

BuildingProductMarketing.com

Chusid Associates: North America's Leading Building Product Marketing Consultants

Chusid Associates will be speaking at these events:

[Substitution Abuse: How to Prevent \(and Make\)](#)

[Substitutions](#)

4/29 2PM EST

Online Webinar

Learn how to protect your specifications and improve the quality of building projects. Register [here](#).

[Construct 2010](#)

5/11 - 5/14

Philadelphia, PA

- "Working Your Booth - Engaging Potential Clients" **5/12 9AM**

- "Working Your Booth - Advanced Booth Skills" - **5/13 9AM**

[Spēkt™ The Language of Building Product Sales & Marketing \(Sponsored by CSI San Diego\)](#)

5/27 7AM

San Diego, CA

- "Ethics and Building Products"

- "Why Should I Call on Architects: When Contractors do the Buying?"

- "Substitution Abuse"

- "Selling is a Social Medium"

SUBSTITUTION ABUSE

CSI Webinar: Guide Specifications: A Marketing Tool for Manufacturers and Sales Reps

4/29 2PM EST

Learn how to defend your specifications and make more sales. Register [here](#).

TRADE SHOW SEASON:

Easier for Trade Show Attendees to Follow-Up

When a tradeshow attendee "swipes" his or her identity card at a tradeshow, the information goes into a database that exhibitors can use to do follow-up. Now, the same database is being used to send attendees a list of the booths they visit. Building product manufacturers can take advantage of this [by...](#)

SOCIAL MEDIA:

'Connected': Social Networks, Connection, and Contagion

Interested in a deeper understanding of social networks? Social networks are not just the online kind, but have been driving human behavior since well before those great patrons of architecture, the Medici family, ruled Florence. [More](#).

Integrating Press Releases and Social Media

Social media such as blogs and Twitter have become important news sources for the building product industry. If you want your press release to go viral, you need to incorporate easy ways for people to re-post your news via social media sources (sample below). [More](#).

[NeoCon](#)

6/14 - 6/16

Chicago, IL

Co-Presenting "Taking
Ceilings Off the Grid"

6/15 2:30PM

Tweet this story! (128 characters): *Blogs & Twitter have become acclaimed news sources for the building product industry! Read more here: <http://bit.ly/9l6WbO>*

KEEPING UP WITH CHANGES IN BUILDING CODES

Changes in Building Codes Drive Construction Markets. Here are a couple of recent updates to follow:

[ICC Call for Increased Seismic Protection in Midwest will Create New Market](#)

[ISO 26000 Guidance on Social Responsibility](#)

[Green Code Asking for Comment](#)

[Water Usage in Buildings](#)

[ASHRAE 90.1: Changes afoot](#)

[How Will the International Green Construction Code Affect Your Product?](#)

CHUSID ASSOCIATES RECEIVES TWO AWARDS!

Ads created by Chusid Associates received TWO awards from the San Fernando Valley of the [American Advertising Federation](#).

With over 60,000 entries annually, the ADDY® Awards are the world's largest and arguably toughest advertising competition.

Will Sherwood - Creative Director

Steven Miller - Copywriter

Aaron Chusid - Art Director

The ads got a Distinguished Design award in category. This was based on the averaged scores of three judges, professionals in the ad business.

Then, much to our delight, the ads also received one of just three "Judge's Choice" awards, meaning that one of the three judges felt it was the best entry out of the 80 or so nominated.

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HAVE A QUESTION ABOUT BUILDING PRODUCT MARKETING?

CONTACT US FOR A FREE CONSULTATION.

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