



Continental Automated
Buildings Association

**Your Information
Source
for
Home & Building
Automation**

**North America's
Home & Building
Automation Association**

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MultiView to publish CABA NewsBrief, CABA Buyer's Guide

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The Continental Automated Buildings Association recently entered into an agreement with MultiView, Inc. for the creation of a new set of association publications.

MultiView, Inc. is the largest provider of royalty revenue to U.S. associations, generating millions of dollars in additional non-dues revenue. The firm provides services to over 800 trade and industry associations, and engages over 4.8 million association buyers every week.

MultiView will undertake the publication of the CABA NewsBrief, a free weekly e-mail service from the Continental Automated Buildings Association that provides important news focused on cutting-edge industry and membership developments.

MultiView will also develop a buyer's guide for the association which will function as an advanced search tool to find people, products and information within the home and building automation sector. Search results can be narrowed even further using filters for exhibitors, members and sponsors, which can be based on geographic area.

"We are extremely excited to enter into a partnership with MultiView," stated Ronald J. Zimmer, CABA President & CEO. "We anticipate that this new working arrangement will benefit both members and industry stakeholders through creating greater exposure, especially on the occasion of CABA's 25th anniversary."

As a not-for-profit industry association, CABA promotes advanced technologies for the automation of homes and buildings to a global audience and to its 400 members that consists of manufacturers, dealers, installers, telecommunication companies, energy utilities, builders, consultants, research organizations, publishers, educational institutions, governments and associations.

"It is a privilege to render publishing and advertising services to CABA," stated John Hill, VP of Partnership Development at MultiView, Inc. "Through our new partnership, CABA and MultiView will provide firms within the sector with an excellent opportunity to market and advertise their products and services to the entire industry."

MultiView, Inc. will also provide Web site advertising opportunities to CABA members and stakeholders through the CABA Web site.

About CABA

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at <http://www.caba.org/>.

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