

# Bring Your Association's Buyers' Guide Into the 21st Century

Industry buyers' guide have been a mainstay of the association community for many years. They started as a print product which listed companies, their contact information, and some descriptive text. But, as the internet became an integral part of associations' communications offerings, buyers' guides moved to the online media. These were little more than the print version with the added ability of allowing users to do keyword searches and click on each listed company's web address. Associations earned extra revenue by offering the opportunity for listed companies to also include their corporate logos and purchase prime positions. But, despite the evolution of web-based technologies, buyers' guides have changed very little.

But, now there is a new and exciting way to offer your industry suppliers the lead generating tools they need while providing your members with information about the industry resources available to them. By utilizing a visually attractive interactive format, your association's suppliers can now offer information about their products and services in a sophisticated multimedia format. Companies can do far more than just provide their phone number and web address. They can provide your members with easy access to company videos, PDF documents of catalogs and other promotional literature, as well as PowerPoint presentations and other information that is easily accessible across multiple platforms. And, it is a powerful lead generating tool because visitors

have the option to identify themselves and provide their contact information and have immediate contact with representatives of each listed company.

The attractive and easy-to-use format of a virtual buyers' guide allows participating companies to customize the look of their presentation area. They

can include their logos, slogans and other unique elements to make their presentation stand out and attract attention. For the association, revenues come from the sale of each company's presence as well as additional sponsorship opportunities for higher levels of visibility.

Utilizing the 6Connex platform,

we will build your online buyers' guide into a truly valuable resource for your members while becoming a major source of non-dues revenue that will demonstrate that your association is utilizing the latest innovations in web technology to the industry or profession you serve. As a web-based product, your buyers' guide will require no more than a link from your website. It does not use any of your association's server capacity or technical support. We create, host, and manage your customizable site and all your staff has to do is sell the listings and enhancements.

To learn more about how to put this powerful new technology to work for your association. Contact us today by calling 240-498-9674 or visiting our website at <http://www.adsalesexperts.net/virtualbuyersguides.html>



*Each company's listing has a unique design, clearly visible corporate logo and options for text, videos, presentations and documents that are immediately downloadable. Lead generation and contact information is integrated into each listing area and available for follow-up by each company.*