

CABA SPONSORSHIP PACKAGES



CABA NewsBrief

Continental Automated Buildings Association

About the CABA NewsBrief

- The CABA *NewsBrief* is a free weekly e-mail service from the Continental Automated Buildings Association that provides important news focused on cutting-edge industry and membership developments.
- The CABA *NewsBrief* is sent to over 24,000 industry professionals globally in our CABA database weekly.
- Annual Subscription to CABA's *NewsBrief* is FREE which increases its readership dramatically. Go to <http://www.caba.org/newsbrief> now for your FREE subscription.
- Keep up to date about upcoming CABA endorsed Industry Events in the CABA *NewsBrief*.
- Follow CABA's Collaborative Research Studies and see how you can participate.
- Breaking news from the industry is at your finger tips.

Testimonials

"The CABA *NewsBrief* is one of the best sources for smart grid happenings. Great job and keep up the good work!"

-- Richard Brooks, ISO New England

"I love your CABA *NewsBrief* and we use it regularly in our work."

-- Laurent Liscia, OASIS

"CABA *NewsBrief* is very powerful. Well done. It is just one of the reasons why CABA is one of the hottest industry groups to join."

-- Frank Bisbee, Communication Planning Corporation

"CABA's online *NewsBrief* is a convenient way to stay on top of the latest connected buildings industry news. I read it regularly and I pass relevant articles on to my colleagues. I highly recommend that you add it to your reading list!"

-- Andrew Stroede, Panduit Corp.

"Several Honeywell technology experts subscribe and acknowledge the fact that the CABA *NewsBrief* consistently includes content that they are specifically interested in, and that the format and usability is much better than other services they subscribe to, allowing them to quickly scan and access to more information. Hats-off to the CABA staff for this service and keep up the good work."

-- Roy Kolasa, Honeywell

CABA SPONSORSHIP PACKAGE #1

Sponsorship Package includes:

- 1 Double Page Spread Ad per each quarterly issue of CABA's *iHomes & Buildings Magazine*. (Total 4 Issues) (Ad provided by sponsor)
- 1 Full Page Advertorial in CABA's *iHomes & Buildings Magazine*. (Provided by sponsor and issue determined by mutual agreement)
- Two (2) advertorials on your organization. (Maximum one page each and provided by sponsor and appearing each one time in upcoming CABA *NewsBrief* issues during the year and issue to be determined by mutual agreement)
- Rotating Banner Ad on CABA's Home Page www.caba.org (12 Months). Viewed by over 1.2 Million Visitors Annually.
- Banner Ad in CABA's *NewsBrief* (4 Months). Distributed to over 24,000 Industry Professionals in CABA's database every week. (Banner provided by sponsor)
- 8 FREE Product Listings at the CABA eStore.
- All designated employees within your organization will receive the CABA *iHomes & Buildings Magazine*. (Electronic Format)

MEMBER PRICE: \$5,200

NON-MEMBER PRICE: \$7,200

CABA SPONSORSHIP PACKAGE #2

Sponsorship Package includes:

- 1 Full Page Ad per each quarterly issue of CABA's *iHomes & Buildings Magazine*. (Total 4 Issues) or 2 Double Page Ads (Total 2 Issues) (Ad provided by sponsor)
- ½ Page Advertorial in CABA's *iHomes & Buildings Magazine*. (Provided by sponsor and issue determined by mutual agreement)
- One (1) advertorial on your organization. (Maximum one page each and provided by sponsor and appearing one time in upcoming CABA *NewsBrief* issues during the year and issue to be determined by mutual agreement)
- Rotating Banner Ad on CABA's Home Page www.caba.org (10 Months). Viewed by over 1.2 Million Visitors Annually.
- Banner Ad in CABA's *NewsBrief* (3 Months). Distributed to over 24,000 Industry Professionals in CABA's database every week. (Banner provided by sponsor)
- 7 FREE Product Listings at the CABA eStore.
- All designated employees within your organization will receive the CABA *iHomes & Buildings Magazine*. (Electronic Format)

MEMBER PRICE: \$4,300

NON-MEMBER PRICE: \$5,300

CABA SPONSORSHIP PACKAGE #3

Sponsorship Package includes:

- **2/3 Page Ad per each quarterly issue of CABA's *iHomes & Buildings* Magazine. (Total 4 Issues) or 1-1.5 Page Ad (Total 2 Issues) (Ad provided by sponsor)**
- **1/2 Page Advertorial in CABA's *iHomes & Buildings* Magazine. (Provided by sponsor and issue determined by mutual agreement)**
- **One (1) advertorial on your organization. (Maximum 1/2 page and provided by sponsor and appearing one time in upcoming CABA *NewsBrief* issues during the year and issue to be determined by mutual agreement)**
- **Rotating Banner Ad on CABA's Home Page www.caba.org (8 Months). Viewed by over 1.2 Million Visitors Annually.**
- **Banner Ad in CABA's *NewsBrief* (2 Months). Distributed to over 24,000 Industry Professionals in CABA's database every week. (Banner provided by sponsor)**
- **6 FREE Product Listings at the CABA eStore.**
- **All designated employees within your organization will receive the CABA *iHomes & Buildings Magazine*. (Electronic Format)**

MEMBER PRICE: \$3,300

NON-MEMBER PRICE: \$4,300

CABA SPONSORSHIP PACKAGE #4

Sponsorship Package includes:

- **1/2 Page Island Ad per each quarterly issue of CABA's *iHomes & Buildings* Magazine. (Total 4 Issues) or 1 Full Page Ad (Total 2 Issues) or 2-1/4 Page ads (Total 2 Issues) (Ad provided by sponsor)**
- **1/2 Page Advertorial in CABA's *iHomes & Buildings* Magazine. (Provided by sponsor and issue determined by mutual agreement)**
- **Rotating Banner Ad on CABA's Home Page www.caba.org (6 Months). Viewed by over 1.2 Million Visitors Annually.**
- **Banner Ad in CABA's *NewsBrief* (1 Month). Distributed to over 24,000 Industry Professionals in CABA's database every week. (Banner provided by sponsor)**
- **5 FREE Product Listings at the CABA eStore.**
- **All designated employees within your organization will receive the CABA *iHomes & Buildings Magazine*. (Electronic Format)**

MEMBER PRICE: \$2,300

NON-MEMBER PRICE: \$3,300

More Great CABA Sponsorship Opportunities

You can sponsor:

- Joint company receptions at industry events.
- CABA Connected Home Council meetings.
- CABA Integrated & Intelligent Buildings Council meetings.
- Webinars promoting company products and services.
- CABA Research Studies and Landmark research like the Intelligent Buildings Roadmap 2011 (IBRM), the Connected Home Road Map 2010 (CHRM).
- CABA Website (Official Sponsor) www.caba.org.
- CABA Forums.
- CABA Event Reports.

To order your Sponsorship Package or for more information about other sponsorship opportunities contact:

George Grimes
CABA Business Development Manager
888.798.CABA (2222) x226
613.686.1814 x226
grimes@caba.org

Note: All sponsorships and package prices are in US Funds.

Also don't forget your **FREE copy of
CABA's *iHomes & Buildings* Magazine
Now Available**

Online to over 1 Million readers

Download the latest edition at:

www.caba.org/ihomesandbuildings

**For more information about CABA go to
www.caba.org**

Over 1.2 Million Visitors Annually



CABA

**Your Information Source For
Home & Building Automation**

www.CABA.org