



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.

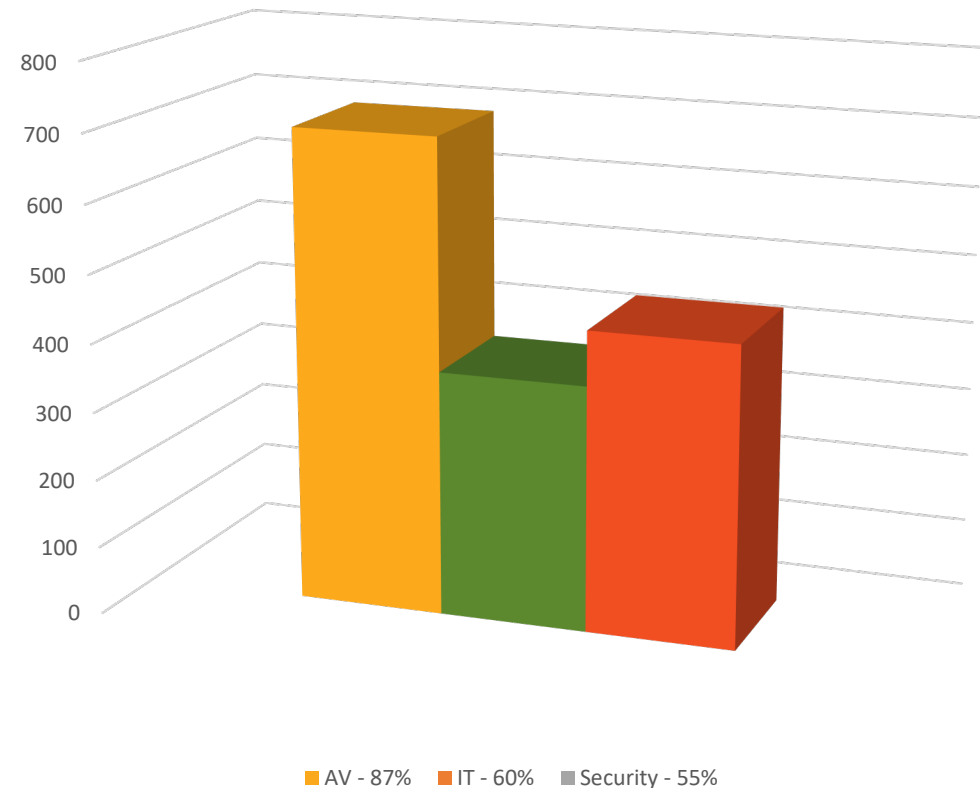
- Benchmarks and Metrics
- Essentials Library
- Strategic Planning

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

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

FASTER AV INSTALLS
TEMPO FLAT PANEL WALL MOUNT SYSTEM

LEARN MORE

CHIEF
A brand of 

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


CHIEF
A brand of 

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

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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.

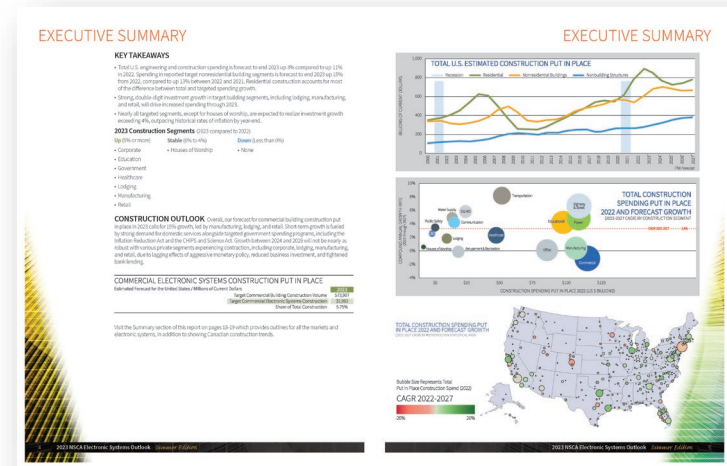
These resources provide balance sheet records, new construction data and labor unit estimates.

