

CompTIA®

advancing  
the business  
of technology



## Who is **CompTIA**.

Advancing the global technology industry.

The Computing Technology Industry Association (CompTIA) is a leading voice and advocate for the \$5.2 trillion global information technology ecosystem; and the estimated 75 million industry and tech professionals who design, implement, manage, and safeguard the technology that powers the world's economy. Through education, training, certifications, advocacy, philanthropy, and market research, CompTIA is the hub for advancing the tech industry and its workforce.

Visit **CompTIA.org** to learn more.



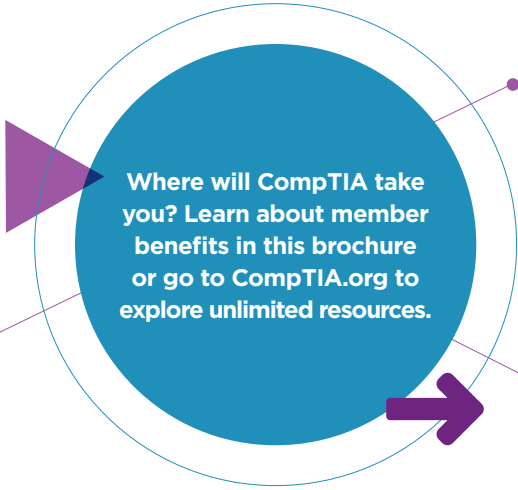
# Where will CompTIA take you?

In an era of perpetual disruption – much of it propelled by breakthroughs in business technology – access to industry insights and expertise is more essential than ever. So is CompTIA.

As the trusted resource for tens-of-thousands of technology focused organisations and individuals, CompTIA is the beating heart of an international collective dedicated to influencing the adoption of existing and emerging technologies, driving their relevance in business. CompTIA connects today's innovators with enablers, who together, are actively redefining the state of business technology.

Our members include organisations from across the industry, from manufacturers to ISVs, broad-line distributors to cloud hosts, solution providers to SaaS partners, vertical market consultants to business application developers and beyond. All members enjoy a wealth of resources that, when leveraged, result in measurable impact, including:

- **Industry Insight & Business Tools**
- **Events & Education**
- **Communities**
- **Industry Advisory Councils**
- **Public Sector Councils**
- **Advocacy**
- **Philanthropy**
- **Certifications**



**Where will CompTIA take you? Learn about member benefits in this brochure or go to [CompTIA.org](http://CompTIA.org) to explore unlimited resources.**

# Industry Insights & Business Tools

Relevant and dependable research and business tools.

CompTIA serves as the connection point for unbiased content, credible guidance, thought leadership and supportive collaborations that inform vertical markets and inspire transformative applications—from automation and aerial drones to big data and blockchain. All which make CompTIA the high-tech trade association you need to be part of. How do we do it?



## Research & Market Intelligence

Our steady stream of research and market intelligence studies provide members with timely, relevant data and assessments that can offer direction to business, marketing, education and sales strategies. Our research team collects data from tens of thousands of end-users and tech companies on a wide range of issues covering technology trends and the IT workforce.



## Business Tools

CompTIA.org offers a fully loaded toolbox armed with resources that includes guides and templates that you can use in your day-to-day operations. Our most downloaded resources provide valuable information on cloud computing, security, managed services, marketing, sales, go-to-market strategies, and so much more.



## Standards

Developed by technology industry experts – including CompTIA Community and Industry Advisory Council members, IT pros and industry thought leaders – CompTIA Standards are a roadmap to smart business practices. Prescribed by your peers, CompTIA Standards make it possible for anyone to drive business growth and expansion.

Find CompTIA Industry Resources & Business Tools at **CompTIA.org/Resources**. Registered Users can access select content free of charge while Corporate Members have unlimited access to all content.







# Events & Education

Your opportunity to grow, learn and network.

The tech industry is constantly evolving and we're proud to play a part in shaping the industry as it changes. A big part of ensuring positive change is collaboration and learning. We bring the technology community together through our trainings such as executive forums, regional events and virtual meetings. Everybody has a chance to contribute their own ideas and visions for the future of technology.

**ChannelCon** – the tech industry's premier annual education, networking and partnering event is the place to connect. ChannelCon features a plethora of top-notch speakers, engaging community meetings, a variety of education tracks, and fun networking activities.

