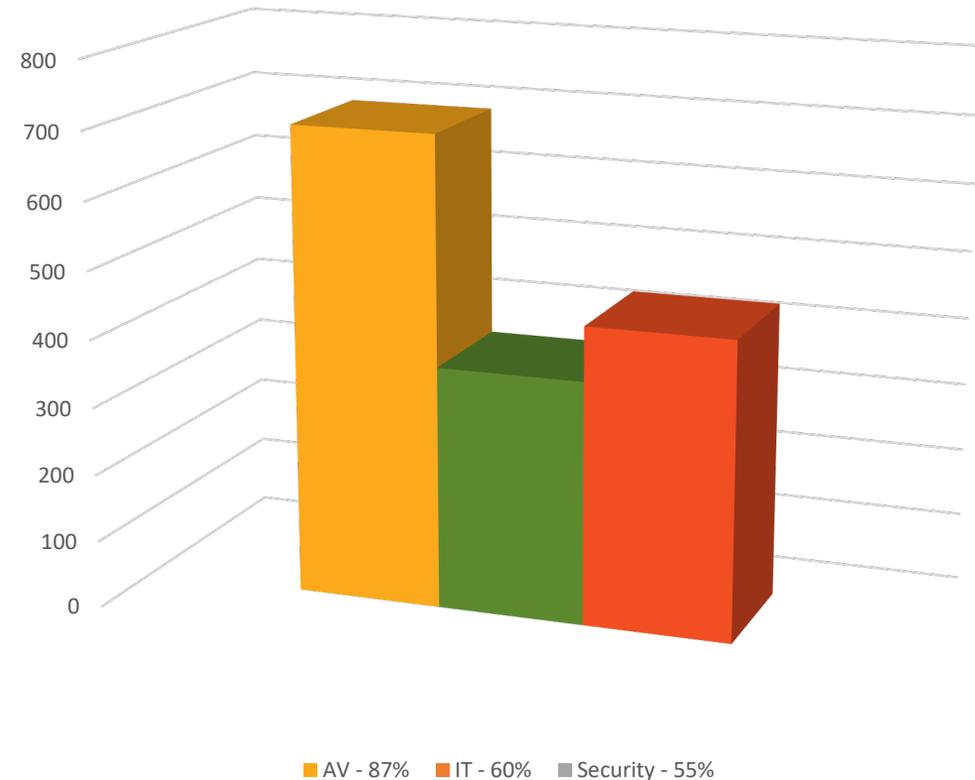
- Benchmarks and Metrics
- Essentials Library
- Strategic Planning

# Membership Details

800 System Integrators  
(*\$6.5B in industry buying power*)

- Member Representation by Technology Type (out of the 800 system integrators who are members):
  - AV – 87%
  - Security – 55%
  - IT – 60%
  - Cross over of technology types among members.
- Company Size:
  - Up to \$5 : 28%
  - \$5-\$10 million: 23%
  - \$10-\$20 million: 18%
  - \$20+ million: 31%
- Primary Vertical Markets (Top 5):
  - Education
  - Corporate
  - Government
  - Healthcare
  - House of Worship

NSCA Membership



# Featured Manufacturer Marketing Opportunities

SYSTEM SHOWCASE

## All-in-One Video Conferencing System from Vaddio

Enhance your remote collaboration experience with the all-in-one Venture® VideoBAR, providing lifelike audio and video quality for standout video conferencing. Its ultra-high-definition 8.51 Megapixel 1/2.5-type CMOS image sensor delivers striking 4K video. Venture® VideoBAR features a 110° wide-angle horizontal FOV that enables everyone to fit into the frame.



**Quick Stats:**

- Ultra-high-definition image sensor with 110° horizontal field of view
- Tilt-adjustable table stand with Kensington® lock port
- Optional expansion microphone

**VADDIO**  
A brand of 

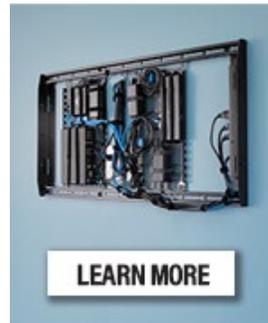
System showcase weekly ad on NSCA homepage (2 per year)



**Faster AV Installations**  
Tempo Flat Panel Wall Mount System. One part number, one box, one order! Installer inspired for quick, efficient deployments.  
Visit [legrandav.com](http://legrandav.com)

1/2 page ad in NSCA Quarterly Journal, Integrate (1 per year)

