



**csia** 2021

Adapt – Innovate – Advance

**2021** Virtual Event  
Sponsorship and  
Digital Marketing  
Opportunities

With disruption comes opportunity. For CSIA in 2021 that means a whole new approach to enabling knowledge sharing, community building and networking throughout the year. CSIA is committed to delivering relevant content to system integrators, while providing partner members access to a highly engaged audience.

To that end, CSIA will deliver weekly **virtual events\*** on a broad range of topics and experiences, all of which are open to **sponsorships**. In addition, you can now take advantage of **new display advertising** opportunities on CSIA's home page ([www.controlsys.org](http://www.controlsys.org)) as well as **sponsored content** and banner ads in the quarterly CSIA eNewsletter.

The **Industrial Automation Exchange** will continue to offer **display advertisements** on the home and interior pages, as well as **upgrades** and **packages**. However, CSIA has streamlined some of the packages to better align with audience demand.

**Bonus Benefits:** Assemble an annual package that may include virtual events, display ads and sponsored content and earn exclusive benefits.

*\*Sponsors of the 2020 CSIA Executive Conference will have right of first refusal for the 2021 virtual events – then they will be available on a first-come, first-serve basis.*

## About the System Integration Market

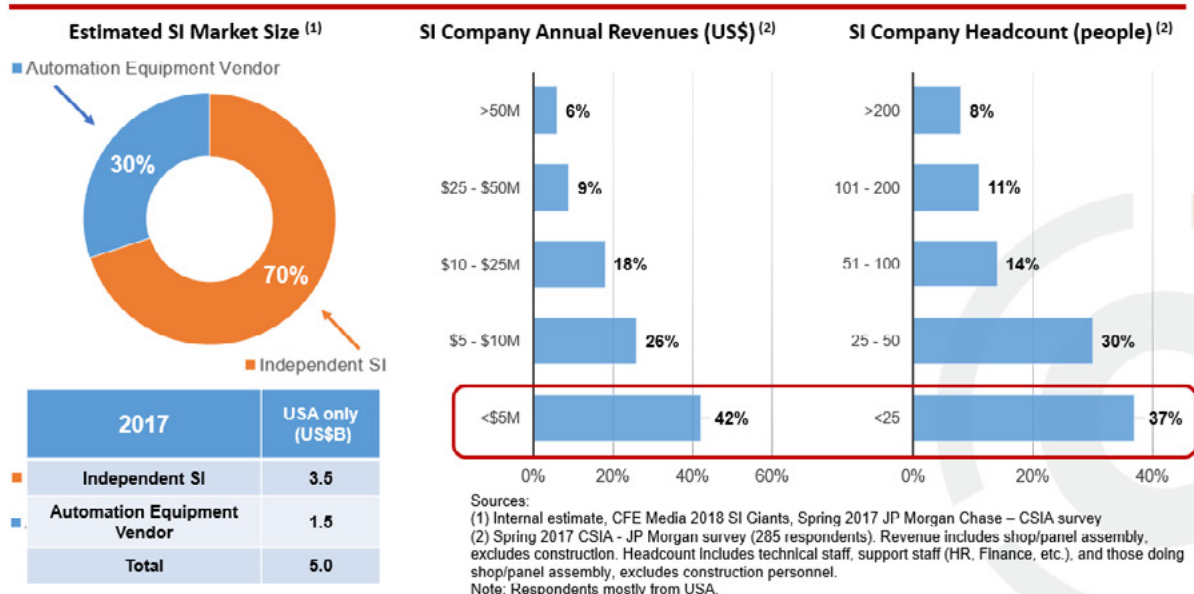
SIs play a crucial role in the delivery of digital transformation/industry 4.0 for industrial end users.

### U.S. SI Market

CSIA estimates approx. 3,000 independent SIs (companies and independent contractors):

- 450 US SIs with organizations larger than 10 people.
- CSIA with 300 US SIs members.

## US SI Market made up of Smaller Companies





## About CSIA

Control System Integrators Association (CSIA) is a not-for-profit, global trade association that seeks to advance the industry of control system integration. Control 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 control system integrators.

