2017 STLE MARKETING RESOURCE GUIDE

- TLT magazine print advertising
- TLT magazine digital advertising
- Annual Meeting Trade Show
- Annual Meeting Sponsorships
- Corporate Membership
- Commercial Marketing Forum
- CMF Plus
- Annual Meeting Promotional Brochure
- Annual Meeting Program Guide
- Website advertising
- STLE Update e-newsletter
- Webinars

STLE: Serving the lubricants industry for 72 years • www.stle.org
Partner with the premier technical society serving the multibillion-dollar lubricants industry.

Who we are
The Society of Tribologists and Lubrication Engineers is the leading technical organization serving those who manufacture, market and support lubricants, lubricant additives, lubrication systems and other lubricant-related products. Headquartered in Chicago, STLE is an international organization serving an audience of some 13,000 lubricant professionals.

Our mission
STLE’s mission is to advance the science of tribology and best practices in lubrication engineering. Our goals include fostering innovation, improving the performance of equipment and products, conserving resources and protecting the environment.

What we do
STLE offers its members industry-specific education and training, professional resources, technical information and career development. Our product suite includes meetings and conferences, certifications, print and digital publications, Webinars and both face-to-face and online education courses.

A powerful partner
STLE is recognized throughout the lubricants industry as the single best source of reliable and accurate technical information. Partnering with STLE confers the seal of authority on your organization and affiliates you with the leading community of lubricant experts.

Building a customized, multimedia program
STLE provides a multitude of marketing opportunities that tap into the powerful STLE audience. Customizing opportunities to fit your needs and budgets maximizes your marketing dollars and ensures that your message reaches the largest possible audience.

Choose from the following print, online and face-to-face opportunities:

- TLT magazine print advertising
- TLT magazine digital advertising
- 2017 Commercial Marketing Forum (CMF)
- 2017 Trade Show in Atlanta, Georgia (USA)
- 2017 CMF Plus – Special section of TLT magazine
- 2017 Annual Meeting Sponsorships
- Student Events
- 2017 Annual Meeting Promotional Brochure
- Corporate Membership
- 2017 Annual Meeting Program Guide
- Website advertising
- Webinars
- STLE e-newsletter
Power buyers
80% of STLE members authorize purchases, evaluate products and recommend vendors.

Key markets
Following are the percentages of STLE members who purchase or recommend these products and services:
- Base oils 34%
- Consulting services 41%
- Formulated oils 48%
- Grease 42%
- Lubricant additives 46%
- Software 32%
- Support services 46%
- Testing/analysis equipment 68%

A focused audience
Two-thirds of STLE members are lubricant manufacturers, additive manufacturers/suppliers or end-users of lubricants and lubricant-related products:
- 26% Lubricant manufacturers
- 24% Additive manufacturers and suppliers
- 16% End-users of lubricants
- 5% Academics
- 5% Base oil suppliers
- 4% Testing
- 2% Equipment manufacturers
- 18% Other technical professionals in the lubricants industry.

A tech-savvy audience
85% of STLE members are college grads, and 44% hold advanced degrees in engineering, chemistry or another science-based discipline.
- 20% Doctorate
- 24% Master’s
- 41% Bachelor’s
- 12% Some college
- 3% Other

Representing many job functions
STLE members come from all segments of the lubricants industry:
- Senior corporate management
- Plant management & maintenance
- Researchers & product developers
- Sales & marketing personnel
- Technical services
- Formulators
- Engineers & chemists

Serving a wide range of markets
STLE members are involved in virtually all lubricant-related markets:
- Aeronautics
- Automobile
- Bearings
- Ceramics/Composites
- Energy
- Gears
- Grease
- Hydraulic Equipment
- Metalworking Fluids
- Mobile Equipment
- Nanotribology
- Nonferrous Metals
- Power Generation
- Seals
- Solid Lubricants
- Synthetic Lubricants
- Tribotesting and more.

Start Heightening Your Profile Today!
Contact Tracy Nicholas VanEe • 630-922-3459 or tnicholas@stle.org
**TLT Magazine**

Launched in 2003, TLT is STLE’s most visible member service. Membership surveys consistently rate it as STLE’s No. 1 service.

TLT was created to aid in the technical education and professional development of STLE members and industry colleagues. Each issue is packed with feature articles, industry surveys, interviews with leading professionals, resources, lubrication fundamentals and more. Through its print and digital editions, TLT delivers world-class technical content to some 13,000 leading lubricant professionals each month.