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

YOUR VOICE • RESOURCE • ADVISOR

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

Do your RSMs understand the business challenges of your dealers?

Essentials Library

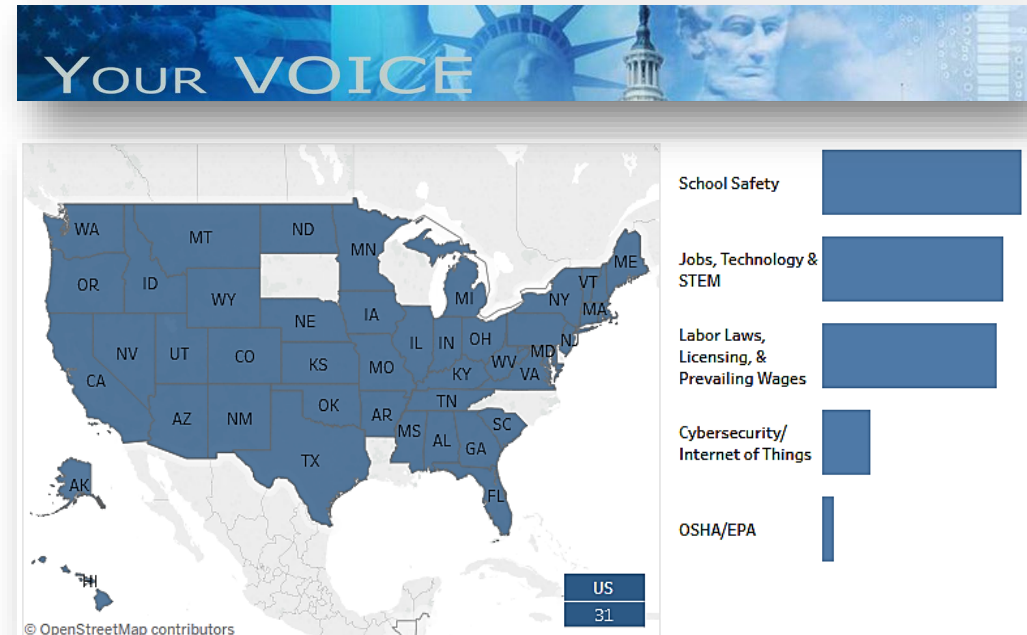
Repository of 650+ industry leading documents for essential business information, vendor scorecard reports, chart of accounts, legal agreements and more.

