How can you connect suppliers and members and offer more value while generating non-dues revenue?

The Ultimate Buyers Guide

MultiView’s buyers guide is the ultimate industry search portal that enables members to research for suppliers, seamlessly connecting members and exhibitors with business opportunities. The best part is that it provides significant benefits to your members at no cost to you while delivering non-dues revenue to your association.

Members view your association favorably for bringing them the latest technology that creates stronger industry connections. We create your digital guide, and our inside sales force sells advertising in it, bringing your association extra revenue. It’s a real win-win.
The Benefits of Your Buyers Guide

Connect with members outside of your events
Your buyers guide is available 24 hours a day, 7 days a week, 365 days a year, bridging the gap between members and suppliers outside of your exhibition hall.

Most advanced search technology in the industry
Robust search engine technology allows users to search the guide for people, products and information. In addition, we index supplier’s websites on a weekly basis, ensuring that the most up-to-date information is available.

Provide members with an additional benefit
Why do your members pay their dues each year? Value. The direct connection between buyers and sellers in a buyers guide gives your members a competitive advantage that highlights the worth of association membership.

Generates leads for your association
As part of our process, we improve the quality of the prospect list your association provides by adding new companies from our large database of B2B businesses. In addition, your buyers guide delivers traffic to your website. There isn’t an easier way to find new leads for your sales efforts.

Provide marketing and promotion material
Our marketing department and agency-quality creative team help you effectively promote your guide and provide any collateral you need.

Created at no cost to you
Our digital media professionals create your buyers guide with no capital investment on your part. We do it all from product development to sales efforts to art, copy and customer service.
A MultiView Buyers Guide Reflects Your Brand and Authority

Your look-and-feel is the foundation of the guide’s appearance. Users will instantly identify the buyers guide as your product. The features that reflect your brand include:

1. Links back to your website
Several prominent images and links direct users to your association’s home page. These links increase traffic to your website.

2. Useful tools and links
Users can browse categories, find more information on membership and get help using the buyers guide. Listed companies can also follow a link to access their listing and learn more about advertising opportunities.

3. Keyword search
Your members can easily use the search tool to find people, products, companies and information. Search results can be narrowed even further using filters such as company name, exhibitor or geographic area.

4. Featured companies
Featured company sections are ads on the front page that show buyers a brief description of what they have to offer businesses with convenient links to their profile and website.

5. Vendor showcase
Participating industry suppliers are prominently featured on the front page of your guide in beautifully designed tiles. Users can quickly see the latest products, services and promotions offered exclusively for your association’s members, making the guide more product focused. Each spot links to the company’s profile.

6. Featured content
Some of the tiles within the vendor showcase will feature curated industry content from relevant news sources and from your association. This adds more value for users and keeps them coming back to your buyers guide.

7. Jumbotron
The jumbotron is an eye-catching, rotating advertisement that features your exhibitors at the top of your buyers guide. One of the spots in the rotation will be dedicated to your association.
Your Guide Expands What’s Possible For Business

The format of your buyers guide provides effective visibility for exhibitors and a wealth of key information for users. Features 6 through 9 are on search result pages and features 10 through 16 can be found on a company profile.

8. Familiar categories and headings
Your guide will contain a comprehensive list of industry product and service categories. The recognizable terminology allows users to effortlessly navigate your buyers guide.

9. Branding opportunities
Your buyers guide provides many different avenues for listed companies to promote their brand, products and updates. Different types of advertising ensure that every company can get the level of exposure they want.

10. Enhanced company profile page
This essential option presents vital information for your members and includes many additional features like site links, full contact information and social media integration for listed companies.

11. Exhibitor and sponsor highlights
Exhibitor and sponsor designations give your most valued suppliers the recognition that they deserve. These distinctions also link back to a relevant page on your website.
12. Media showcase
An image carousel shows off multiple photos and videos of the company products, solutions, and branding. The advertiser may link to other useful pages on their site including press releases, white papers, catalogues and more from the photos.