**2017 TLT Editorial Calendar**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Content Focus</th>
<th>Ad Close</th>
<th>Ad Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Oil Analysis</td>
<td>Engine &amp; Drivetrain</td>
<td>Base Oils</td>
</tr>
<tr>
<td></td>
<td><em>2017 STLE Annual Meeting Promotional Brochure in this issue!</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Special recognition for Exhibitors, CMF Presenters and Sponsor Ads!</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>New Technology</td>
<td>Synthetic Lubricants</td>
<td>Seals</td>
</tr>
<tr>
<td>March</td>
<td>Metalworking Fluids</td>
<td>Grease</td>
<td>Oil Analysis</td>
</tr>
<tr>
<td>April</td>
<td>Oil Analysis</td>
<td>Bearings</td>
<td>Tribotesting</td>
</tr>
<tr>
<td></td>
<td><em>Bonus Distribution: ILMA Management Forum, April 20-22, Carlsbad, Calif.</em></td>
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</tr>
<tr>
<td>May</td>
<td>Grease</td>
<td>Gears</td>
<td>Engine Oil Additives</td>
</tr>
<tr>
<td></td>
<td><em>Pre-convention issue!</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Tribotesting</td>
<td>Automotive Tribology</td>
<td>Grease</td>
</tr>
<tr>
<td>July</td>
<td>Bearings</td>
<td>Base Oils</td>
<td>Oil Analysis</td>
</tr>
<tr>
<td></td>
<td><em>Post-convention issue &amp; Summer Sales Special!</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>Metalworking Fluids</td>
<td>Synthetic Lubricants</td>
<td>Bearings</td>
</tr>
<tr>
<td></td>
<td><em>Exhibitor/Advertiser Program – buy a TLT ad, get your 2018 trade show booth in Minneapolis for free! Special pricing applies to all ads in this program.</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>Additives</td>
<td>Synthetic Lubricants</td>
<td>Oil Analysis</td>
</tr>
<tr>
<td>October</td>
<td>Wear</td>
<td>Metalworking Fluids</td>
<td>Grease</td>
</tr>
<tr>
<td></td>
<td><em>Bonus Distribution: ILMA Annual Meeting, Oct. 14-17, Orlando, Fla.</em></td>
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<tr>
<td></td>
<td><em>Exhibitor/Advertiser Program – buy a TLT ad, get your 2018 trade show booth in Minneapolis for free! Special pricing applies to all ads in this program.</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>Metalworking Fluids</td>
<td>Oil Analysis</td>
<td>Additives</td>
</tr>
<tr>
<td>December</td>
<td>Additives</td>
<td>Oil Analysis</td>
<td>Base Oils</td>
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</tbody>
</table>
### 2017 Ad Rates and Mechanical Specs

**Magazine Trim Size:** 8.5 inches wide by 11.25 inches high. Please keep text at least half an inch from edges of full-page bleed ads to ensure that important information is not trimmed in production.

**Electronic File Requirements:** TLT only accepts Press Quality high-resolution (at least 300 dpi) electronic files. PDF is preferred.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$2,904</td>
<td>$2,620</td>
<td>$2,338</td>
<td>$2,053</td>
<td>$1,770</td>
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<tr>
<td>Two-thirds</td>
<td>$2,381</td>
<td>$2,148</td>
<td>$1,915</td>
<td>$1,684</td>
<td>$1,450</td>
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<tr>
<td>Half</td>
<td>$2,031</td>
<td>$1,834</td>
<td>$1,635</td>
<td>$1,438</td>
<td>$1,240</td>
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<tr>
<td>Third page</td>
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<td>$1,518</td>
<td>$1,291</td>
<td>$1,190</td>
<td>$1,026</td>
</tr>
<tr>
<td>Quarter page</td>
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<td>$1,214</td>
<td>$1,066</td>
<td>$918</td>
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**Special Positions**

<table>
<thead>
<tr>
<th>Special Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>IFC (color charge included)</td>
<td>$6,246</td>
</tr>
<tr>
<td>IBC (color charge included)</td>
<td>$6,114</td>
</tr>
<tr>
<td>OBC (color charge included)</td>
<td>$6,886</td>
</tr>
<tr>
<td>Center Spread</td>
<td>$6,927</td>
</tr>
<tr>
<td>Contents (p. 3)</td>
<td>$4,784</td>
</tr>
</tbody>
</table>

