

# Association of Steel Distributors

## 2010 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 2010

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 new 2010 ASD Partnership Program. Our new sponsorship packages allow your organization to maximize exposure with on-going opportunities to reach ASD members. The association will also continue it's 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

#### 2010 Fall Conference Sponsorship — \$2,500

- Sponsorship of the 2010 Fall Conference
- Opportunity to conduct a 10-minute business session presentation at the 2010 Fall Conference
- Company logo included on meeting promotional materials, ASD e-newsletters, 2010 Fall 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 six regional meetings held throughout the United States
- A booth for products/services display
- 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
- 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.*

### Introductory Packages \*Please check the offering you would like to purchase

#### Level 1 Sponsorship — \$5,120 total; \$6,400 value; \$1,280 savings (20 percent discount)

- 2010 Fall Conference sponsorship \$2,500 value
- Three Regional Meeting sponsorships \$1,500 value
- Four *Steel Distributor Update* HTML ads \$800 value
- Year-round ASD Home page HTML ad \$1,600 value

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

#### Level 2 Sponsorship — \$3,995 total; \$4,700 value; \$705 savings (15 percent discount)

- 2010 Fall Conference sponsorship \$2,500 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.)*

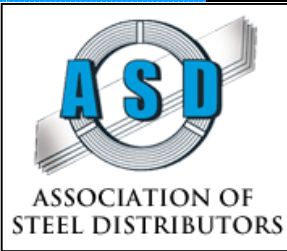
#### Level 3 Sponsorship — \$3,240 total; \$3,600 value; \$360 savings (10 percent discount)

- 2010 Fall Conference sponsorship \$2,500 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.*



# Association of Steel Distributors

## 2010 Vendor Partnership Program

### Fall Conference \_\_\_\_\_

Thursday, October 21 - Saturday, October 23  
Encore at Wynn Las Vegas  
Las Vegas, Nevada

### 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. 21 \_\_\_\_\_

The Ritz-Carlton, Dearborn  
Dearborn, Michigan  
Sponsorship deadline: Jan. 4

### Thursday, Feb. 25 \_\_\_\_\_

The Ritz-Carlton, Cleveland  
Cleveland, Ohio  
Sponsorship deadline: Jan. 29

### Thursday, May 6 \_\_\_\_\_

Renaissance Pittsburgh Hotel  
Pittsburgh, Pennsylvania  
Sponsorship deadline: Apr. 9

### Wednesday, June 16 \_\_\_\_\_

Hotel Sax Chicago  
Chicago, Illinois  
Sponsorship deadline: May 1

### Thursday, Sept. 23 \_\_\_\_\_

Cincinnati Marriott at RiverCenter  
Cincinnati, Ohio  
Sponsorship deadline: Aug. 27

### Thursday, Dec. 9 \_\_\_\_\_

Hotel Sax Chicago  
Chicago, Illinois  
Sponsorship deadline: Nov. 12

### Steel Distributor Update E-Newsletter

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

### Quarter 1 Issue \_\_\_\_\_

Insertion Order Deadline: Jan. 4  
Materials Deadline: Jan. 18  
Distribution Date: Feb. 22

### Quarter 3 Issue \_\_\_\_\_

Insertion Order Deadline: Aug. 9  
Materials Deadline: Aug. 20  
Distribution Date: Sept. 7

### Quarter 2 Issue \_\_\_\_\_

Insertion Order Deadline: May 3  
Materials Deadline: May 14  
Distribution Date: June 1

### Quarter 4 Issue \_\_\_\_\_

Insertion Order Deadline: Nov. 1  
Materials Deadline: Nov. 12  
Distribution Date: Dec. 1

### 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.*

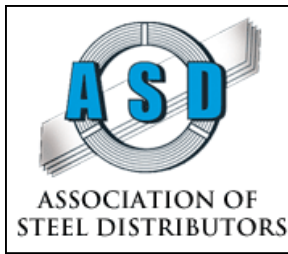
### ASD Web Site Advertisements

*\*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 Sales Payment Form

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

### Rates and Specifications

#### A La Carte Offerings

2010 Fall Conference Sponsorship — \$2,500 \_\_\_\_\_  
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 — \$5,120 \_\_\_\_\_  
Level 2 Sponsorship — \$3,995 total \_\_\_\_\_  
Level 3 Sponsorship — \$3,240 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](mailto:headquarters@steeldistributors.org)

Questions? Contact Mary Cronkright at ASD Headquarters at [mcronkright@steeldistributors.org](mailto:mcronkright@steeldistributors.org).