

Association of Steel Distributors

2011 Vendor Partnership Program

Creating a New Partnership

The Association of Steel Distributors (ASD) is a non-profit organization, providing the steel distribution industry a forum for the exchange of ideas and market information. Members have access to the most current industry developments and legislative issues. Regional and national meetings give members numerous opportunities to learn and network in this competitive environment.

New For 2011

ASD has made it even easier for your company to leverage exposure among ASD members and convention and regional meeting attendees year-round with the 2011 ASD Partnership Program. Our sponsorship packages allow your organization to maximize exposure with on-going opportunities to reach ASD members. The association will also continue its a la cart offerings for companies that want to continue one-off commitments or create their own customized packages.

A La Cart Offerings *Please check the offering you would like to purchase

2011 Annual Conference Sponsorship — \$3,000

- Sponsorship of the 2011 Annual Conference
- Opportunity to conduct a 5 minute business session presentation at the 2011 Annual Conference
- Company logo included on meeting promotional materials, ASD e-newsletters, 2011 Annual Conference web page on the ASD web site, and in prominent locations onsite
- Registration is not included

Regional Meeting Sponsorship — \$500 per meeting

- Presence at one of our seven regional meetings held throughout the United States
- A display table for products/services
- Company logo on meeting promotional materials and on the Meetings web page on the ASD web site
- Registration is not included

(See 2nd page for specifications and additional details)

ASD Home Page HTML Advertisement — \$400 per quarter

- 3 month commitment– The ASD website receives over 1,400 hits per month
- HTML on the ASD Web site home page
- Includes direct hyperlink to company's Web site and preferred, pre-populated e-mail

(See 2nd page for specifications and additional details)

Steel Distributor Update HTML Advertisement — \$200 per issue

- Includes HTML ad with direct hyperlink to company's Web site and preferred, pre-populated e-mail
- Two placement options – vertical or horizontal

(See 2nd page for deadlines, specifications and additional details.)

**A \$50 service fee will be applied if ASD is needed to design an advertisement.*

Special Marketing Packages *Please check the offering you would like to purchase

Level 1 Sponsorship — \$4,160 total; \$5,200 value; \$1040 savings (20 percent discount)

- 2011 Annual Conference sponsorship \$3,000 value
- Two Regional Meeting sponsorships \$1,000 value
- Two *Steel Distributor Update* HTML ads \$400 value
- Six-month ASD Home page HTML ad \$800 value

(See 2nd page for deadlines, specifications and additional details.)

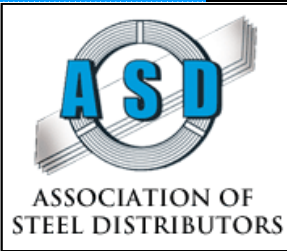
Level 2 Sponsorship — \$3,485 total; \$4,100 value; \$615 savings (15 percent discount)

- 2011 Annual Conference sponsorship \$3,000 value
- One Regional Meeting sponsorship \$500 value
- One *Steel Distributor Update* HTML ad \$200 value
- Three-month ASD Home page HTML ad \$400 value

(See 2nd page for deadlines, specifications and additional details.)

Total:

**A \$50 service fee will be applied if ASD is needed to design an advertisement.*



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2011 Vendor Partnership Program

Annual Conference _____

Thursday, March 31 - Sunday, April 3, 2011
Fairmont Turnberry Isle Resort and Club
Aventura, Florida

Regional Meetings

Each region offers a series of professional meetings throughout the year, focusing on industry issues, developments and much more. Regional meetings create new opportunities for networking and trading on a regular basis, providing you and your sales force with the opportunity to make several sales calls at one event.

**Please check the regional meeting (s) you would like to sponsor.*

Thursday, Jan. 27 _____

MGM Grand Detroit
Detroit, Michigan
Sponsorship deadline: Jan. 4

Thursday, Feb. 24 _____

Renaissance Pittsburgh Hotel
Pittsburgh, Pennsylvania
Sponsorship deadline: Jan. 29

Thursday, May 5 _____

The Ritz-Carlton Philadelphia
Philadelphia, Pennsylvania
Sponsorship deadline: Apr. 9

Thursday, June 9 _____

Hotel Sax Chicago
Chicago, Illinois
Sponsorship deadline: May 1

Thursday, Sept. 15 _____

Ann Arbor Marriott Ypsilanti
Ypsilanti, Michigan
Sponsorship deadline: Aug. 17

Thursday, Nov. 3 _____

Marriot Cleveland East
Cleveland, Ohio
Sponsorship deadline: Nov. 15

Thursday, Dec. 8 _____

Hotel Sax Chicago
Chicago, Illinois
Sponsorship deadline: Nov. 10

Steel Distributor Update E-Newsletter

**Please check the issue (s) you would like to advertise in.*

Quarter 1 Issue _____

Insertion Order Deadline: Jan. 28
Materials Deadline: Feb. 10
Distribution Date: Mar. 1

Quarter 3 Issue _____

Insertion Order Deadline: Jul. 14
Materials Deadline: Jul. 27
Distribution Date: Aug. 16

Quarter 2 Issue _____

Insertion Order Deadline: April 15
Materials Deadline: April 28
Distribution Date: May 17

Quarter 4 Issue _____

Insertion Order Deadline: Oct. 7
Materials Deadline: Oct. 20
Distribution Date: Nov. 8

Advertising Specifications

- Horizontal advertisement: 400 x 150 pixels
- Vertical advertisement: 175 x 250 pixels
- Accepted formats: jpeg, jpg or gif format. Animated ads are also acceptable.

**If you want ASD to create your ad, please send a high-res color logo, text and desired hyperlink. An additional \$50 fee will be applied to your order.*

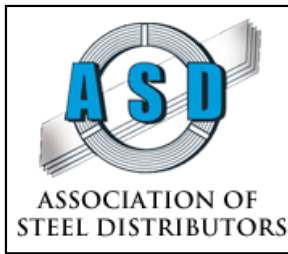
ASD Web Site Advertisements

**Please check the web site advertisement (s) you would like to purchase.*

ASD Home Page HTML Advertisement — \$400 per quarter _____

Advertisements must be one of the following:

- Image of 200 pixels wide by 200 pixels tall. The image can be shorter if needed but should not be any wider than 200 pixels for the left side.
- Image of 580 pixels wide by 100 pixels tall. The image can be shorter if needed but should not be any wider than 580 pixels for a banner ad.



ASD 2011 Marketing Partnership Payment Form

Company: _____
Address: _____
City, State, Zip: _____
Phone: _____ Fax: _____
Email: _____

Rates and Specifications

A La Carte Offerings

2011 Annual Conference Sponsorship — \$3,000 _____
Regional Meeting Sponsorship — \$500 per meeting _____
ASD Home Page HTML Advertisement — \$400 per quarter _____
Steel Distributor Update HTML Advertisement — \$200 per issue _____

Introductory Packages

Level 1 Sponsorship — \$4,160 total _____
Level 2 Sponsorship — \$3,485 total _____

***ASD Headquarters will contact you regarding your advertising and sponsorship submissions.**

Payment Options

Check payable to ASD Visa MasterCard American Express

Credit Card #: _____ Expiration Date: _____

Amount: _____

Signature of Cardholder (*signature indicates authorization to charge credit card*)

Please submit to ASD Headquarters:

ASD Headquarters
401 North Michigan Avenue, Suite 2200
Chicago, IL 60611
Fax: 312.527.6705 * Phone: 312.673.5793
Email: headquarters@steeldistributors.org

Questions? Contact Alyssa Anfuso at ASD Headquarters at aanfuso@steeldistributors.org.