

	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	✓	✓
• Receive the <i>CABA 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		✓
• 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 Research Program		✓
• Purchase discounted CABA research in the CABA Store		✓
• Purchase discounted research through the CABA Affinity Program, from other research firms.		✓
• Understand your Growth Pipeline better through insights from research firm Frost & Sullivan - NEW		✓
Marketing and Promotion		
• Advertise in the weekly CABA NewsBrief and CABA Website	✓	✓
• 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		✓
• 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 through eBlasts		✓
• 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 Web site		✓
• Obtain complimentary Marketing Benchmark insights from Frost & Sullivan – NEW		✓
Networking and Industry Connections		
• Plan your schedule and access the most comprehensive list of industry events in the CABA Web site	✓	✓
• Join any CABA White Paper Working Group	✓	✓
• Join and participate in CABA's Intelligent Buildings Council (IBC) and Connected Home Council (CHC)		✓
• Participate and learn at CABA Think Tanks – NEW		✓
• Join any CABA White Paper Sub-Committee		✓
• Benefit from contact brokerage by CABA to reach valuable industry connections.		✓

- CABA Research Library – Members’ area:** CABA has the largest “Connected Home, Internet of Things (IoT), Smart Cities, 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. Visitors can also browse the list of [report summaries](#).
- 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 eight (8) years is placed in the CABA archives and is accessible by special request.
- CABA NewsBrief:** Members may also request that an article, media release or announcement be placed in the CABA NewsBrief, which goes weekly to over 19,000 industry subscribers. If you do not already receive the NewsBrief, [subscribe at this link](#) and browse [recent issues](#). For advertising opportunities that exist for organizations in the CABA NewsBrief, click on the “Advertise” link at the bottom of any issue.
- CABA’s LinkedIn and Twitter Feed:** 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.
- 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 ‘Connected Home, Internet of Things (IoT), Smart Cities, and Intelligent Buildings’ sectors. This is also a great place for CABA members to advertise their products and services to the world. You may also visit the [CABA Marketplace](#), where a product or service offering from your organization may be posted. 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.
- 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](#) program. 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 19,000 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. Members and 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 the length of most papers being 10 - 20 pages.

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.
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 them with complimentary pass code for access to the complete CABA Member Research Library at no cost. More industry people will be able to become educated on the latest research and information on integrated systems for connected homes and intelligent buildings. Visit the CABA Web site for the [complete listing of 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 help 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 are no restrictions on how many individuals from a member may join. Visit the [IBC home page](#) to view the past minutes and terms of reference and a list of 200+ Council members.
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. View past minutes and terms of reference and a list of over 170+ Council members on the [CHC home page](#).
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. Participating funders share the cost of research valued at over \$150,000 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 the [CABA Research](#) section of our Web site and some complimentary reports include [Cybersecurity in the Connected Home](#), [Intelligent Buildings and Cybersecurity](#), [Zero Net Energy Building Controls](#), and [Intelligent Buildings and Big Data](#). To receive a copy of these Reports, click on the Report title or contact 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 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), was [Improving Organizational Productivity with Building Automation Systems](#).
13. **CABA Affinity Program:** CABA works with over 20 research groups that are CABA members and has special Agreements with several of them. These organizations offer primary research they have completed in the “connected home and intelligent building” sector to CABA members at a major discount. This discount is a reduction from the retail price that these research firms offer on their own site! As well, CABA members receive discounts on any CABA research reports that are for sale in the CABA Store.
14. **CABA Member Listings:** All CABA members (370+) 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](#).
15. **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 to the [CABA Member YouTube Channel](#).
16. **CABA Ambassadors and Speakers Bureau:** CABA brings together leading industry professionals able to speak at CABA endorsed and other webinars through the [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 “Connected Home, Internet of Things (IoT), Smart Cities, and Intelligent Buildings” sector. CABA members may register to join the other CABA Ambassadors and Speakers, by contacting caba@caba.org.
17. **Industry Contacts:** The CABA database contains more than 32,000 industry contacts and there are over 370 CABA members. Only CABA members can purchase eBlasts to send emails to a sub-set or the entire database
18. **Contact-Brokerage:** CABA can draw on its extensive database to connect you with valuable industry contacts. It is often very difficult to reach out to new contacts in any company, but with CABA’s lengthy involvement in the industry, we can facilitate introductions on our Members’ behalf.

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. Through the CABA Ambassadors and Speakers Bureau, we can help find speakers for member webinars. 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 Web site [here](#). If you wish to have CABA endorse your webinar, and receive additional value, send an email to caba@caba.org.
20. **CABA Endorsed and Industry Events:** The CABA Web site lists “Connected Home, Internet of Things (IoT), Smart Cities, and Intelligent Buildings” industry events and is continuously updated. If you have an event that relates to this sector, please send it to CABA and it will be added to the [CABA Endorsed and Industry Events](#) listing. As well, 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 on the [CABA Endorsed and Industry Events](#) page. These CABA Endorsed Events are sent weekly in the CABA NewsBrief to 19,000+ industry professionals!
21. **CABA “Growth Pipeline Diagnostic”:** **NEW** CABA members can take advantage of a Frost & Sullivan diagnostic tool to gain valuable insights on 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. [Listen to the webinar here](#). For more information about this benefit contact CABA at caba@caba.org.
22. **CABA Think Tanks:** **NEW** CABA will be sharing outcomes of Landmark Research Projects at Think-Tank events following completion of the project. 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 [CABA Journal](#). This 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](#) for information on becoming a contributor.
24. **Frost & Sullivan Complimentary Marketing Benchmark Report:** **NEW** CABA members are invited to 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.