



Application Instructions

Your firm must be a member of AVIXA to participate in the APEX program. The first step in the application process is to determine the size of your company. The size of your company is simply determined by the total amount of employees. Company size is defined as follows: small (1-24 employees), medium (25-99 employees) and large (100+ employees).

Your organization must earn 100 points to obtain your APEX designation. Depending on the company size, the requirements that must be done are slightly different. These points must be earned each year by the APEX company.

Requirements and process for all APEX applicants:

1. **Requirement:** Proven Conformance to BOTH of the following standards, [AVIXA 2M-2010, Standard Guide for Audiovisual Systems Design and Coordination Processes](#) AND [AVIXA 10:2013, Audiovisual Systems Performance Verification](#). (Earns 40/100 Points).

Process if proving conformance by adhering to AVIXA standards for companies of all sizes: Provide the necessary documentation per the requirements of the standards to complete the process. **Process if conforming to AVIXA standards through an existing internal process for companies of all sizes:**

To simply explain what the 2M-2010 and 10:2013 standards accomplish:

- a. 2M-2010 is a standard that dictates who does what and when during the course of an AV project
 - b. 10:2013 is a standard that dictates system performance verification items you would use to test a system during the course of an AV project
 - c. Companies must submit internal documentation proving types of processes that exist within their business
2. **Requirement:** CTS Certified Staff (Earns 30/100 Points):
 - a. Small-sized companies must have 30% of their total staff CTS certified
 - b. Medium-sized companies must have 25% of their total staff CTS certified
 - c. Large-sized companies must have 15% of their total staff CTS certified
 3. **Requirement:** Customer Surveys (Earns 10/100 Points):
 - a. Small-sized companies must have 2 positive customer surveys.
 - b. Medium-sized companies must have 4 positive customer surveys.
 - c. Large-sized companies must have 6 positive customer surveys.

Process: AVIXA works with a third-party survey vendor (AWP Research) that will create a unique link for you to send to your customers. AVIXA staff will send a survey link to you after receiving your application. You will in turn send this link to several of your customers. Surveys are validated by a third-party organization and the only information shared with AVIXA is if the survey was positive or negative.

4. **Requirement:** Core Values Agreement (Earns 5/100 Points):

All companies must read, agree to and sign the Core Values Agreement.

The remaining 15 points can be earned by accomplishing any of the following in its entirety, or the APEX applicant has the freedom to choose pieces from multiple categories:

Option 1: Additional CTS Certified Staff Members. Points are awarded at 2 points for each additional CTS holder on staff and 3 points for each specialized CTS holder (CTS-D, CTS-I) on staff up to a maximum of 15 additional points.

Option 2: AVIXA Education. 1 point awarded for each AVIXA course taken by any staff member up to a maximum of 15 additional points. The APEX program will give credit for any AVIXA course that offers RUs. However, this does not include AVIXA webinars. Courses must have been taken no more than 1 year before the APEX application date.

Option 3: Additional APEX Approved Certifications. If staff members in your organization have earned certifications included in the [list of approved certifications](#), you will earn 1 point for each certification up to a maximum of 15 points.