## FASTER AV INSTALLS TEMPO FLAT PANEL WALL MOUNT SYSTEM



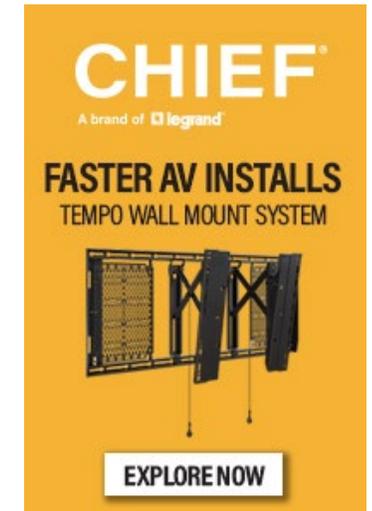
**CHIEF**  
A brand of 

12-month vertical ad on NSCA subpages (1 per year)



**Faster AV Installations**  
Tempo Flat Panel Wall Mount System. One part number, one box, one order! Installer inspired for quick, efficient deployments.  
Visit [legrandav.com](http://legrandav.com)

1/4 page ad in NSCA Quarterly Journal, Integrate (1 per year)



**CHIEF**  
A brand of 

**FASTER AV INSTALLS  
TEMPO WALL MOUNT SYSTEM**

**EXPLORE NOW**

NSCA Newsletter Ad (2 per year)



**FASTER AV INSTALLS  
TEMPO WALL MOUNT SYSTEM**

**LEARN MORE**

**CHIEF**  
A brand of 

6-month footer ad on NSCA pages (1 per year)

# Industry Benchmarks

Understand the ins-and-outs of integrators.

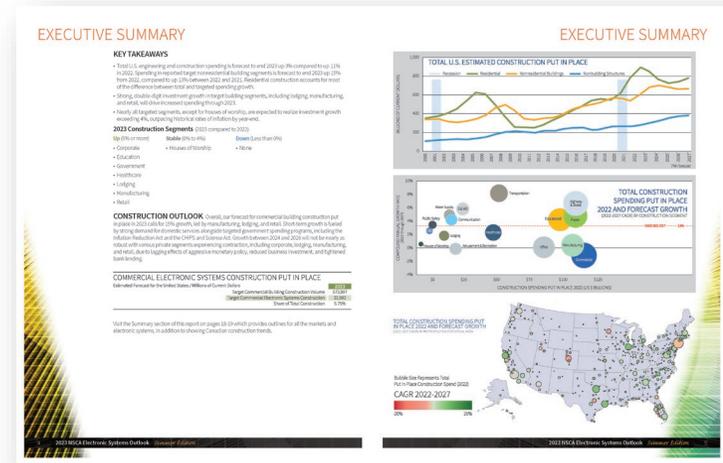
These resources provide balance sheet records, new construction data and labor unit estimates.

Used by manufacturers to:

- Better serve the channel
- Create marketing collateral – case studies, whitepapers, webinar content, etc.
- Train sales staff to understand the integration business
- Forecast trends for different markets

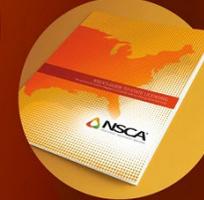


LABOR INSTALLATION STANDARD



**All the licensing information you need for each U.S. state—all in one place.**

*The Guide to State Licensing features a comprehensive overview of the licensing requirements and state codes for all 50 states.*



**Download NOW!**

**NSCA** FINANCIAL ANALYSIS OF THE INDUSTRY

NSCA RESEARCH 800.446.NSCA (6722) www.nisca.org/research

*Do your RSMs understand the business challenges of your dealers?*

# Essentials Library

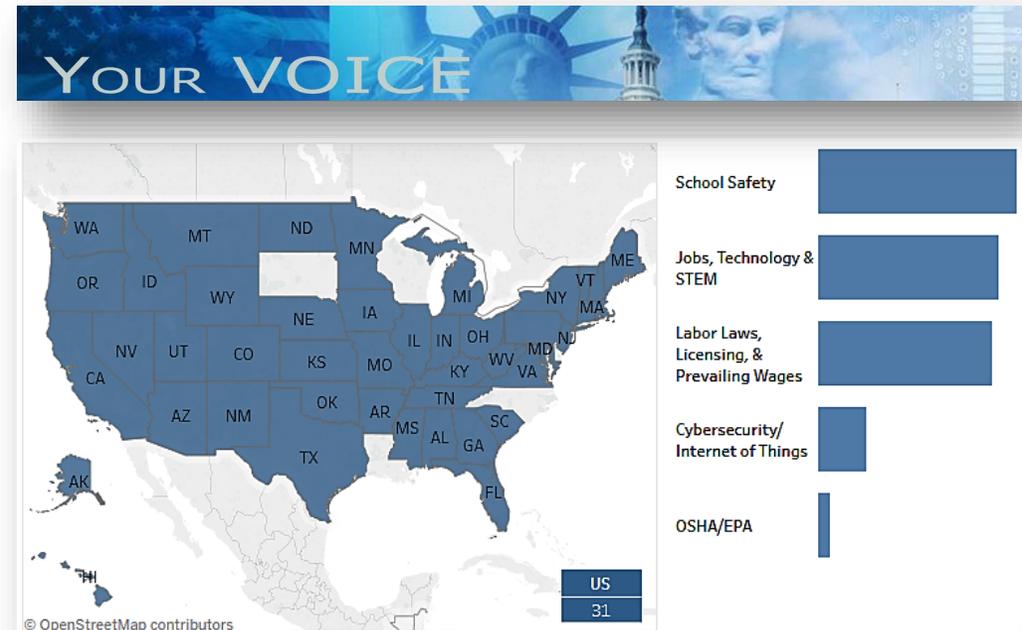
Repository of 650+ industry leading documents for essential business information, vendor scorecard reports, chart of accounts, legal agreements and more.