**CompTIA Communities and Councils Forum (CCF)** – a one-of-a-kind industry gathering, for both the highly-engaged members and those new to CompTIA, loaded with content and activities designed to improve our industry, businesses and ourselves.

**EMEA Member & Partner Conference** – an event bringing together all organisations building, selling or influencing the adoption of technology to collaborate, partner and share best practices to prosper in this expanding ecosystem.

**Webinars** – our webinars feature an all-star roster of speakers on the most relevant and timely industry topics. These live, interactive seminars allow you to engage with experts in your field and advance your knowledge and skillset in a virtual environment.



Check out what CompTIA Events & Education has to offer at **[CompTIA.org/events](https://CompTIA.org/events)**.

# Communities

Tech forums to connect with like-minded peers.

Our industry communities make our goal of advancing the tech industry possible. These forums are filled with experts from a range of different markets that include thought leaders, consultants, as well as representatives from technology vendors, solution providers and influencers. Our community members collaborate on initiatives that not only advance their marketspaces but shape the future of the global tech industry as well.



## **Advancing Tech Talent and Diversity**

The ADIT Community is dedicated to supporting and promoting workforce diversity; helping companies create work environments inclusive of all people regardless of age, cultural background, physical abilities, race, religion, gender and sexual orientation.



## **ANZ Business Technology**

The ANZ Business Technology Community offers companies engaged in IT delivery services a forum for Australia and New Zealand-specific discussion.



## **Benelux Business Technology**

The Benelux Business Technology Community helps members build and expand their businesses and careers through collaboration, networking and sharing best practices that showcase how technology can be leveraged to solve real business needs.



## **Canadian Business Technology**

The Canadian Business Technology Community furthers the interests of solution providers, distributors, vendors, influencers and associates driving the business of technology.



## **Emerging Technology**

The Emerging Technology Community encourages the adoption of new and emerging technology that will improve business outcomes for members and their clients.



## **IT Security**

The IT Security Community watches the security landscape to help you stay on top of the everchanging challenges and opportunities. Our mission is to help you protect your client's business as well as drive profitability and growth in your own.



## **Managed Services**

The Managed Services Community works together to advance the industry through the promotion of best practices, the development of tools and templates and the refining of educational tracks for managed service providers.



## **UK Business Technology**

The UK Business Technology Community offers companies engaged in IT delivery services a forum for UK-specific discussion.

See how you can get involved in one (or more) of our communities at [CompTIA.org/communities](https://CompTIA.org/communities).



# Explore Technology Interest Groups

Our Technology Interest Groups provide you with an online forum where you have the opportunity to take a deeper dive into specific areas of business and technology with like-minded professionals.



## **Advancing Diversity in Technology**

Join this technology interest group to discuss opportunities, concerns and issues related to diversity in the technology workforce.



## **Artificial Intelligence Technology**

Join this group for education, insight, and connections to others interested or working in the AI space.



## **Drone Technology**

If you have a business interest in drones, join to address and discuss relevant industry trends and issues affecting this fast-growing market.



## **Women in Technology**

A technology interest group dedicated to discussing the issues, challenges and opportunities for women in technology.

# Industry Advisory Councils

Empowering the business of technology.

CompTIA's Industry Advisory Councils play a vital role in identifying evolving markets and help those in the industry keep abreast of the latest innovations. Our appointed members identify, discuss, debate and prioritise issues and challenges that impact the broader technology ecosystem, including hardware, software, business applications, data analytics, drones, robotics, technology and flight service providers, integrators, distributors and end-users.



## **Artificial Intelligence Advisory Council**

The AIAC is committed to building the strategies and resources necessary to help companies leverage AI to be more successful. The council also collaborates with CompTIA's other industry advisory councils to further study the IT channel, blockchain, drones, business applications and internet of things.



## **Blockchain Advisory Council**

The BCAC represents represents this unique industry by bringing together thought leaders to identify industry trends in blockchain affecting the technology ecosystem. They work together to provide valuable resources and tools to help businesses adopt blockchain technology as well as those selling blockchain applications.



## **Business Applications Advisory Council**

The BAAC represents cloud software platforms and applications specifically developed for the business buyer seeking to achieve specific business objectives. The council also includes specialized partners, like CPAs and digital marketing agencies, who influence the sale of these products to line of business managers.



## **Channel Development Advisory Board**

The CAB is made up of hardware manufacturers, software publishers, service companies, distributors, and technology solution provider companies in the IT sector. The board provides counsel and insight in matters relating to the indirect IT market by sharing industry expertise and experience to help the development of educational programs, business tools and other IT channel resources.



