



Continental Automated
Buildings Association

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

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

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CABA Launches Home and Building Automation Marketplace

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The Continental Automated Buildings Association has introduced a new online tool for the home and building automation industry.

In collaboration with MultiView, Inc., a Web publishing company, CABA has launched the Home and Building Automation Marketplace, an industry-driven search engine that features the sector's best suppliers and vendors.

CABA's Home and Building Automation Marketplace functions as a buyer's guide for the association and provides 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.

The Marketplace gives suppliers the unique opportunity to directly connect with other companies within the industry. Listed vendors are able to provide contact information, a quick e-mail option, graphics, links and more on their completed listing page within the guide.

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

For advertisers, CABA's Home and Building Automation Marketplace represents a digital focal point for connecting to their core market. With flexible campaign and inventory options, the Marketplace gives businesses more ways to deliver their message to a qualified audience year-round without the limitations of pay-per-click banner ad inventory purchasing.

"CABA is a leader in industry networking and market research," stated Ronald J. Zimmer, CABA President & CEO. "Our organization now aims to dominate in providing the best online tools to promote our member's products and services."

Since April 2013, CABA has also been working with MultiView to publish the CABA NewsBrief, a free, opt-in email resource providing weekly news briefings from the association, as well as comprehensive weekly news briefings of interesting stories important to the industry.

Each edition of CABA NewsBrief contains articles gathered from an expansive list of sources, including news from the association and publications around the globe.

The NewsBrief is delivered to the inboxes of CABA members, keeping them up to date on the latest association news, upcoming events, and industry developments with a special emphasis on the successes and challenges faced by professional home and building automation experts.

The electronic publication easily can be read in the office, at home, or via a mobile phone or PDA. Archived issues and an RSS feed also are available.

In addition, MultiView also sells banner advertising on the CABA Web site. To take advantage of any of these opportunities, please contact George Grimes, CABA's Business Development Manager at 613.686.1814x226 or Grimes@CABA.org.

The Marketplace is available at: <http://homeandbuildingautomationmarketplace.com>. The Marketplace media kit is available at: <http://homeandbuildingautomationmarketplace.com/mediakit/>.

The CABA NewsBrief is available at: <http://www.multibriefs.com/briefs/caba/>. The CABA NewsBrief media kit is available at: <http://www.multibriefs.com/briefs/caba/mediakit.pdf>.

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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