- Vendor score card used by industry manufacturers to assist with business relationships.
- Opportunity for manufacturers to add to library and offer branded content and resources for integrators to use for their business

01 Branding / Marketing	▶
02 Sales / Estimating / Proposals	▶
03 Procurement / Purchasing	▶
04 Operations / Design	▶
05 Project Management	▶
06 Human Resources	▶
07 Business / Finance / Accounting	▶
08 Install / Technical	▶
09 Managed Services	▶
10 Contracts	▶
11 Licensing / IP / Cyber / IoT	▶
12 Codes and Standards	▶
13 PASS / Ignite	
14 Business Continuity	
Archived Webinars, Research, Publications & Newsletters	▶

# Legislative Agenda

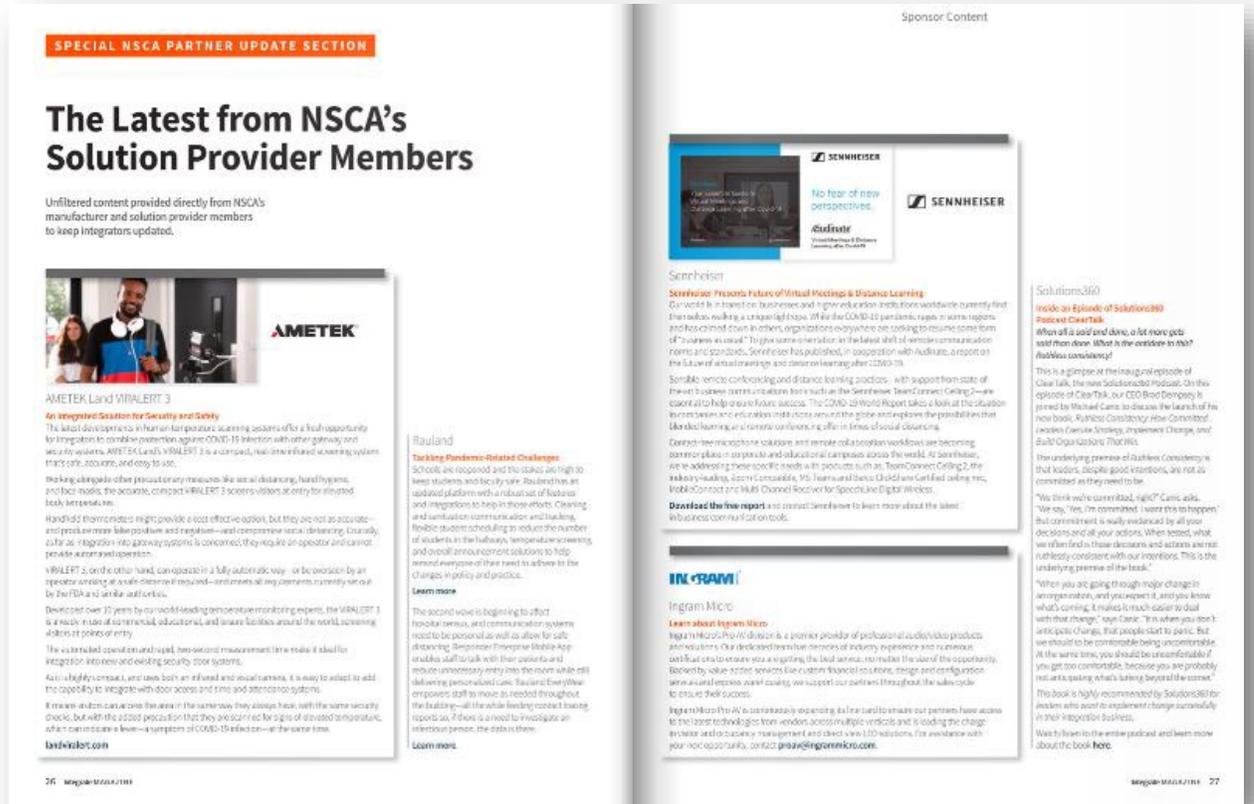
- Stay up to date on State and Federal regulations
  - [Code Compliance](#)
  - [Legislative Agenda](#)
  - [Track Legislation](#)
  - Connected Technology Consortium
  - Technology and how it impacts the future of the integration industry
    - PoE, LED Lighting, etc.
- \$20,000+ Value for the Channel
  - Protects our industry and the dealer network.
    - I.e., House Bills in Pennsylvania, New Jersey, Colorado, Maryland, etc.