13. Contact information
Ways to connect with the company are provided. This can include their website URL, several phone numbers, the name of the person a buyer should contact and an option to easily share contact information.

14. Social media integration
The advertiser can link to any social media outlet where their company maintains an account. This gives the user additional insight into the advertiser and the advertiser another opportunity for brand awareness and social traffic.

15. E-mail this company
A convenient way to contact the listed company with inquiries about products, services and estimates. Simply click to send a message.

16. List of categories & headings
Quickly learn about the breadth of products and services offered by the supplier. A more in-depth look at the categories and headings of the company can be found by clicking the “view details” button.
The Extra Edge of a MultiView Buyers Guide

What is it about our buyers guide that will make your association stand out? Discover more about our advantages that could soon become your advantages.

Simple Design and User Experience

The buyers guide has a design which puts the user experience at the forefront. The contemporary layout keeps important information prominent for your members and exhibitors and makes engagement quick and easy. Integrated association and industry content boosts your search engine optimization, makes the buyers guide more interactive and keeps your members coming back, no matter what device they’re using to access your guide.

Additionally, your members and exhibitors can be easily found with our extensive category navigation and powerful search functionality.
Mobile Responsive Design

Traffic from smartphones and tablets has skyrocketed to the point where research shows that site visitors are using mobile devices to surf B2B sites 56 percent of the time. That’s why we created the new guide with a mobile responsive design, so members and exhibitors are able to easily navigate it on any size screen.

Prominent Ad Positions

Members and exhibitors need to be seen by prospective buyers who are searching for their solutions. Our new ad positions are fully optimized by their placement, integration and size, making them stand out even more. These spots are also the most sought after because they’re positioned well for bringing in more revenue.
Enhanced Company Profile Page

We know how important it is for members and exhibitors to educate their potential buyers about their businesses. With features like Google Maps and association badges, your members can provide more complete company information to any page visitors. This is also the most affordable option for advertisers.

Customer Referrals

Your members and exhibitors do great work, and the referrals feature ensures their potential buyers know that. Integrated into the company profile page, it helps businesses build confidence and credibility with their prospective buyers by showing off all the positive things their past buyers have to say about them.
Reporting and Metrics

Access for all of your reporting and metrics is in your association's customized Partner Portal. You can view the following sections:

**Home:** This shows the booked sales at a glance.

**Usage Report:** Three different reports are included in this section.

**Guide Usage:** See monthly page views, visitors, number of visits, and average time spent.

**Guide Keywords:** The most frequently used keywords are listed.

**Guide Headings:** The most used headings are displayed.

**Account Lookup:** Access to MultiView’s database of supplier information for your association is found here. This includes search functionality to find specific companies you can cross-sell additional association offerings to—new trade show exhibitors, sponsors, advertisers and memberships.

**Royalties:** See dollar amounts for royalty payments from your guide.

Let’s Get Started

Our team will meet with your association to decide the parameters of your guide, discuss any inside leads and make sure that selling agreements and industry nuances are understood. A basic listing, including company name, phone number and address is given to each relevant company.

On behalf of your association, our experienced sales team encourages listed companies to enhance their presence in your guide through completed listings, display ads, and the advertising opportunities mentioned in earlier sections. Through this process we’ll also give your association an updated list of companies for membership, exhibiting, advertising and sponsorship prospecting.
Valuable Member Benefits
Start with Valuable Partnerships

A buyers guide is so much more than a search engine with vendor listings. It’s about providing value to your members, exhibitors and suppliers with a channel to connect through and getting value for your association in return with a continuous stream of non-dues revenue. We understand that it’s a constant battle to keep your members engaged and your association strong. It’s the reason we provide the tools you need to accomplish those goals. And it’s the reason a partnership with MultiView is so valuable.

15+ years of B2B expertise
2,000+ association publications
1+ Million ad campaigns completed
150,000+ advertisers served
400,000+ custom ads created

Learn more about what a buyers guide can do for you
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