**Color Charges:**
- One-color: $407
- PMS Match: $495
- Four-color: $1,102
- Bleed: no charge

**Special Positioning:** 10% upcharge

**Additional Options in Digital TLT:**
- Audio embedded in ad: $300
- Video embedded in ad: $500
- Animation in ad: $300
Do you fit at STLE’s exhibition?
The answer is **YES** if your organization markets any of the following products and services:

- Base Oils
- Condition Monitoring/Testing Analysis
- Consulting Services
- Environmental Protection Re-refining
- Equipment Material Supplies and Services
- Industrial Fluids
- Lubricant Additives
- Lubricant Management
- Metalworking Fluids
- Metalworking Fluid Additives
- Synthetic Lubricants.

**Pricing for Standard Booths**
Standard booths at Hyatt Regency Atlanta are 10-by-10 feet and cost $2,375 for STLE Corporate Members (see page 10) and $2,775 for all others.

**Included:**
- Standard 7-by-44-inch ID sign displaying your company’s name, city and booth number
- An 8-foot-high back wall and 36-inch-high divider rails of quality fabric
- General overhead lighting
- Security guard service
- Listing in the Program Guide distributed on site
- Listing in TLT magazine distributed on site
- List of preregistered attendees suitable for one pre-meeting mailing.

**Pricing for SuperSized Booths—save more than $7,300!**
For companies that want to set themselves apart in the lubricants industry, STLE is offering four 20-by-20-foot SuperSized booths that are four times the square area of a standard booth. Companies that display in these booths differentiate themselves and are guaranteed high traffic.

All of the services that come with a standard booth are included with the SuperSized booths. In addition, to help you get the most from your premium booth, STLE offers a SuperSized Exhibitor Package combining exhibit space with an unbeatable marketing combination that still allows you to realize more than $6,500 in savings:

- Premium booth size (20-by-20 feet)
- Full-page, color ads in the Pre-convention, Convention and Post-convention issues of TLT, STLE’s official magazine that reaches 13,000 lubricant professionals monthly
- One full-page color tab advertisement in the Program Guide distributed on site at Hyatt Regency Atlanta.

**SuperSized booths: Corporate Member Price:**

- Total value: $21,333
- Your cost: $14,722
- Your savings: $6,611

**SuperSized booths: Non-Corporate Member Price:**

- Total value: $22,933
- Your cost: $15,122
- Your savings: $7,811

**PROFILE ENHANCEMENT TIP:** Promote your exhibit with an ad in the January 2017 TLT, which contains the release of the Annual Meeting Promotional Brochure. The Promotional Brochure is the first release of the entire technical agenda for the meeting, including paper titles and authors. Follow up with the same ad in the May Pre-convention issue of TLT, the June Convention issue of TLT, the Annual Meeting Program Guide and the July Post-convention issue of TLT.
STLE Annual Meeting & Exhibition • May 21-25, 2017

Hyatt Regency Atlanta, Atlanta, Georgia (USA)

Exhibit Hours
Monday: Noon – 5 pm
Tuesday: 9:30 am – Noon & 2 – 5:30 pm
Wednesday: 9:30 am – Noon

Future STLE Annual Meeting Dates & Locations
Minneapolis, Minnesota, May 20-24, 2018
Nashville, Tennessee, May 19-23, 2019
Chicago, Illinois, May 3-7, 2020

2017 Floor Plan Hyatt Regency Atlanta Grand Hall

Annual Meeting dates: May 21-25 • Exhibition dates: May 22-24

Start Heightening Your Profile Today!
Contact Tracy Nicholas VanEe • 630-922-3459 or tnicholas@stle.org
**Other Annual Meeting Marketing Opportunities**

**Sponsorships**

Typically attracting about 1,600 attendees, STLE’s Annual Meeting & Exhibition is the place where the lubricants community gathers to conduct business, renew relationships and make marketing plans for the upcoming year. Sponsorships at STLE’s Annual Meeting are a great way to gain exposure and raise the profile of your company in Atlanta in 2017.

Sponsorships come in all shapes, sizes and prices and are designed to fit everyone’s marketing budget.

**PROFILE ENHANCEMENT TIP:** Package your sponsorship with a four-point ad program in the January issue of TLT, which includes the release of the Annual Meeting Promotional Brochure, and TLT’s Pre-convention, Convention and Post-convention issues.