## **Drone Advisory Council**

The DRAC will represent and work with all facets of the drone ecosystem and explore new routes to market for this thriving industry. Its members are executives from hardware manufacturers, video and component manufacturers, mapping software, platform providers, insurance companies, experts in FAA regulations and policies, drone pilots and instructors, lawyers, and flight service providers.



## **IoT Advisory Council**

The CompTIA IoT Advisory Council develops best practices, use cases and other content that can be shared with anyone developing, selling or influencing IoT solutions. We collaborate to address relevant industry trends and issues that impact the IoT market and its rapidly evolving platforms and methodologies.



**Learn more about our Industry Advisory Councils  
at [CompTIA.org/councils](https://www.comptia.org/councils)**

# Public Sector Councils\*

Connecting the public and private sector.

We can connect you with key government officials to enhance your ability to do business. CompTIA Public Sector Councils serve as a collaborative source of knowledge, educational outreach and guidance. We represent you in supporting and improving the development of the state and local government, human services, and space enterprise markets and improving your ability to do business with government customers.



## **Human Services IT Advisory Group (HSITAG)**

HSITAG works with all levels of government to advance delivery of human service programmes, improving communications and enhancing partnerships between state and federal human services agencies, non-profits and private sector IT firms. We focus on promoting reform of health and human services delivery and streamlining IT procurements.



## **Space Enterprise Council (SEC)**

The Space Enterprise Council represents all sectors of the space industry, including commercial, civil, and national security interests. Collectively we bring a unique voice to policy discussions centred on space and innovative technology convergence, exploration, and the impact of the space programme on economic prosperity and national security.



## **State & Local Government and Education (SLED) Council**

The SLED Council engages members serving the state and local government and education markets in meaningful dialogue with key programme leaders and elected government officials. We monitor public sector legislation and weigh in on IT procurement, state's services portfolios, and emerging IT initiatives that affect your ability to do business.



Learn more about our Public Sector Councils at  
[CompTIA.org/advocacy/public-sector](https://CompTIA.org/advocacy/public-sector)

# CompTIA Advocacy\*

Advocating for what's next.

We have dedicated resources in Washington, D.C. and across the country working on your behalf. CompTIA Advocacy supports policies that advance free and open competition, promote a highly-educated and technical workforce and impact the ability of the private sector to effectively research, develop, integrate, manufacture, service and freely sell solutions in the global marketplace. We represent you via our federal, state government affairs and international policy and regulation compliance practices.



## **Federal Policy**

CompTIA's Federal Policy team communicates directly with Congress, the White House, and federal agencies through direct lobbying, grassroots, and thought leadership. The team leverages its expertise and networks to position CompTIA, its member companies and the technology sector within core policy debates. It also leads grassroots efforts around key issues – in partnership with the Technology Councils of North America (TECNA) – to help increase the voice of the industry in Washington, D.C.



## **State Government Affairs**

Our State Government Affairs team not only provides state-level tracking, advocacy and grassroots support for the tech industry at state houses across the country, but we also analyse and develop policy positions on literally thousands of pieces of legislation. Ours is a 50-state approach with vigorous lobbying on behalf of our growing membership.



## **International Trade Regulations & Compliance**

The CompTIA International Policy and Regulatory Compliance Practice advocates for transparent and streamlined trade laws and regulations to help you minimise risk, optimise trade operations, and improve your bottom line. We monitor customs and export laws and regulations in Washington, D.C. and major trading partner countries and press for action on issues critical to our members.

Learn how you can get involved in our advocacy efforts at [CompTIA.org/advocacy](https://CompTIA.org/advocacy).

# Philanthropy

Programmes that give back to the industry.

The IT industry needs more workers and more workers need more opportunities. CompTIA is combatting this workforce challenge through social innovation. We support our philanthropic efforts along three branches: Creating IT Futures, CompTIA Giving and NextUp.



## **Creating IT Futures**

Through research, programme development and partnering, Creating IT Futures innovates a suite of Programmes to diversify and enlarge the tech workforce. We particularly encourage an IT path for populations that traditionally have been under-represented in the IT workforce.



## **CompTIA Giving**

Both in time and money, CompTIA gives back to IT-related charities that help youth and adults pursue careers in IT and help to diversify the IT workforce. Our Tech Leaders Giving Circle and Member Community annual giving identifies worthwhile charities for donations.



