

spou·sor (spōn'sər)

One who vouches or assumes responsibility for a person or thing.



The value of Sponsor Membership

Like many things in life, membership in LONMARK International means different things to different people. Some join for technical reasons, some join for marketing reasons, and others join for both. For companies seeking market leadership, LONMARK Sponsor membership is an excellent resource for achieving corporate success.

Few organizations have had such a dramatic impact on the development and acceptance of open, interoperable solutions than LONMARK International. For over a decade, the LONMARK organization has been creating and publishing guidelines supporting the independent development of products that can be seamlessly connected together.

LONMARK International counts among its members industry leading manufacturers, distributors, system integrators, consultants, specifiers, developers, engineers, end-users and individuals. Each is committed to the development and use of open, interoperable products utilizing ANSI/CEA 709.1-B-2001 and related protocol standards.

LONMARK Sponsor Members = Leaders

LONMARK Sponsor members play a vital role in the world of open, interoperable solutions since they represent industry leaders seeking to make a difference. They

stand out from the crowd by their leadership position. Others respect their role and position in the marketplace. LONMARK Sponsors play a vital role in the organization as the primary leaders, spokespeople and influencers of the technical, strategic and marketing direction of the organization.

As Sponsor members, there is no limit to the number of individuals that can participate. This is a corporate resource that is a natural extension of your organization.

Membership Make a Difference

LONMARK sponsorship, gives you the opportunity to make a difference. You can impact how Open Systems are defined, specified and used. The LONMARK organization is the only global organization dedicated to the successful development and use of open, interoperable solutions for control and M2M in multiple industries. Only LONMARK open systems deliver freedom of choice, best-of-breed products, plug-and-play functionality, flexibility and reduced installation and operating costs.



LONMARK Mission

To enhance the success of our members through the education and advocacy of Open Systems.

Membership Benefits

The LONMARK brand is one of the most recognized marks of excellence in the world.

Today, our services extend to helping member companies succeed. Sponsors of LONMARK International benefit by the organizations undisputed reputation as the leader in the promotion and advancement of open, interoperable systems.

- ◆ Automatic appointment to the Board of Directors
- ◆ Directly influence the direction of the organization
- ◆ Membership in a global organization
- ◆ Access to LONMARK Certification Tool (LCT) for testing and certifying products for conformance
- ◆ Opportunity to certify employees or entire company for open systems knowledge
- ◆ Access to member section of website and message board - an interactive technical and marketing forum for exchanging information
- ◆ Marketing opportunities to help members promote their products and services
- ◆ Use of LONMARK logos on brochures, business cards, etc.
- ◆ Participation in industry and application specific Task Groups
- ◆ Participation in regional and national marketing events
- ◆ Ability to influence the technical direction of products, technology and industry standards.
- ◆ Opportunity to influence the direction of the organization



Users Demand Certified Products.

There is no such thing as a LONMARK compatible or compliant product. Only products that carry the distinctive LONMARK symbol are certified.

- ◆ Networking opportunities with forward-thinking industry experts with common business objectives and interests
- ◆ Free technical support concerning interoperability
- ◆ Company listing and profile on LONMARK web site
- ◆ Company logo featured in advertising, print, event and web site promotions
- ◆ Web access to marketing materials, promotions, specifications, etc.
- ◆ Voting privileges in task groups and officer elections
- ◆ Participation in press articles and interviews
- ◆ Participation in LONMARK Case Studies
- ◆ Co-marketing opportunities through exhibitions, press interviews, conferences, etc
- ◆ Use of marketing tools to help promote your company's business
- ◆ Participation in task groups, committees and general meetings
- ◆ Free subscription to LONMARK magazine
- ◆ Free monthly e-mail newsletter

To learn more about how LONMARK membership can help your company, please contact:



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