*“If you’re not at the table, you’re on the menu.”*

# Integrate – A First-Rate Journal for Integrators

- Communicate DIRECTLY with NSCA integrator members
- NSCA’s quarterly e-journal that gives manufacturers the opportunity to update our industry with thought leadership to NSCA integrators
- 3,400 email recipients
  - +3,000 downloads in 2024
- Membership Opportunities include:
  - Premier Member Partner
  - Full and quarter page ads
  - Column Opportunities



Integrate marketing opportunities are available ONLY for Tier 2 and Tier 3 NSCA manufacturers

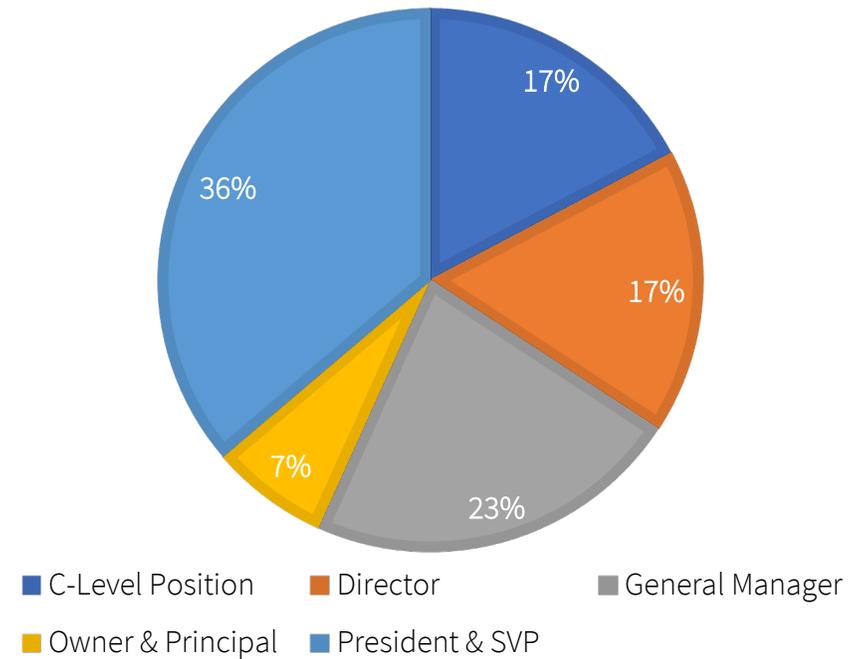
# Events

## [Business & Leadership Conference \(BLC\)](#)

The industry's most attended, leading event for executive-level education and discussion

- 3-day conference
- 400+ attendees
- Attendees represent more than \$6.5 billion in industry buying power
- Attendee size companies range \$5 million to more than \$1B in revenue

TITLES OF ATTENDEES AT BLC



*Get in front of the NSCA dealer network through sponsorship opportunities at the BLC!*

# Events

## XBO Experience

XBO Experience will bring a new focus to ongoing and emerging trends, as well as educate newer professionals about the industry's best practices and most proven methods.

- 150 total attendees
- 16 sponsors by NSCA's Next Generation Committee
- “Toolkit talk” tabletop demonstrations
- Complimentary audience to the BLC, but aimed at future leaders



*XBO will be held on Nov. 12-13, 2024, in Atlanta, GA at Georgia Tech*

*Get in front of the NSCA dealer network through sponsorship opportunities at P2P!*

# Events

## NSCA Education Foundation Fundraisers

Sponsorship Opportunities Include:

- Industry Golf Outings:
  - Business and Leadership Conference
  - Summer/Fall Golf Events
- Industry Charity Concert
  - Held every year at InfoComm
- Ignite Career Fairs
  - Past events @ Los Angeles Community College
    - 200+ students, 13 manufacturers, 10+ integrator businesses.