## **NextUp**

NextUp is CompTIA's and Creating IT Futures' new initiative to introduce teens to the many possibilities of technology careers and guide them to the tech career of their choosing. Through curricula, projects, partnerships and mentorship, we aim to spark curiosity and passion for technology.



Learn more about how CompTIA gives back at [CompTIA.org/about-us/our-story/philanthropy](https://CompTIA.org/about-us/our-story/philanthropy).

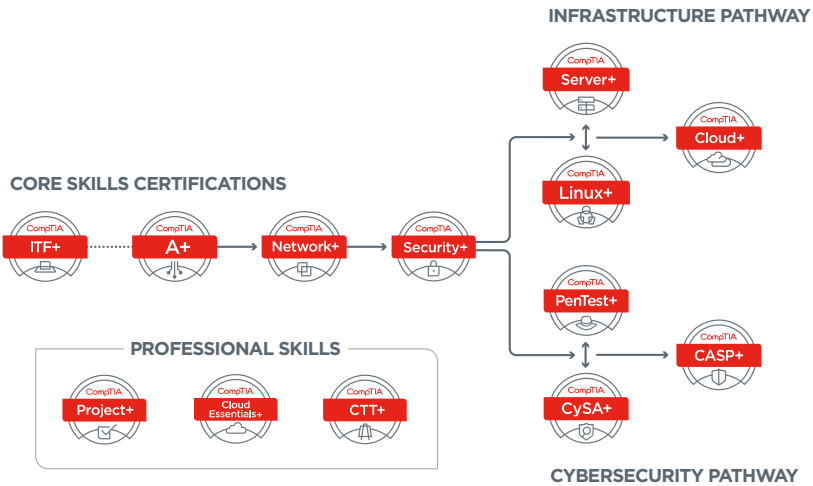




# Certifications

Vendor-neutral certifications  
to help grow your career.

Our vendor-neutral certifications help millions of IT pros around the world validate their skills and advance in their careers. Whether you're an IT professional, a student, an employer, an educator or part of a government entity – CompTIA certifications enable a highly-skilled and confident IT staff that will help fill the IT skills gap and ensure we're ready for today's and tomorrow's IT challenges. Certification training and testing is also available online. Contact a CompTIA member rep to find out about corporate member discounts on certifications, [membership@comptia.org](mailto:membership@comptia.org).



# CompTIA Member Benefits

We are the business of technology.

CompTIA Member benefits are aimed at providing our members with a wealth of resources that, when leveraged, result in measurable impact—helping to grow and expand tech businesses and careers. All of which makes CompTIA more than just a trade group promoting the business of technology. It makes us the foundation for a deeper level of professional connectivity.

CompTIA Members enjoy:

## Expansion | Direction | Connections | Collaboration | Innovation



### INDUSTRY INSIGHTS & BUSINESS TOOLS

Immediate access to relevant, unbiased and dependable research. Use unlimited amounts of data in your presentations and even co-brand reports with your company logo!

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### COMMUNITIES & COUNCILS

Tech forums to engage with like-minded peers and the ability to serve in a leadership position.

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### EVENTS & EDUCATION

Your opportunity to grow, learn and network. Access Executive certificate courses, extensive 10-week guides and e-learning. Plus enjoy unlimited, complimentary registrations to all CompTIA events for everyone in your organisation.

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### MEMBER DIRECTORY

Inclusion in and access to the full CompTIA member directory.

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### STANDARDS

Published protocols to benefit technology service providers around the world. The standards define what it means to operate a best-in-class business.



### DISCOUNTS

Discounts on vendor-neutral IT certifications for your technical staff. Plus retail discounts from Hertz and Service80.

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### ADVOCACY

Ability to participate in CompTIA-organised meetings with lawmakers (available in the U.S. only at this time).

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## ARE YOU A TECHNOLOGY VENDOR? CHECK OUT THESE ADDED BENEFITS!



### LIVE AND ONLINE EDUCATION

Deploy our education content at live partner events; a huge value! We provide CompTIA instructors to deliver the content, at no cost to you.

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### COMPLIMENTARY EXHIBIT SPACE

Free booth/stand\* at ChannelCon or the EMEA Member & Partner Conference, the industry's premier education and training events.