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## About CSIA Members



**Membership:**  
500+ companies  
(70 – 80% SIs)



**International:**  
35 countries  
(76% U.S., 5% Canada  
and 10% LATAM)



**Decision makers:**  
94% of primary  
contacts  
are from the C-suite



**Company longevity:**  
72% of member  
companies have been in  
business 20+ years

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## CSIA Social Reach



**Facebook: 2,788**



**LinkedIn Company Page: 2,537**  
**LinkedIn Group: 5,767**



**Twitter: 1,042**

## Bonus Benefits

	Diamond	Platinum	Gold	Silver
<i>Investment (total money spent)</i>	<b>\$20,000+</b>	<b>\$10,000 – \$20,000</b>	<b>\$5,000– \$10,000</b>	<b>Up to \$5,000</b>
Corporate logo on controlsys.org with link	√	√	√	√
Social media recognition LinkedIn & Twitter (Aggregate)	1	1	1	1
Option to snail mail swag	1	0	0	0
Ad in quarterly CSIA newsletter	2	1	0	0
Corporate logo in eNewsletter	√	√	√	√
Broadcast email to all CSIA members and prospects; sponsor to provide HTML content.	2	1	0	0
Pre-roll video (maximum 60 seconds)	√	√	√	0
Complimentary passes for VIPs (non-members)	4	2	1	0

## Virtual Events

Event	Audience	Inventory	# of Sponsors	Price per Sponsor
<b>MasterClass: Keynote Presentation</b>	Members (Non-members can purchase tickets)	4	2	\$4,000
<b>MasterClass: Product Demo</b>	Members and non-members	18	1	\$4,000
<b>MasterClass: Knowledge Share</b>	Members and non-members	17	1	\$4,000
<b>CSIA Assembly (CSIA community event, such as Townhall and Awards Ceremony)</b>	Members only	3	2	\$4,000
<b>Member Mingle (networking/experiential event)</b>	Members only	4	1	\$4,000
<b>LATAM Events</b>	Members only	40	1	\$500

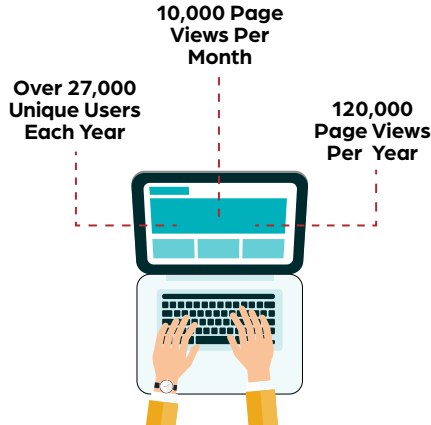
## Sponsorship Includes:

- Event introduction
- Registration list
- Recognition on all event promotions
- Recognition on social media
- Corporate logo on event page, with link
- Additional bonus benefits, as applicable

## Controlsys.org and CSIA eNewsletter

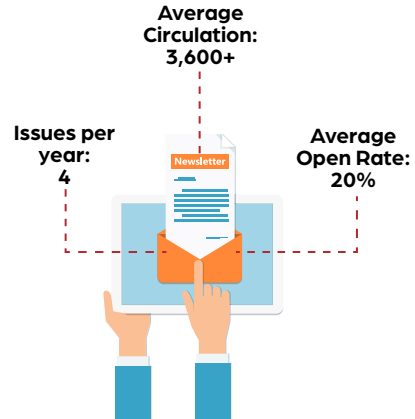
### CSIA Website

Amplify your reach! The CSIA website (www.controls.org) is the best digital choice in the system integrators market.



### eNewsletter

Engage CSIA members and prospects regularly through banner advertising or sponsored content in CSIA's quarterly eNewsletter.



Product	Property	Inventory	Price per Unit	Specs	File Format
Leaderboard Banner Ad	Controlsys.org	1/Qtr	\$3,000	1200px x 300px	JPG or GIF (animated GIFs accepted)
Rectangle Banner Ad	Controlsys.org	3/Qtr	\$2,000	350px x 200px	JPG or GIF (animated GIFs accepted)
Sponsored Content	eNewsletter	4/Qtr	\$1,000	300 – 600 words	.docx for content, PNG or JPG for images
Banner Ad	eNewsletter	2/Qtr	\$1,000	650px x 240px	PNG or JPG

csia Delivering automation success through qualified integrators

CSIA Estimation Course for System Integrators  
Win More by Bidding Less

Out of Control CSIA Comedy Special

Leaderboard Ad

Rectangle Banner Ad

Congrats to the 2020 CSIA Award Winners

The 2020 CSIA Awards Ceremony held virtually in May announced this year's winners.

They are:

- Integrator Member of the Year Award goes to **SAGE Automation** (represented by CSIA Board Member **Adrian Fahey**)
- Partner Member of the Year Award goes to **Exotek** (represented by **Don Roberts**)
- Rising Star Award goes to **Theresa Benson** formerly of **Red Lion Controls**
- Charlia Bergman "Remember Me" Award goes to **Eduardo Acosta** of **Omnicon SA**

Watch the full ceremony [here](#) or read more [here](#).

Stay safely connected with complimentary access to cloud tools.

Get Started

AVEVA

eNewsletter Ad