

	Non-Members	Members
Research and Information		
• Receive the weekly CABA NewsBrief	✓	✓
• Access to the CABA Public Research Library	✓	✓
• Receive breaking industry news through the CABA Twitter Feed - NEW	✓	✓
• Contribute to the CABA <i>Journal</i> - NEW	✓	✓
• Participate in CABA White Paper Working Groups	✓	✓
• Join the CABA Information Council and get paid to review research reports for the CABA Research Library	✓	✓
• Receive exclusive access to the CABA Member Research Library		✓
• Provide Dealers, Distributors and Integrators access to CABA Member Research Library - NEW		✓
• Receive CABA Member news and press releases featured in the CABA Twitter Feed - NEW		✓
• Recommend and participate in exclusive CABA Landmark Research Projects		✓
• Recommend and participate in unique CABA Multi-Client Boutique or Teaming Research Projects		✓
• Receive every CABA Landmark and Boutique Research Executive Summary		✓
• Get free white papers completed through the CABA White Paper Sub-Committees		✓
• Purchase discounted research from CABA and other CABA Member research firms in the CABA Store		✓
• CABA Research Firm Frost & Sullivan's Member Marketing-Benchmark Survey - NEW		✓
Marketing and Promotion		
• Advertise in the weekly CABA NewsBrief and CABA Web site	✓	✓
• Promote and advertise products and services in the CABA Home and Building Automation Marketplace	✓	✓
• Receive an exclusive CABA Member listing, including products and services, on the CABA Web site		✓
• Link up with the industry through the CABA Blog - NEW		✓
• Have Member news and press releases posted in the CABA LinkedIn Group and Twitter Feed - NEW		✓
• Post product and service videos on the CABA YouTube Channel		✓
• Join the CABA Ambassadors and Speakers Bureau (speak at International events)		✓
• Email announcements and information to all CABA contacts		✓
• Post webinars and have them endorsed on the CABA Web site - NEW		✓
• Receive a special member profile in the CABA Home and Building Automation Marketplace		✓
• Have industry events endorsed and promoted through CABA NewsBrief and Web site		✓
• Place organization logo on the CABA Web site "Partner Page"		✓
Networking and Industry Connections		
• Plan your schedule and access the most comprehensive list of industry events in the CABA Web site	✓	✓
• Participate and learn at CABA Town Halls or Think Tanks - NEW	✓	✓
• Join and participate in the CABA Connected Home Council (CHC)		✓
• Join and participate in the CABA Intelligent Buildings Council (IBC)		✓
• Join any CABA White Paper Sub-Committee or Working Group		✓

- 1. CABA Member Research Library:** CABA has the largest “Internet of Things, Connected Home, M2M, and Intelligent Buildings” research library in the world. The exclusive CABA Members Library, accessible with special pass codes, currently holds over 600 research reports, case studies and white papers and all are less than three (3) years old. All documents are “peer reviewed” by the CABA Information Council (CIC) before being approved. It has been estimated that there is over \$4,000,000.00 worth of research in the CABA Members Library. The complete listing of the Reports that are available on the CABA Web site can be found at: <https://www.caba.org/documents/forms/is-list.pdf>.
- 2. CABA Public Research Library:** In addition, there are over 900 documents in the CABA Public Library that were previously in the Member Research Library. Research older than 10 years is placed in the CABA archives and is accessible by special request. [Click here](#) to review the list of Reports from the Member Research Library.
- 3. CABA NewsBrief:** Members may also request that an article, media release or announcement be put into the CABA NewsBrief, which goes weekly to over 15,000 industry subscribers. If you do not already receive the NewsBrief you may view past issues and subscribe by [clicking here](#). Advertising opportunities exist for organizations in the CABA NewsBrief, for more information contact Frank Humada at either 289.695.5422 or fhumada@multiview.com or Joseph Gonzales at either 289.695.5420 or jgonzales@multiview.com.
- 4. CABA's LinkedIn and Twitter Feed:** **NEW** CABA's [LinkedIn Group](#) and [Twitter Feed](#) delivers relevant and real-time news about CABA members and industry developments. The goal is to provide CABA stakeholders with on-demand, comprehensive industry intelligence. CABA members can forward their news and media releases so it can appear in the CABA LinkedIn Group and Twitter Feed.
- 5. CABA Home and Building Automation Marketplace:** While CABA members are profiled complimentary in the Members section of the CABA Web site; there is another opportunity to showcase your organization. The CABA “Yellow Pages” is a special site where industry can place their products and services. B2B organizations may research who the players are in the ‘Internet of Things, Smart Homes, M2M and Intelligent Buildings’ sectors. This is also a great place for CABA members to advertise their products and services to the world. You may find the CABA Marketplace here: <http://homeandbuildingautomationmarketplace.com/>. Posting your organization to the Home and Building Automation Marketplace is simple. Instructions can be found at the following link: <http://caba.multiview.com>. Meanwhile, advertising on the CABA Marketplace, by contacting: MultiView Sales at 800.816.6710 or email at caba@multiview.com.
- 6. CABA Journal:** With the recent retirement of the CABA quarterly print publication, we have initiated the [CABA Journal](#). This new online publication aims to educate the CABA membership and industry at large on emerging research, information, trends, and challenges in the intelligent buildings and/or connected home sectors, very much in the spirit of the former CABA iHomes & Buildings Magazine. View the guidelines to contribute to the CABA Journal by [click here](#).
- 7. White Papers Initiative** - CABA White Papers are intended to offer a ‘snapshot’ or synthesis of existing industry information. Only CABA members can identify a topic for a CABA White Paper. This is a free service and part of your CABA membership. These papers are then profiled on the CABA Web site and distributed through the CABA NewsBrief (over 15,000 subscribers). The CABA Intelligent & Integrated Buildings Council and the CABA Connected Home Council have both established White Paper Sub-Committees. Only members can join these Sub-Committees and they meet approximately every two (2) months to discuss potential white papers and form Working Groups. Non-members that are subject matter experts are encouraged to join the White Paper Working Groups. The process from conception to completion is approximately two (2) months, with papers in the 10 - 20 page range.

