




“ The TechHome Division of CTA has given me opportunities to learn from leaders in the industry on topics that are key to running a successful business. In addition, I have made lifelong friendships with others in the industry that I would not have crossed paths with had it not been for CTA. This division has been invaluable to my success in the industry. ”

– **Dan Fulmer, President and Founder, FulTech Solutions**



“ Serving as chair of the TechHome Division Board has been a rewarding experience. This board brings together representatives from a variety of companies and disciplines to tackle some of the industry’s most pressing issues. Our division board members are truly dedicated to working together to further the industry. ”

– **Melissa Andresko, Communications Director, Lutron Electronics Co.**

“ The TechHome Division of CTA is a great way to stay connected to one of the fastest growing categories in the consumer technology industry, and one of the most important categories to Best Buy. I leverage the division as an opportunity to learn from some of the most experienced leaders in both DIY and custom home automation. ”

– **Josh Fettig, Category Manager, Best Buy**



**TechHome**<sup>®</sup>  
Division of Consumer Technology Association™

The **Consumer Technology Association’s (CTA)**<sup>™</sup> TechHome Division is committed to promoting and expanding the market for professionally installed smart home solutions. Comprised of representatives of key manufacturers, distributors and integrators, the TechHome Division serves as a leader on issues, policies and topics of interest related to the industry.

As the marketplace evolves, the TechHome Division strives to provide consumers with the resources to demystify smart home solutions, increase product adoption and lead the entire industry forward.



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For more information about joining CTA or getting involved with CTA’s TechHome Division, please contact Diana DiAntonio at [ddiantonio@CTA.tech](mailto:ddiantonio@CTA.tech) or 703-907-5292

## Market Research

The Consumer Technology Association is the authoritative source for consumer technology market research. CTA's industry knowledge is relied upon by the technology community, financial markets, the media and economists. CTA conducts unique research studies, publishes industry sales reports, and hosts informative webcasts. All market research is free to CTA members and available at the CTA store at [store.CTA.tech](http://store.CTA.tech).

### Some TechHome CTA Research Highlights:

- Connected home product revenues will reach \$3.3 billion in 2017, up 48% from 2016. The industry will grow another 28% in 2018, crossing the \$4 billion mark.
- Connected home devices saw a 94% growth in 2016, contributing to the home tech category, and these devices are projected to make up one-third of all home technology revenue in 2017.
- Installed home technology revenues will grow 2.5% to \$1.9 billion in 2017.

## CTA Member Benefits

### Connected Home Security

A system has been developed to address cybersecurity and sets the standard for professional integrators by providing best practices available for installing and configuring the most secure connected products, devices and systems. Comprised of:

- *Connected Home Security Whitepaper*
- Connected Home Security Checklist
- Connected Home Security Online Tool – only available to CTA members



## Mark of Excellence (MOE) Awards Program

This program recognizes the best in custom home electronics products, services and installed technology. Each year manufacturers, distributors and system integrators submit their best projects and products in a variety of award categories, judged by independent industry experts. The award ceremony takes place during CES® in Las Vegas.



### CTA SmartBrief

A daily snapshot of the consumer electronics industry with news from leading sources, summarized to get you the most up to date information quickly.

### CES

Owned and produced by CTA, CES® is the world's gathering place for all who thrive on the business of consumer technologies. CES is the world's largest hands-on showcase of emerging innovation, representing all aspects of the tech ecosystem, not just the connected home channel. CTA Members gain access to exclusive benefits to the show on an annual basis including:

- Free registration
- Access to exclusive member lounges
- Free private meeting rooms
- Free Wi-Fi



### TechHome.com

One-stop site where consumers can discover both industry and consumer-focused education about home automation.

### What is a Smart Home? Educational Videos

A series of brief video explanations for a consumer audience illustrating what a smart home is and its potential components.

