

CTS Tool Kit

Put your CTS certification commitment to work. InfoComm gives companies who invest in the Certified Technology Specialist (CTS®) program all the resources needed to maintain a competitive advantage. From customizable marketing materials to unique promotional items, the CTS Tool Kit contains a wide variety of information and tools to promote your CTS designation, attract new customers and demonstrate your experience:

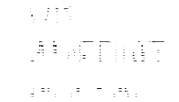
Video — How to Leverage the CTS Tool Kit

Learn how your company can leverage the resources on this page today! In this short video, Mike O'Mara of Imre, an integrated communications firm based in Baltimore, Maryland, explains how to immediately improve your communications with architects by implementing these valuable resources. [View the video.](#)



Media Relations Best Practices and Instructional Guide

One of the most effective strategies for building awareness of your business and services is by obtaining press coverage. Learn the nuts and bolts of media relations with a short guide that covers the basics for dealing with the press. .



Press Release Templates

A well-written press release can dramatically increase sales, expose your company to new audiences, and positively impact the image of your business. Create a professional press release quickly and easily using the Press Release Template. Download the and Press Release Templates. To announce an employee earning his CTS credential, . To announce a new AVSP level for your company, .



AV for Architects Brochure

In the world of architectural design and construction, a Certified Technology Specialist can play a critical role, from the start of a project and throughout the entire building process. Help make the case for AV by sharing and distributing the *AV for Architects* Brochure. . A print version of this brochure is also available in quantities, which you can customize with your company's label. Contact membership@infocomm.org to order and for pricing information.



Architect Presentations

InfoComm has created customizable presentations for members to deliver to architects. These presentations have been approved for the AIA/CES (Continuing Education Systems) Program. Architects earn 1 AIA credit per presentation.

Start the conversation with the 36-slide presentation, *Audiovisual Design Professionals, Partnering with Architects for More Successful Projects*, covering introductory information about AV design and installation. Download the and .

Continue your dialogue with architects by using the 44-slide presentation, *Microphone Specifications*, covering the types, purpose and functionality of microphones. Download the and .

Keep building the relationship by delivering the 29-slide presentation, *An AV Perspective of Sightlines and Viewing Angles*, covering ergonomic principles for optimal AV environments. Download the and .

Share your Acoustics knowledge, by offering the 41-slide Elements of Acoustics Presentation. Download the and .

ctsforav.com

InfoComm created ctsforav.com as a resource for architects and building professionals. It is designed to promote the value of the CTS credential to these important communities. Draw upon its content and submit project case studies to bjaffe@infocomm.org.



Response to Proposal Bid Insert Sheets

Put your best foot forward with polished proposal materials that communicate the value of your CTS credential and AudioVisual Solutions Provider (AVSP®) recognition. The customizable Response to Proposal Bid Sheet can be used to communicate to your client the level of professionalism, technical expertise, and commitment to excellence CTS holders and AVSPs bring to the table. Download the , and Response to Proposal Bid Sheet.



CTS Logos

Whether it's your business cards, your website or a company marketing brochure, give your promotional materials the professional touch by including the CTS logo. The CTS logos come in a variety of sizes and formats, with guidelines for appropriate usage and placement. To download the logos and usage guidelines, please [log in](#) to your personal, password-protected dashboard.



Business Cards

Preserve your brand identity while promoting the CTS credential. for the back of your business cards, which explains the CTS credentials. To receive print-ready artwork contact certification@infocomm.org.



CTS Pins

Wear the pin with pride. The CTS pin identifies your employees as CTS certified professionals and lets your company proudly display support for the CTS designation. Available in CTS, CTS-D and CTS-I variations, the pin can be easily affixed to clothing. .



CTS Stamp

The mark of a true professional, the CTS stamp can be used on plans and paperwork to demonstrate your CTS certification. Available in CTS-D and CTS-I distinctions, each stamp includes your name, certification number and expiration date. .

AV Best Practices

InfoComm's book, *Audiovisual Best Practices: The Design and Integration Process for the AV and Construction Industry*, presents an overview of the industry, explores the inner workings of AV projects with start-to-finish process descriptions, and contains helpful diagrams and illustrations. This book is a great giveaway for meetings with architects and building professionals. [Order copies](#) for your meetings today.



Additional AVSP Resources

For more information and resources surrounding the AVSP Program, please visit www.infocomm.org/avsp. For AVSP logos, please email avsp@infocomm.org.

Copyright 2010 InfoComm International