



## Online Product Catalogs for the Pro-AV Industry

### Get more exposure!

Take advantage of InfoComm iQ, the largest and most comprehensive AV products and providers resource in the industry. The iQ program provides a wealth of online resources. It connects your website to a large network of industry marketing and research catalogs, including the industry's top publications targeting churches, government, education and corporations.

InfoComm iQ can provide new business opportunities and web content for your site easily and inexpensively!

**"iQ is an unmatched resource that saves us a tremendous amount of time when doing product research or locating a local provider."**

Greg Bronson, CTS-D | Cornell University

**"In a recent B2B survey, 93.2% of the respondents reported that they would research an intended purchase online."**

### What is iQ?

InfoComm iQ is a web-based, interactive platform where products and news can be showcased in a catalog specially designed for resellers. These solutions are customizable for maximum exposure.

### Why should I purchase iQ services?

- As a first-time participant, your company can enjoy online iQ marketing opportunities for as little as \$500 for an entire year of exposure!
- iQ offers a Pro AV Services Providers Directory, the most comprehensive worldwide AV services resource finder.
- iQ cost-effectively promotes your company locally and/or nationally directly in front of buyers.
- iQ can be the product portion of your website, a full-line catalog you don't have to manage.
- iQ significantly increases your "find-ability" on the Web by submitting your catalog's products to the search engines daily.
- iQ can provide iQ Tracker, a traffic analytics tool that will allow you to see what companies are visiting your catalog and what pages they are viewing daily, weekly or monthly.
- iQ can distribute SmartAnnouncer, a monthly new product announcement newsletter, on your behalf to your customers and prospects.
- iQ can provide SmartInfo, a syndicated news service showing only your manufacturer news such as press releases and new product announcements.
  - iQ has signed content agreements with many prominent industry trade publications for additional exposure to find a local iQ-enabled provider.
  - iQ catalogs are highly indexed by the major search engines and currently have more than 2.5 million natural listings.
  - iQ provides the product catalogs to the InfoComm website, the InfoComm Show site, the ISE show site and many others.

**"iQ Announcer is a pivotal part of our operation every month. It allows our team to review each new product and to stay informed on ever changing technology. This gives us the opportunity to provide the best solution for our customers and to guarantee satisfaction."**

Johnathan Wilbert, CTS  
Assistant Director  
Swank Audio Visuals, The Westfields Marriott

## iQ SmartSource

The iQ SmartSource is a customized searchable catalog designed to emulate your company's existing website. The catalog only pulls authorized products from a master database. The iQ SmartSource provides:

- Seamless look and feel to your own website
- Easy navigation and search functions to quickly find the product
- Each product has a specific URL to forward to prospects
- A full-line catalog that iQ manages for you
- Direct link to your catalog from the iQ Master Marketing Catalogs – displayed in many websites worldwide
- Capability to display latest company news and press releases
- Highlighted area for new products
- Additional custom options available ... ask about our data feed capabilities.

## Ease of Content Control

Each catalog has a simple and easy-to-use administrative tool that lets you:

- Manage the content, choosing the manufacturers you want displayed
- Decide what/if pricing displays
- Set up unlimited user and pricing profiles – custom catalog only
- Get exclusive access to catalog traffic data

## What other promotional opportunities are available?

**International Listing** – Diversify your market and advertise in the international catalogs. For only \$3,000/year, you can expand globally!

**National Listing** – Promote yourself across the nation! Purchase a national listing and receive five local listings for free! \$2,500/year.

**Regional Listing** – Promote yourself locally by ZIP code/postal code for \$250/year

**Sponsorship** – Sponsor three editions of **iQ Announcer** for as little as \$500!

## Who uses iQ?

Education – 15.57%  
 Business/IT – 15.26%  
 Broadcast/Cable – 12.01%  
 Retail Sales – 11.45%  
 Sports – 9.61%  
 Government/Military – 9.25%  
 Worship – 7.72%  
 Residential – 6.77%  
 Healthcare – 6.43%  
 Legal – 3.65%  
 Other – 2.28%

## Websites and intranets hosting iQ Master Marketing Catalogs

Colleges and Universities  
 AV Product Resource Directories  
 Technical End Users  
 Government Agencies  
 Religious Organizations  
 Independent Design Consultants  
 Dealers and Systems Integrators

## North American Market

Technologies For Worship  
[www.tfwm.com](http://www.tfwm.com)

ARCHI-TECH Magazine  
[www.architechweb.com](http://www.architechweb.com)

InfoComm Show  
[www.infocommshow.com](http://www.infocommshow.com)

Sound and Video Contractor News  
[www.svconline.com](http://www.svconline.com)

Government Video  
[www.governmentvideo.com](http://www.governmentvideo.com)

Pro Audio Review  
[www.proaudioreview.com](http://www.proaudioreview.com)

Pro Sound News  
[www.prosoundnews.com](http://www.prosoundnews.com)

AV Technology  
[www.avtechnologyonline.com](http://www.avtechnologyonline.com)

Digital Signage  
[www.digitalsignage.com](http://www.digitalsignage.com)

Rental and Staging  
[www.rentalandstaging.com](http://www.rentalandstaging.com)

Tech and Learning  
[www.techlearning.com](http://www.techlearning.com)

System Contractor News  
[www.systemscontractor.com](http://www.systemscontractor.com)

InfoComm Portal  
[www.infocomm.org](http://www.infocomm.org)

Church Production  
[www.churchproduction.com](http://www.churchproduction.com)

Worship Facilities  
[www.worshipfacilities.com](http://www.worshipfacilities.com)

## European market

AV Interactive  
[www.avinteractive.co.uk](http://www.avinteractive.co.uk)

Integrated Systems Europe Show  
[www.ISEurope.org](http://www.ISEurope.org)

ISE365  
[www.ISE365.eu](http://www.ISE365.eu)

## Middle East and Africa

AV Specialist  
[www.avspecialist.tv](http://www.avspecialist.tv)

## Australian market

AV Magazine  
[www.av.net.au](http://www.av.net.au)

## Asia-Pacific market

InfoComm Asia show  
[www.infocomm-asia.com](http://www.infocomm-asia.com)

Infocomm Asia 365  
[www.infoCommAsia365.com](http://www.infoCommAsia365.com)

List of Trade Publications and Other Sites Hosting iQ or ISE365 Catalogs



Contact us today for more information!

Levy Lira | +1.763.432.2535 | llira@iQcatalogs.com