

**infoComm**

**iQ**

**A Stroke of Genius  
for Your Business**

Manufacturers

# You won't find today's customers using yesterday's marketing techniques

"InfoComm iQ is an essential part of our website. There is simply no better tool out there for professional video and AV resellers to keep a current online catalog"

John Beritzhoff  
President and Partner,  
Snader and Associates Inc.

"We just renewed our commitment to InfoComm iQ and we continue to get very positive response and increasing numbers of sign-ups from our dealers and integrators."

Thomas Noack, CTS  
Marketing Manager  
ALTINEX, Inc.

"Crestron has been on board with Infocomm iQ since its inception, and we've watched it develop into a powerful tool for us and our dealers."

Gina Lauria  
Manager of Marketing  
Communications,  
Crestron

For more details and pricing information please contact:

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**www.infocomm.org**



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**Expand access to your product information with InfoComm iQ, a cost-effective way to maintain your competitive edge, reach new vertical markets, and distinguish yourself from the competition.**

With over 1,000 individual catalogs already created your products will gain added exposure by being included in the catalogs served to numerous popular industry publication websites, design consultants, technology managers, religious organizations, government agencies and all the dealer catalogs that you authorize. iQ catalogs generate more product exposure and leads. iQ can also custom brand your premium iQ showroom and personalize it for each of your dealers for placement on their website which expands your brand awareness.

**With iQ You Maintain Control:** Managing your product information in the iQ program ensures your product message is accurate and complete in all the iQ catalogs you want to be in.

**Track Your Success:** iQ Showroom and catalog administrative tools include valuable current and historical data including traffic, most popular products and much more. More than 65,000 unique visitors utilize iQ catalogs more than 175,000 times each month.

**Infocomm iQ SmartAnnouncer:** A "new product" announcement service that sends emails to thousands of industry insiders, users, product specifiers and others informing them of all the new products entered into the iQ database in the previous month. Your participation in iQ ensures your new products get the attention they deserve.

**infoComm**  
INTERNATIONAL



# InfoComm iQ Showroom Comparisons

**Basic**

**Premium**  
a lot more exposure  
and 20+X more leads

## Features

Standard listing everywhere showroom appears*	X	
Banner presentation everywhere showroom appears*		X
Model number	X	X
Description	X	X
Photo(s)	X	X
MSRP (option)	X	X
Unlimited features	X	X
Unlimited specifications	X	X
Downloadable files (ie: PDF's)	X	X
"Find a Source" functionality	X	X
Self published news channel	X	X
Inclusion in iQ SmartAnnouncer	X	X
Priority listing in iQ SmartAnnouncer emails		X
Self published private news channel		X
"Request for Information" button		X
"E-mail Forwarding" button		X
Thumbnail images in product listing		X
Custom branding and navigation applied		X
Participation in the dealer ad banner program		option

## Served to

Design Consultant's Research catalogs	X	X
AV users Research catalogs	X	X
Industry Research Catalogs for members (IRC)	X	X
Authorized dealer's iQ SmartSource catalogs	X	X
Authorized dealer's iQ SmartSearch catalogs	X	X
Dealer's iQ SmartShowcase catalogs	X	X
InfoComm's tradeshow site catalog	X	X
Inclusion in free Rep catalogs	X	X
Third party applications	X	X
Managed data services option available	X	X
Industry marketing catalog at www.infocomm.org		X
Industry marketing catalog at www.avolution.org		X
Industry marketing catalogs on Trade Publication Sites		X
Inclusion in all catalogs benefiting from ICIA's PPC program		X
Inclusion in all catalogs with "Find a Source" function		X
Custom Branded Showroom/stand-alone application		X
Custom dealer branded Product Showcases		option

## Other iQ Services

Coupled with the iQ catalog services additional available services include banner ads in the public marketing catalogs, individually branded dealer site catalogs of all your products in a stand alone environment and a password protected catalog of all your products with single or multiple dealer pricing profiles for use on your website.

## Membership & Pricing

Contact your iQ sales representative for a custom proposal

**"As a customer of iQ's services for over four years, we know full well that we could not duplicate their services. We have gained many new, valuable customers as a result of iQ's marketing program and source dealer locator. We find their services to be an invaluable asset to our overall sales and marketing activities."**

**George Simmons**  
VMI, Inc. - California

**"We utilize the many features offered through iQ to expand our own knowledge, improve our product base, and most importantly our customer and sales base."**

**Kay Baker**  
Vice President; Sales and Operations  
Film/Video Equipment Service Co., Inc.

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