

# ARE YOU AN AV Design Consultant?

JOIN WITH YOUR PEERS TO BE A PART OF AN INDUSTRY SHAPING COUNCIL!

**A**s a member of InfoComm and a design consultant professional, you are eligible to join the Independent Consultants in AV Technologies (ICAT) Council and help shape the industry. Members of ICAT collaborate on important and groundbreaking projects and initiatives to further the goals of the independent design consultant community and the audiovisual industry as a whole.

**infoComm**  
INTERNATIONAL®

**The ICAT Council has worked on projects such as:**

- **AV Best Practices** Published in 2005, this process guide is a pioneering comprehensive primer on design and integration for the AV and construction industries
- **ICAT Bid Survey** An annual AV survey that compiles market trends and forecasts the direction of the AV industry
- **InfoComm Shines** A project undertaken initially by ICAT members to provide pro bono work in developing with InfoComm, a systems integrators and manufacturers AV facility for the Helen Keller National Center for Deaf-Blind Youths and Adults

**Design Consultant members can also take advantage of these great InfoComm membership benefits:**

#### NETWORKING OPPORTUNITIES

- Listservs and web conferences
- Tradeshows and member meetings
- Idea sharing and industry projects

Use these opportunities to build relationships, find out about trends and answers to your critical questions, and gain support for your group.

**EDUCATION AND EDUBUCKS** Training and education provide the professional edge anyone needs in today's competitive market. InfoComm's numerous educational opportunities include online, classroom, and InfoComm courses, as well as licensed courses for companies to train their own staff – and with member EduBucks (tuition credits), you receive special member pricing. EduBucks offer a terrific return on your dues investment. Use them for great courses such as *Project Management*, *Design Online*, or *Certification Prep*.

**CERTIFICATION** You don't need to be a member to obtain InfoComm certification, but you should know that InfoComm's certifications are recognized around the world and InfoComm offers the only AV company-level certification to help you market your business. The general CTS and Design Certification offer credibility of your continuing commitment to excellence!

#### MEMBERSHIP DIRECTORY AND INFOCOMM IQ

Your membership includes a listing in InfoComm's member directory accessible from InfoComm's website and e-mailed monthly to all members. In addition, InfoComm iQ is a powerful online marketing program available to help you promote your business through your website. And, as a member, you have access to the full 90,000 product research database of AV products.

**PUBLICATIONS AND RESOURCES** Members receive numerous helpful resources, including the quarterly printed newsletter, weekly e-news and white papers. The new InfoComm BusinessKit CD includes sample contracts, AV-specific HR forms, logos, InfoComm's 2006 course catalog and calendar, certification information and much more. And as a member, you can purchase *The Basics of Audio and Visual Systems Design* and *Audiovisual Best Practices: The Design and Integration Process* at the discounted member price.

**MARKET RESEARCH** Available to members at a discount, surveys include the *2004 AV Market Definition and Strategy Survey* and the *2005 AV Trends in State and Local Government Survey*. Individual councils complete similar, smaller scale studies that are specific to their market.

**CAREER SITE** Take advantage of discounted rates for posting your job openings on this tightly-targeted online job search.

**INFOCOMM** Members enjoy free passes to InfoComm, the world's premier tradeshow and marketplace for the AV communications industry. Design consultants will find numerous courses of interest, from basic through advanced levels, at InfoComm each year. Also, consider exhibiting at the next InfoComm at member pricing!

**SPECIAL BENEFITS PROGRAMS** Special business and long term care insurance programs are available for North American InfoComm members.

- **Business Insurance** The InfoComm Business Insurance Program offers affordable premiums and broad coverage for owned, leased or rented AV equipment, workers' compensation, general liability and business automobiles. It is managed by Lighthouse Companies and underwritten by The Fireman's Fund.
- **Long Term Care Insurance** This coverage, offered by MassMutual, offers an array of services to help people with chronic conditions cope with limitations in their ability to live independently.

**InfoComm is here to help you achieve your professional or career goals. The association promotes the technologies and services provided by members to both existing and potential markets. As a member, you receive discounts on numerous products and services that have been created to strengthen individual skills and enhance AV businesses.**

**Whether you need training for yourself or your staff, promotion for your business, additional business tools, or more networking opportunities, InfoComm can help.**

