



## BENEFITS OF MEMBERSHIP

### Why join the Lighting Controls Association?

#### Benefits to Manufacturers

Your membership investment in the Lighting Controls Association produces significant direct and indirect benefits.

**Direct:** Your brand gains a huge number of impressions over the year and can promote products to a market that is highly qualified based on its interest in lighting controls. Being a member of LCA informs the marketplace that your company is an industry leader. Looking at membership as a simple “ad buy” alone, it provides incredible value compared to other marketing investments.

**Indirect:** Every dollar we spend promotes the controls category, cultivates a positive image for the industry, grows the market of educated customers, and enables the industry as a whole to speak as a single voice on important issues.

#### Activities

Major activities include our website, feature articles, members new products, guest columns, monthly newsletter, annual video production at LightFair, collaboration with many organizations, media outreach, sponsorship of the lighting industry’s first lighting control design award, social media, and Education Express, our online education system recognized by AIA, NALMCO, CALCTP, DLC, and NLCAA.

#### The Numbers (2021)

140,000 unique website visitors, 730,000 page views, 12,000+ newsletter subscribers, 7,000+ LinkedIn users, 5,000 clicks to member websites. By the end of 2021, Education Express, founded in 2006, had enrolled more than 40,000 students who completed nearly 400,000 learning modules.

#### What Our Visitors Say

Every two years, the LCA surveys its regular site users to determine what’s working and what’s not so as to provide the best possible service. In the most recent survey, 63% of respondents said their visits to the LCA website influenced their decision-making, indicating the powerful influence of LCA’s education.

Further, 70% said their visits to the LCA website have influenced their selection of lighting control products, and 57% of respondents said their visits have influenced them to specify products made by the LCA’s manufacturer members.

#### Try It, You’ll Like It

Join today to begin your member benefits, stand with the lighting controls industry, showcase your products and brand to the most qualified independent list of lighting professionals available, and help grow the market for advanced lighting controls with education and category promotion.

#### About the LCA

The Lighting Controls Association was founded in 2000 with a mission to educate the public about lighting control technology and application. The LCA is a council of the National Electrical Manufacturers Association, though NEMA membership is not required to join the LCA.

#### Membership

Today, the LCA includes more than 20 industry leaders supporting a wide variety of programs to promote the category and grow the market through education.

#### See For Yourself

Visit our website at [LightingControlsAssociation.org](http://LightingControlsAssociation.org) to check out our services.

#### Join Today

Contact Craig DiLouie, LC, CLCP, education director at [CDILOUIE@ZINGINC.COM](mailto:CDILOUIE@ZINGINC.COM) to learn more about the benefits of membership.