

# Association of Steel Distributors

## 2012 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 2012

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 2012 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 it's a la cart offerings for companies that want to continue one-off commitments or create their own customized packages.

### 2012 Annual Convention Offerings \*Please check the offering you would like to purchase

#### 2012 Premium Annual Convention Sponsorship — \$5,000 (maximum 3)

- Overall Sponsorship of the 2012 Annual Convention– Includes major sponsorship at all events
- Opportunity to conduct a 5 minute business session presentation at the 2012 Annual Convention
- Company logo included on meeting promotional materials, ASD e-newsletters, 2012 Annual Convention web page on the ASD web site, and in prominent locations onsite
- Includes one free web ad for a quarter
- Registration for one 2nd Couple is included– Premium sponsor must pay for first single or couple
- Premium sponsors are sole sponsors of hospitality suite

#### 2012 Annual Convention Special Event Sponsorships– \$2,500 (maximum 2 per event)

- Sponsorship at one of the following events– Welcome reception, President's reception or the Breakfast and Speaker sessions
- Company logo included on meeting promotional materials, ASD e-newsletters, 2012 Annual Convention web page on the ASD web site, and in prominent locations onsite

#### 2012 Annual Convention Golf Outing Sponsorship– \$1,500 (1 sponsor only)

- Sponsorship of the golf outing taking place on-site at the Westin Kierland Resort
- Company logo included on meeting promotional materials, ASD e-newsletters, 2012 Annual Convention web page on the ASD web site, and in prominent locations onsite

#### 2012 Annual Convention Cabana Sponsorship– \$1,000 (maximum 2)

- Sponsorship of a cabana located poolside on-site at the Westin Kierland Resort for a specified day

### A La Cart Offerings

#### Regional Meeting Sponsorship — \$500 per meeting

- Presence at one of our six 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

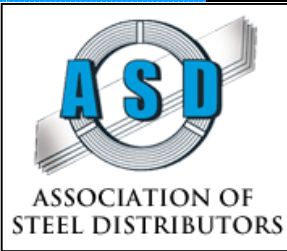
- 3 month commitment– The ASD website receives over 1,400 hits per month
- HTML on the ASD Web site home page
- Includes direct hyperlink to company's Web site and preferred, pre-populated e-mail  
*(See 2nd page for specifications and additional details)*

#### 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.*

**Total:** \_\_\_\_\_



# Association of Steel Distributors

## 2012 Vendor Partnership Program

### Annual Conference \_\_\_\_\_

Thursday, March 22 - Saturday, March 24, 2012  
Westin Kierland Resort & Spa  
Scottsdale, AZ

### 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. 26 \_\_\_\_\_

MGM Grand Detroit  
Detroit, Michigan  
Sponsorship deadline: Jan. 5

### Thursday, Feb. 23 \_\_\_\_\_

The Ritz-Carlton Philadelphia  
Philadelphia, Pennsylvania  
Sponsorship deadline: Jan. 29

### Thursday, May 3 \_\_\_\_\_

The Ritz-Carlton Cleveland  
Cleveland, Ohio  
Sponsorship deadline: Apr. 9

### Thursday, June 13 \_\_\_\_\_

Hotel Sax Chicago  
Chicago, Illinois  
Sponsorship deadline: May 1

### Thursday, Sept. 20 \_\_\_\_\_

Renaissance Pittsburgh  
Pittsburgh, Pennsylvania  
Sponsorship deadline: Aug. 17

### 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. 23  
Materials Deadline: Feb. 6  
Distribution Date: Feb. 15

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

Insertion Order Deadline: Jul. 23  
Materials Deadline: Aug. 6  
Distribution Date: Aug. 15

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

Insertion Order Deadline: April 23  
Materials Deadline: May 7  
Distribution Date: May 16

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

Insertion Order Deadline: Oct. 22  
Materials Deadline: Nov. 5  
Distribution Date: Nov. 14

### 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.*

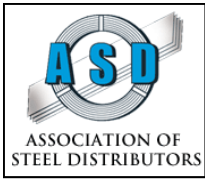
### ASD Web Site Advertisements

*\*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 2012 Marketing Partnership Payment Form

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

## Rates and Specifications

### 2012 Annual Convention Offerings

**2012 Premium Annual Convention Sponsorship - \$5,000** \_\_\_\_\_

**2012 Annual Convention Special Event Sponsorship- \$2,500 per event** \_\_\_\_\_

Circle one:

Welcome Reception

President's Reception

Breakfast/ Speaker Sessions

**2012 Annual Convention Golf Outing Sponsorship- \$1,500** \_\_\_\_\_

**2012 Annual Convention Hospitality Cabana Sponsorship- \$1,000 per day** \_\_\_\_\_

Circle one:

Thursday

Friday

Saturday

### A La Carte Offerings

**Regional Meeting Sponsorship — \$500 per meeting** \_\_\_\_\_

**ASD Home Page HTML Advertisement — \$400 per quarter** \_\_\_\_\_

**Steel Distributor Update HTML Advertisement — \$200 per issue** \_\_\_\_\_

**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 Alyssa Anfuso at ASD Headquarters at [aanfuso@steeldistributors.org](mailto:aanfuso@steeldistributors.org).