**Palladium Level Sponsorship Opportunities**

This highest category of offering promises maximum exposure to companies looking to stand out in the crowd at the 2017 STLE Annual Meeting & Exhibition. Individual acknowledgement features are outlined below and are added to the following standard STLE Sponsorship exposure benefits:

- Your company’s name appears in STLE’s Program Guide (see page 10), which is delivered on site at Hyatt Regency Atlanta and referred to constantly during all five days of the Meeting.
- Your sponsorship is promoted on STLE’s Website, in three TLT convention-themed issues, in STLE’s Update e-Newsletter plus slide presentations and signage throughout Hyatt Regency Atlanta.
- A sponsorship listing in the Annual Meeting Mobile App keeps your company name at the forefront before, during and after the Meeting week.

**Palladium Level—$4,000 (plus material costs in some cases)**

**WiFi Service**

Your company name appears on the signal, and cards with your company name and logo are distributed at the registration area and at the WiFi/Cyber Café locations.

**Registration Bags**

Your company name appears on each of the bags, which are filled with annual meeting materials. These are high-quality bags designed for long-term use—keeping your company name in sight long after the meeting is over.

**Bookmark for Annual Meeting Program Guide**

We stuff your 2x7-inch bookmark inside each Annual Meeting Program Guide, which attendees refer to dozens of times a day. The bookmark contains your company’s name, logo and message on both sides.

**Refreshment Breaks Plus Water Stations**

Served twice daily in the Exhibit Hall, these coffee and soft drink breaks offer welcome libations and draw attendees to the show floor. We also offer water dispensers with your company’s name and logo in stations on the show floor and in other convention locations throughout the week.

**Result:** Constant exposure for your company!

**Annual Meeting Mobile App**

A personal guide and itinerary planner for STLE’s conference that works on all Apple and Android mobile devices. Your company name appears on every page of the app.
Titanium Plus—More than $3,000

Welcome Gift
Be the first to greet STLE Attendees with Welcome Gift items of your choice—all adorned with your company name and logo.

Badge Lanyards
Let Annual Meeting attendees wear your company’s name and serve as walking advertisements throughout the meeting. The meeting’s most visible sponsorship and certainly its biggest bargain—this one never stops working!

Recharging Lounge
This inviting lounge area in Hyatt Regency Atlanta features a smartphone recharging unit branded with your company’s name and logo. Signage throughout the lounge area further identifies the company sponsoring this area to “take a break and recharge.”

Exhibitor Appreciation Hour Raffle
Introduced in 2013, the Exhibitor Appreciation Hour provides dedicated time for STLE attendees to visit the STLE exhibition and now is a sponsored event. Adding to the excitement are raffles on Monday and Tuesday to win a prize of your choice (attendees must be present to win). Announcement cards go in every Reg Bag, drawing prime attention to your company’s generous gift.

Titanium—$3,000

Education Course Materials
In 2016 more than 600 people attended STLE’s annual meeting education courses. In 2017 the society is offering 12 world-class educational courses taught by the industry’s top experts. Notebooks are referenced continuously after the meeting is over. Your sponsorship includes a full-page, four-color advertisement in the notebooks.

Presidents Luncheon
The Presidents Luncheon is an excellent way to reach a captive audience of more than 800 Annual Meeting attendees. Exposure benefits include signage outside the door of the banquet hall and all promotion in TLT, the Program Guide and the Annual Meeting Mobile App.

Platinum—$2,000

Speakers Breakfast Series
The Speakers Breakfasts are held on Monday, Tuesday, Wednesday and Thursday. Between 75-150 high-level decision-makers attend each breakfast.

Multilevel Sponsorships

Welcoming Party
Held Monday night, the Welcoming Party is an Annual Meeting highlight and a great business-networking event. Attendees come to talk business and enjoy friendly conversation and entertainment. This event, which draws multiple sponsors, is available at all of the above levels plus:

- Gold ($1,000)
- Silver ($750)
- Bronze ($500)

Student Activities Sponsorships
The 2017 STLE Annual Meeting & Exhibition again is incorporating programs and activities designed to engage young people pursuing careers in the fields of lubrication engineering and tribology research. Programs like the Student Poster Competition and the annual Student Networking Event benefit greatly from corporate support. If your company is interested in helping to support and advance STLE’s student programs and services, please contact Tracy Nicholas VanEe at 630-922-3459, tnicholas@stle.org.

