

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

1. **CABA Research Library – Members’ area:** CABA has the largest “Internet of Things, Connected Home, M2M, and Intelligent Buildings” research library in the world. The members’ area of the CABA Research Library, accessible with special pass codes, currently holds over 700 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 accessible to members in the CABA library, which is available [at this link](#). A list of report summaries can be found [at this link](#).
2. **CABA Research Library reports open to non-members:** In addition, there are over 900 documents in library that were previously reserved to members. [Visit this link](#) to browse these reports and [click here](#) to view the summaries. Research older than 10 years is placed in the CABA archives and is accessible by special request.
3. **CABA NewsBrief:** Members may also request that an article, media release or announcement be placed in the CABA NewsBrief, which goes weekly to over 17,000 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 and for more information contact Josh Mandel at either 289.695.5372 or 416.904.9027 or [jmandel@multiview.com](mailto:jmandel@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 TwitterFeed.
5. **CABA Home and Building Automation Marketplace:** While CABA members are profiled at no cost 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](mailto:caba@multiview.com).
6. **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 17,000 subscribers). The CABA Intelligent Buildings Council and the CABA Connected Home Council have 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.

7. **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](mailto:caba@caba.org).
8. **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/research-reports/>
9. **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](#)
10. **CABA Connected Home Council (CHC):** This Council meets four (4) times a year and discusses issues and topics that are top of mind for the industry. Any CABA member may join, including more than one individual from the same member organization – with no restriction. 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](#).
11. **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 while driving the direction, scope and final deliverables. All CABA members receive the Executive Summary of these Landmark Research Reports once they are completed. In addition, if a member wishes to purchase one or more of reports through the CABA Store, it is at lower rates than non-members. You may view more information on these projects in [CABA Research](#) section of our website. 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 available for free download. To receive a copy of these reports, click on the Report title or contact [caba@caba.org](mailto:caba@caba.org).
12. **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, titled '[Zero Net Energy: Building Intelligent Controls Driving Success](#)', which you can freely download. Another project, working with the National Research Council (NRC), is called '**Improving Organizational Productivity with Building Automation Systems**' and more information can be found [by clicking here](#).

13. **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, CABA Industry Benefits Page 4 1173 Cyrville Road, Suite 210, Ottawa, ON K1J 7S6 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](mailto:walker@caba.org).
14. **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 "connected home and intelligent building" sector at a major. 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.
15. **CABA Member Listings:** All CABA members (360+) 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](#).
16. **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: <https://www.youtube.com/channel/UCZlB0NA8ZDNxpo7FZfQmLrg>
17. **CABA Ambassadors 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 contacting us at [caba@caba.org](mailto:caba@caba.org).
18. **Industry Contacts:** The CABA database contains more than 25,000 industry contacts and there are over 360 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.
19. **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 posted on the CABA website [here](#). If you wish to have CABA endorse your webinar, and receive additional value, send an email to [caba@caba.org](mailto:caba@caba.org).

20. **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 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 17,000+ industry professionals!
21. **CABA “Growth Pipeline Diagnostic.”** CABA members can take advantage of a Frost & Sullivan(F&S) diagnostic tool enabling them to gain insights into the strength of their organization's growth pipeline. To introduce this benefit, F&S in May 2020 presented a webinar focusing on “Trends Driving Growth and Innovation for the Built Environment,” including opportunities to support rebound strategies. For more information about this benefit contact CABA at [caba@caba.org](mailto:caba@caba.org). To view the webinar, [click here](#).
22. **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.
23. **The CABA Journal:** **NEW** Editorial contributions are posted weekly in the new *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 find out more about the CABA Journal and for information on becoming a contributor. For more information, [click here](#).
24. **Frost & Sullivan Complimentary Marketing-Benchmark Report:** **NEW** CABA members can participate by completing F&S’s marketing benchmark survey. They will then receive insights and analysis with comparison to the market in a one-on-one meeting, either in person or over the phone, with the research firm, a CABA member. This includes a 25+ page report with specific recommendations and a top-level comparison of spending activities and budget vs. goals and returns. Please visit [this page](#) for more information and [listen to the webinar](#) held to launch this new benefit, presented by Roberta Gamble of F&S.