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### CO-BRANDED WEBINARS & CONTENT SYNDICATION FEED

Free customisable webinars and RSS feed to support your partner programme.

# Corporate Member Fees Schedule

Your membership pays for itself with rich benefits at your fingertips.

## Technology Solution Provider Annual Fees

Country	Fees
US	\$350
CAN	\$360
UK	£200 (excluding VAT)
ANZ	\$250

Visit [CompTIA.org/register/solution-provider-application](http://CompTIA.org/register/solution-provider-application) to apply.



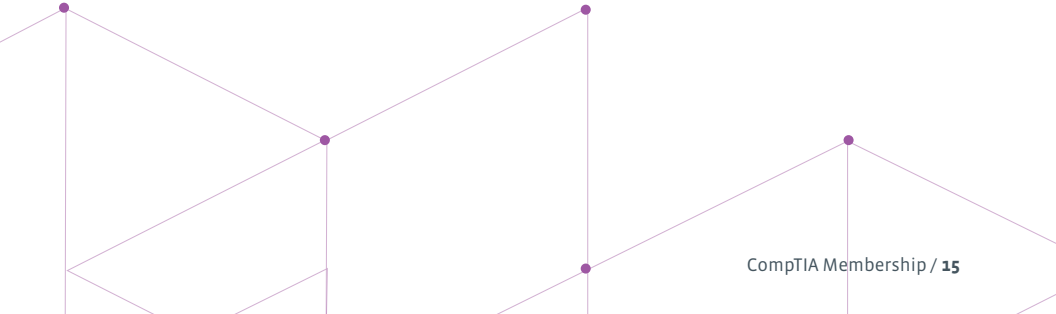
"One of the biggest issues members face is sorting through the bright shiny objects to distinguish what's real and what's hype. CompTIA can assist with education and provide pathways for members to see where the opportunity is and what is not only an interesting technology by a money-making business."

**Gordon Pelosse, Vice President, Hewlett Packard Enterprises**



"How many people have the opportunity to influence the technology industry. That's what CompTIA has provided me, and it makes a difference for everyone in the business of technology."

**Nellie Scott, Sr. Global Channel Development Manager, SAS**



## Vendor Annual Fees: US, CAN, ANZ

Revenue	2020 Fees	Live Education Deployments	Webinar	eLearning Executive Certificate Courses
\$50M or more	\$5,500 USD / \$5,715 CAD	Up to 5	*	5 Available
\$10M–under \$50M	\$2,750 USD / \$2,855 CAD	Up to 3	*	5 Available
\$5M–under \$10M	\$1,375 USD / \$1,430 CAD	1	1	5 Available
Under \$5M	\$675 USD / \$700 CAD	None	1	5 Available

## Vendor Annual Fees: UK

Revenue	2020 Fees**	Live Education Deployments	Webinar	eLearning Executive Certificate Courses
£30M or more	£3,400	Up to 5	*	5 Available
£7M–under £30M	£1,700	Up to 3	*	5 Available
£3M–under £7M	£825	1	1	5 Available
Under £3M	£550	None	1	5 Available

Visit [CompTIA.org/register/vendor-application](https://CompTIA.org/register/vendor-application) to apply.

## Distributor Annual Fees: US, CAN, ANZ

Revenue	2020 Fees	Live Education Deployments	Webinar	eLearning Executive Certificate Courses
\$50M or more	\$5,500 USD / \$5,715 CAD	Up to 25	*	5 Available
\$10M–under \$50M	\$2,750 USD / \$2,855 CAD	Up to 15	*	5 Available
\$5M–under \$10M	\$1,375 USD / \$1,430 CAD	Up to 5	1	5 Available
Under \$5M	\$675 USD / \$700 CAD	None	1	5 Available

## Distributor Annual Fees: UK

Revenue	2020 Fees**	Live Education Deployments	Webinar	eLearning Executive Certificate Courses
£30M or more	£3,400	Up to 25	*	5 Available
£7M–under £30M	£1,700	Up to 15	*	5 Available
£3M–under £7M	£825	Up to 5	1	5 Available
Under £3M	£550	None	1	5 Available

Visit [CompTIA.org/register/distributor-application](https://CompTIA.org/register/distributor-application) to apply.

\*May exchange 1 live deployment for up to 5 webinars. Additional live deployments can be purchased for a fee of £1,300 per session (full day sessions are £1,600) and webinars are £200 per session. This pricing supercedes all other pricing.