- 8. CABA Information Council:** This Council consists of subject matter experts who review all research reports, case studies and white papers that are submitted for the CABA Research Library. They are paid a small honorarium of \$25/paper and a CABA credit to thank them and ensure that these papers are relevant and qualify. They provide a summary of the Report and recommend whether it should be submitted into the CABA Research Library. Any CABA member or non-member may join this Council and you may view the current Council information by [clicking here](#). To join the Council, contact caba@caba.org.
- 9. Dealers, Distributors and Integrators can access the CABA Member Library:** **NEW** CABA members, who have dealers, distributors and integrators, will be able to provide complimentary pass codes to them. This will allow many more dealers, distributors and integrators to access the complete CABA Member Research Library absolutely free. More industry people will be able to become educated on the latest research and information on integrated systems for connected homes and intelligent buildings. The complete listing of the Reports that are available on the CABA Web site can be found at: <https://www.caba.org/documents/forms/is-list.pdf>.
- 10. CABA Intelligent Buildings Council (IBC).** This Council gathers four (4) times a year and discusses issues and topics that are important for the industry. They also decide which topics will be put forward for the Intelligent Buildings Landmark Research project. Anyone who is a member of CABA may join the Council and there aren't any restrictions on how many individuals from a member may join. You may view the past minutes, terms of reference and the list of 200+ Council members by [clicking here](#).
- 11. CABA Connected Home Council (CHC):** This Council gathers four (4) times a year and discusses issues and topics that are top of mind for the industry. Anyone who is a member of CABA may join the Council and there aren't any restrictions on how many individuals from a member may join. They also decide which topics will be put forward for the Connected Home Landmark Research project. You may view past minutes, terms of reference and the list of over 150+ Council members by [clicking here](#).
- 12. Landmark Research:** This is collaborative research that CABA does each year, with a minimum of one (1) for the connected homes sector and one (1) for the intelligent buildings sector. These are collaborative projects where funders share the cost of the research and they also help drive the direction, scope and final deliverables. All CABA members receive the Executive Summary of these Landmark Research Reports once they are completed. Plus if a member wishes to purchase the reports through the CABA Store, it is at lower rates than non-members. You may view more information on these projects on the CABA website under the [Research Program](#). Some previous CABA Landmark research reports like the [Convergence of Green and Intelligent Buildings](#), [Life Cycle Costing of Intelligent Buildings](#) and [Zero Net Energy Buildings](#) are provided absolutely free to the public. To receive a copy of these reports, click on the Report title or contact caba@caba.org.
- 13. Multi-Client Boutique Research:** Any CABA member may come forward with a research project they would like completed and CABA will manage the project for them. These projects would also need to be approved by either the CABA Intelligent Buildings Council (IBC) or CABA Connected Home Council (CHC). The project must require at least three (3) participating organizations and be collaborative in nature. CABA recently completed a research project, working with the New Buildings Institute, which was is the ['Zero Net Energy: Building Intelligent Controls Driving Success'](#), which you can download complimentary. Another project, working with the National Research Council (NRC), is called ['Improving Organizational Productivity with Building Automation Systems'](#) and more information can be found at: <http://www.caba.org/productivity/>.
- 14. Teaming Agreements:** **NEW** CABA members that wish to solve a problem or undertake a 'beta' test or pilot project can develop a 'Teaming Project'. This format would be similar to a CABA Boutique Research Project,

except there may be intellectual property or patents that could be developed through this collaborative research. Contact Greg Walker, CABA Research Director, for more details on 'Teaming Agreements' at: walker@caba.org.

