



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. Use a network of 1,500 Internet and intranet web-based catalogs to promote your products and services to thousands of prospects.

InfoComm iQ is your primary resource to market a product or service. Learn more about how our services will benefit your company!

"The iQ Program has evolved from its very humble beginnings as a simple product resource directory serving a small segment of our industry to the largest, most complete and current product guide coupled with a comprehensive AV Service Provider Directory. The iQ Program is the anchor service for InfoComm International's web marketing initiative."

John Fuchs | Senior VP – InfoComm iQ

New in 2010! iQ Tracker provides unparalleled analytics. Find out what companies are looking at your products and in which catalogs.

"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

What is iQ?

InfoComm iQ is a web-based, interactive platform where manufacturers and distributors can showcase your products in a "virtual" iQ showroom. These showrooms are included in catalogs and directories worldwide for maximum exposure. With your permission, your product(s) will be dynamically displayed on websites and intranets of trade publications, design consultants, end users and dealers. It will also be displayed on the InfoComm International website and, if you exhibit, in the InfoComm Show website and the ISE website.

Why should I purchase iQ services?

- Online iQ marketing opportunities can cost as little as \$1,500 for the first year of exposure!
- Your products are promoted worldwide, and directly to the buyers.
- iQ generates 100,000 unique visitors per month.
- iQ's comprehensive SEO and PPC initiatives give you more exposure.

Premium showrooms

Premium showrooms are presented in an eye-catching banner fashion and contain many additional attributes to attract attention and traffic. These showrooms are the centerpiece of iQ's web marketing campaigns. The premium showroom provides:

- Image gallery and video capabilities
- Worldwide exposure of your product information in more than 1,000 catalogs
- Prominent display of your company logo
- Additional exposure for your most-viewed products
- A product spotlight in the "virtual" showroom
- Featured listing for your new products in iQ Announcer – a monthly e-newsletter announcing products
- A complete listing of your company information in all of our marketing catalogs
- Capability to post latest company news and press releases
- Highlighted area for new products
- Exclusive access to your own traffic data
- Additional custom options available ... ask about our managed services, custom products showcases and more!

Ease of Content Control

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

- Manage the content in all catalogs from one location
- Decide what/if pricing is displayed
- Pick specific dealer catalogs
- Get exclusive access to your own data

What other promotional opportunities are available?

Featured Manufacturers – Be one of three featured manufacturers to receive prime advertising at the top of the directory's page. You choose the category and/or the sub-category to place your ad. Premium showroom participants get this additional exposure for \$1,000/year.

Product Spotlight – Be one of 10 to get prime positioning down the right-hand column of each directory's page. You choose the category and/or the sub-category to place your ad. Premium showroom participants get this additional exposure for \$500/year.

iQ Announcer – A targeted monthly e-newsletter that announces new products to the industry. There are currently 45,000 opt-in subscribers and another 200,000 receive **iQ Announcer** through industry affiliations.

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

Syndicated Advertising – For only \$500, premium showroom participants can increase their exposure by displaying their product spotlights on their dealer's websites. More than 100 dealers/systems integrators have agreed to allow the manufacturers they represent to advertise within their product catalogs.

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

Architect Magazine
www.architechweb.com

InfoComm Show
www.infocommshow.com

Sound and Video Contractor News
www.svconline.com

Government Video
www.governmentvideo.com

Pro Audio Review
www.proaudioreview.com

Pro Sound News
www.prosoundnews.com

AV Technology
www.avtechnologyonline.com

Digital Signage
www.digitalsignage.com

Rental and Staging
www.rentalandstaging.com

Tech and Learning
www.techlearning.com

System Contractor News
www.systemscontractor.com

InfoComm Portal
www.infocomm.org

Church Production
www.churchproduction.com

Worship Facilities
www.worshipfacilities.com

European market

AV Interactive
www.avinteractive.co.uk

Integrated Systems Europe Show
www.ISEurope.org

ISE365
www.ISE365.eu

Middle East and Africa

AV Specialist
www.avspecialist.tv

Australian market

AV Magazine
www.av.net.au

Asia-Pacific market

InfoComm Asia show
www.infocomm-asia.com

Infocomm Asia 365
www.infoCommAsia365.com