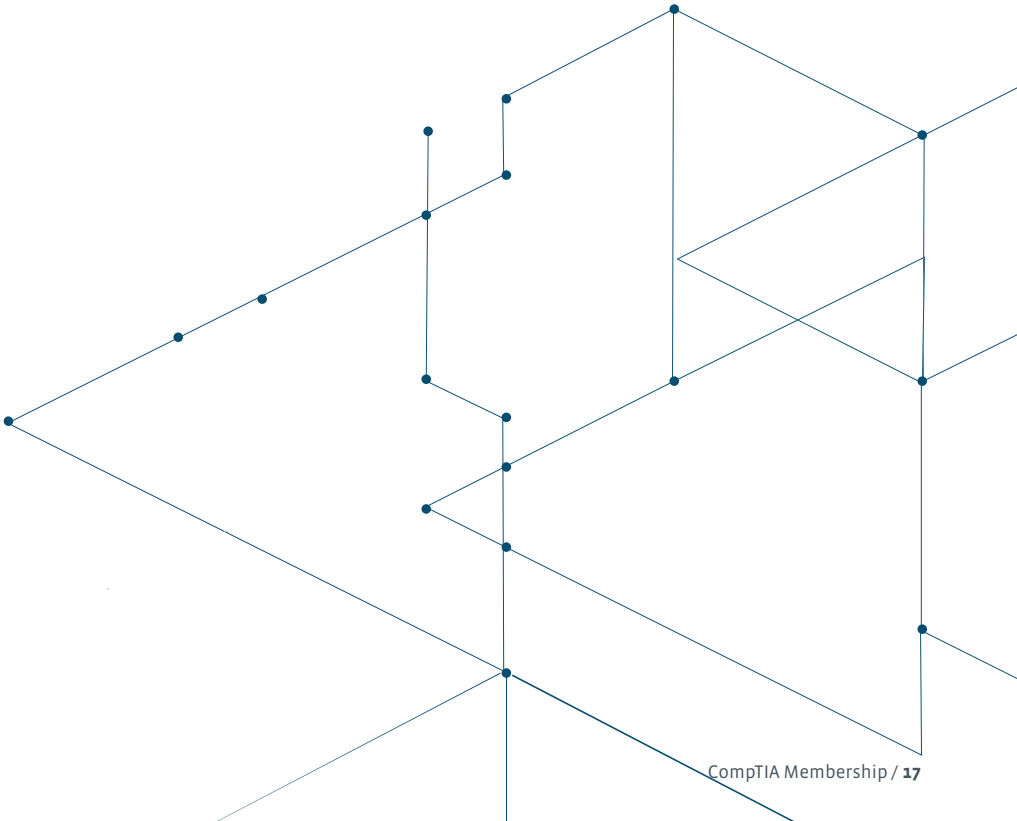
\*\*All prices exclude VAT.



# Advocacy Annual Dues

U.S. Revenue	Annual Dues
Under 1-19M	\$2,500
20-99.9M	\$5,000
100-249.9M	\$6,500
250-499.9M	\$8,000
500-999.9M	\$13,000
1-4.9B	\$16,000
5-19.9B	\$25,000
20-49.9B	\$31,000
50-99.9B	\$40,000
100B and Up	\$80,000

Visit [CompTIA.org/register/advocacy-application](https://CompTIA.org/register/advocacy-application) to apply.



# Become a Registered User

Not ready for a Corporate Member benefits package?

Registered User status allows you instant access to a limited number of CompTIA's IT industry insight. Explore and download research reports, training guides and join in on the community discussions. Use our guidance and resources to help you expand and thrive in the tech ecosystem.

Registered Users can access:

- » Limited tech industry insight
- » Educational training guides
- » Videos on-demand
- » White papers
- » Case studies

Not ready for corporate membership?  
Join as a Register User today  
at [CompTIA.org/register](https://CompTIA.org/register)



# resources at your fingertips

## Introducing the CompTIA App

Features include:

- ▶ Key Industry Insights
- ▶ Instant Access to CompTIA Content
- ▶ Member Directory
- ▶ Access to CompTIA Communities & Councils
- ▶ Exclusive Thought Leadership
- ▶ Tech News From All Over the Globe



# Grab Your Copy of CompTIAWorld!

[CompTIA.org/comptiaworld](http://CompTIA.org/comptiaworld)

**Editorial and  
advertising  
opportunities  
for members!**





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