- 15. Research Discounts:** CABA works with over 20 research groups that are CABA members and has special Agreements with a number of them. These organizations have offered CABA members primary research they have completed in the "Smart Home and Intelligent Building" sector at a major discount through the CABA Store. This discount is a reduction from the retail price that these research firms offer on their own site! As well, receive discounts on any CABA research reports that are for sale in the CABA Store.
- 16. CABA Member Listings:** All CABA members (350+) have their organization name, brand and products/services featured in the CABA Web site for the public to view. In addition, CABA Members can access advertising opportunities, in the CABA Web site, to promote their organization and products/services. CABA members are profiled in the [CABA Membership Directory](#).
- 17. CABA YouTube Channel:** Any CABA Member can send a video or a link to a video that showcases their products and services and it will be added in the CABA Web site for everyone to see. You can view the extensive CABA Member YouTube Channel at: <http://www.youtube.com/cabaconf>.
- 18. CABA Ambassador and Speakers Bureau -** CABA receives many requests each week from both member and non-member organizations asking for speakers for various international events. In addition to CABA staff and Board members, the CABA Ambassadors and Speakers Bureau have provided subject matter experts that can speak to the rapidly growing "Internet of Things, Connected Homes, M2M and Intelligent Buildings" sector: CABA members may register to join the other CABA Ambassadors and Speakers, by clicking [here](#).
- 19. Industry Contacts:** The CABA database contains more than 25,000 industry contacts and there are over 350 CABA members. In addition, CABA staff will provide key contact info for any CABA member to assist them in locating key people and organizations within the industry. CABA also allows members (for a fee) to send emails to the CABA database.
- 20. Member Webinars:** **NEW** CABA and many CABA members provide educational webinars that help other industry professionals and end-users understand the latest products and services in the "connected home and intelligent buildings" sector. CABA will also continue to provide educational webinars, especially on the completed CABA Landmark and Boutique Research projects. All member webinars can be uploaded in the new CABA Web site in the [Upcoming Industry Events](#) section and the [Industry Webinars](#) webpage. If you wish to have CABA endorse your webinar, and receive additional value, contact, caba@caba.org.
- 21. Industry Events Listing and CABA Endorsed Events:** The largest collection of "Internet of Things, Connected Home, M2M, and Intelligent Buildings" events are listed for the industry and if you have an event that relates to this sector, please send it to CABA and it will be listed at on the [Industry Event List](#). Also, any CABA member that organizes an industry event can have their event endorsed, at no cost, by CABA to receive additional marketing and promotional support. CABA endorses 100+ industry events and these can be viewed at the [Endorsed Event List](#). These CABA Endorsed Events are sent weekly in the CABA NewsBrief to 15,000+ industry professionals!

- 22. CABA “Partner Page”:** CABA works with many of the industry protocol and standard organizations that have a presence in the connected home and intelligent buildings sector. CABA also promotes “Open Standards and Interoperability” and to help achieve this goal, information on these groups can be found in the CABA Partner Page. In addition, CABA supports all organizations that provide education and training for this sector. Also, CABA will assist any technical school or university, which is a member, which may be seeking students, faculty, advisory boards or sponsors. The CABA Partner Page can be found by [clicking here](#).
- 23. Town Halls and Think Tanks:** **NEW** CABA will be hosting a number of Town Hall and Think Tank events at key industry events. The purpose is to bring together key industry leaders and subject matter experts that can discuss and share important industry news. More importantly, key initiatives can be identified so that the CABA Board and Councils can take further action.
- 24. Frost & Sullivan Complimentary Marketing-Benchmark Report:** **NEW** Frost & Sullivan, a CABA Member, will conduct on your behalf a Benchmark Study of your organizations Marketing Strategies. Frost & Sullivan will conduct 20-minute interactive survey followed by 20+ page custom report within 2-3 weeks. Your organization will receive consisting of a top-level comparison of spending activities and budget vs. goals and returns.