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Annual Meeting Promotional Brochure

**Audience:** 13,000 top lubricant professionals

**Distribution:** Included in the January TLT. Emailed (in January, February, March & April 2017), posted on STLE’s Website and archived.

The 2017 Annual Meeting Promotional Brochure is a special section in the January issue of TLT. This is the first release of the technical agenda for the 2017 STLE Annual Meeting, including paper titles and authors.

Advertising in this issue lets your key audience know in advance that your company is participating in the 2017 STLE Annual Meeting and looking to do business with them. To maximize your exposure, run the same ad in the Annual Meeting Program Guide.

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Annual Meeting Program Guide

**Audience:** 1,600 Annual Meeting attendees plus 13,000 top lubrication professionals

**Distribution:** On site at Hyatt Regency Atlanta and via email

This guide is the compass attendees use to navigate STLE’s complex, five-day meeting. Included are programs, room numbers, times and other essential information. Since the guide is the same size as TLT, you can re-use your magazine ad, which also ensures consistency of your message. Create a high-impact package of the Annual Meeting issue of TLT, the Annual Meeting Promotional Brochure and the Annual Meeting Program Guide.

**2017 Annual Meeting Program Guide Rates**

- Full page: $495  •  IBC: $1,695
- IFC: $1,795  •  OBC: $1,895
- Tabs (8 positions available) $1,595

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Corporate Membership—the ultimate strategy for getting the most from STLE

For more than 70 years the lubricant industry’s leading companies have supported STLE by sponsoring employee memberships, volunteering their best people for leadership positions and technical committees and participating in our meetings and conferences.

To reward these loyal companies, STLE created the Corporate Member program. Becoming a Corporate Member means access to STLE’s best marketing features and shows support of the lubricant industry’s premier technical society. Corporate Members achieve significant savings on STLE products and services, particularly the Annual Meeting.

<table>
<thead>
<tr>
<th>Corporate Member:</th>
<th>Corporate Member Premium:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price:</strong> $1,245</td>
<td><strong>Price:</strong> $3,430</td>
</tr>
<tr>
<td><strong>Savings:</strong> $1,895</td>
<td><strong>Savings:</strong> $2,567</td>
</tr>
</tbody>
</table>

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Commercial Marketing Forum (CMF) & CMF Plus

The CMF is a series of 30-minute marketing sessions at STLE’s 2017 Annual Meeting where you may promote your company’s products and services, something not allowed in the technical sessions. Your CMF session is promoted in the Annual Meeting Program Guide, directing attendees to your presentation.

**Commercial Marketing Forum Pricing:**

- $460 for STLE Corporate Members who exhibit
- $600 for STLE Corporate Members
- $740 for individual members
- $820 for non-members

Then take your message to 13,000 lubricant professionals by converting it to writing and publishing in **CMF Plus**, a special section in the November 2017 TLT. You receive two spreads (four pages)—three to present your CMF information plus a full-page ad.

**CMF Plus:** $2,500 net
Digital TLT Sponsorship

**Audience:** 13,000 top lubricant professionals worldwide

**Distribution:** Emailed, posted on STLE Website & archived

Your company can be the sole sponsor of a digital edition of TLT. Your full-page promotional copy appears opposite the front cover and reaches 13,000 top lubrication professionals around the world. Readers clicking on the sponsor page are directed to your Website.

DTLT is archived on STLE’s Website, so your ad message never stops working for you. Choose an issue with content relating to your company’s product offering and establish your presence as an industry leader.

**Rate:** $3,000 net

Webinars

Your company can design its own one-hour presentation, choosing both the topic and speaker. STLE will promote, host (via WebX) and moderate your Webinar, making this marketing service simple but impactful for presenting companies.

For dates and pricing, contact Tracy VanEe at 630-922-3459, tnicholas@stle.org.

STLE Update E-newsletter

Covering industry news, society events and professional resources, STLE Update is emailed weekly to 13,000 leading professionals in the lubricants industry. A great way to keep your company’s image continuously in view of the people who purchase your products and services.

**Rate:** $600/month

**Start Heightening Your Profile Today!**

Contact Tracy Nicholas VanEe • 630-922-3459 or tnicholas@stle.org
Join the growing list of companies partnering with STLE!

The following organizations already are reaping the rewards of choosing STLE as their marketing partner.