- 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

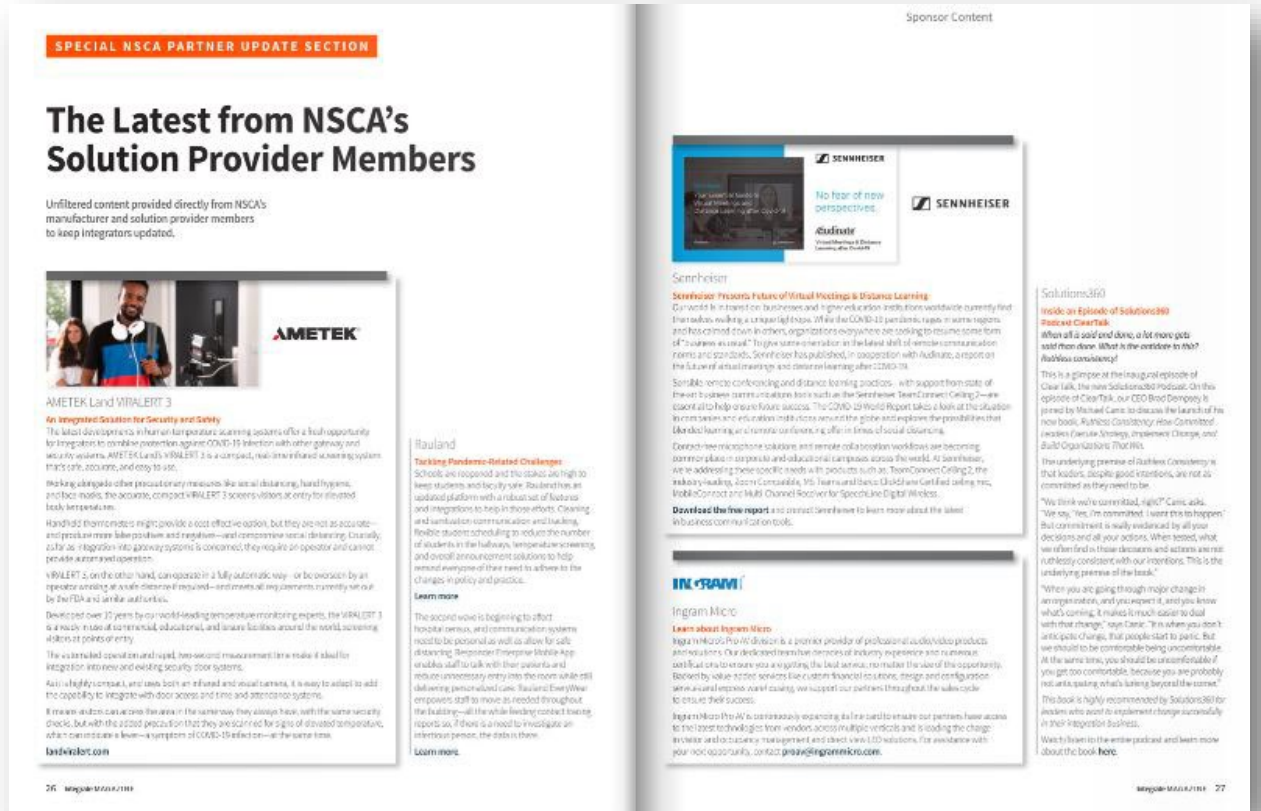
- Stay up to date on State and Federal regulations
 - [Code Compliance](#)
 - [Legislative Agenda](#)
 - [Track Legislation](#)
 - Connected Technology Consortium
 - Technology and how it impacts the future of the integration industry
 - PoE, LED Lighting, etc.
- \$20,000+ Value for the Channel
 - Protects 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

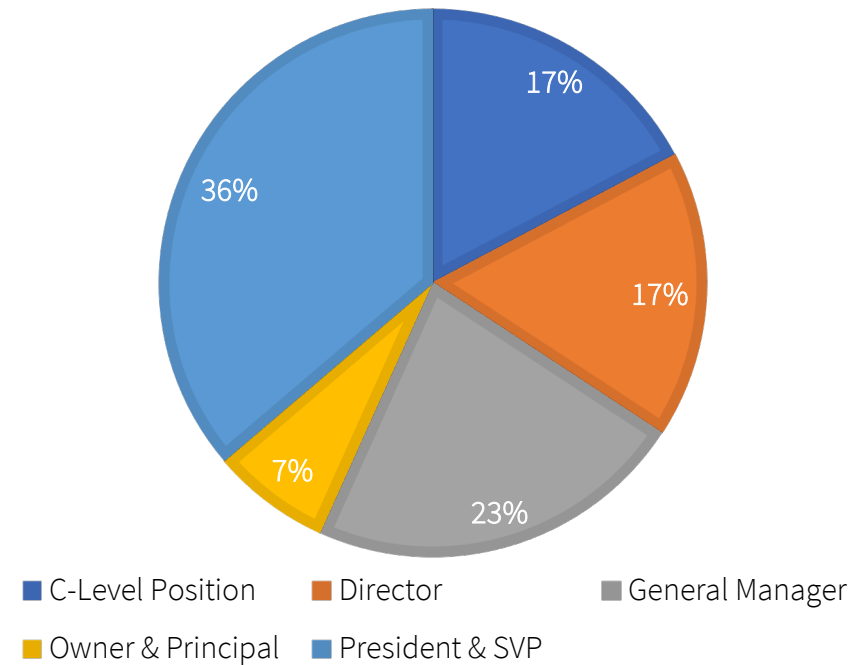
Events

[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
- 23 "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.

