2020 STLE MARKETING RESOURCE GUIDE

Connect with 15,000 technical professionals in the lubricants industry.

• TLT Print Advertising
• TLT Digital Advertising
• Corporate Member Profiles
• Corporate Memberships
• Commercial Marketing Forum
• CMF Plus
• E-Opportunities
• Annual Meeting Trade Show

STLE 75th Anniversary Celebration!
May 3-7, 2020

Be part of it!

Society of Tribologists and Lubrication Engineers 75th Annual Meeting & Exhibition • Chicago • 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 15,000 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
- Trade Show in Chicago—celebrate STLE’s 75th Anniversary!
- Annual Meeting Sponsorships
- Tribology Frontiers Conference Sponsorships
- Corporate Membership
- STLE E-newsletter
- Commercial Marketing Forum (CMF)
- CMF Plus – Special Section of TLT
- Student Events
- Annual Meeting Advance Program
- Annual Meeting Program Guide
- Annual Meeting App
- Webinars
**STLE Demographics**

**Domestic and international reach**

With its print and digital products, plus face-to-face industry events, STLE serves a market of some 15,000 lubricant professionals worldwide. STLE is an international organization, with 22% of our membership coming from 70 nations outside of North America.

**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.

**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.

**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
- 12% Some college
- 24% Master’s
- 3% Other
- 41% Bachelor’s

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**Start Heightening Your Profile Today!**

Contact Tracy Nicholas VanEe • 630-922-3459 or emeraldcomminc@yahoo.com
## TLT Magazine 2020 Editorial Calendar

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, best practices, lubrication fundamentals and more. Through its print and digital editions, TLT delivers world-class technical content to some 15,000 leading lubricant professionals each month.

<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>Metalworking Fluids • Electric Vehicles • Base Stocks • Engine &amp; Drivetrain • Environmentally Friendly Fluids</td>
<td>Nov. 19</td>
<td>Nov. 26</td>
</tr>
<tr>
<td></td>
<td><em>2020 STLE Annual Meeting Advance Program in this issue!</em></td>
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<tr>
<td></td>
<td><em>Special recognition for Exhibitors, CMF Presenters and Sponsor Ads!</em></td>
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</tr>
<tr>
<td>February</td>
<td>Oil Analysis • Grease • Gears • Biotribology • Automotive Tribology</td>
<td>Dec. 20</td>
<td>Dec. 27</td>
</tr>
<tr>
<td>March</td>
<td>Oil Analysis • Condition Monitoring • Grease • Lube Cleanliness • Lube Fundamentals</td>
<td>Jan. 24</td>
<td>Jan. 31</td>
</tr>
<tr>
<td></td>
<td><em>Bonus Distribution: PittCon, March 1-5, Chicago, Ill.</em></td>
<td></td>
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</tr>
<tr>
<td>April</td>
<td>Oil Analysis • Bearings • Gear Lubrication • Environmentally Friendly Fluids • Base Stocks • Automotive Tribology</td>
<td>Feb. 20</td>
<td>Feb. 27</td>
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<tr>
<td></td>
<td><em>STLE Pre-Annual Meeting issue!</em></td>
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<tr>
<td></td>
<td><em>Bonus Distribution: ILMA 2020 Engage Spring Conference, April 2-4, Asheville, N.C.</em></td>
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<tr>
<td>May</td>
<td>Gears • Engine &amp; Drivetrain • Automotive Tribology • Solid Lubricants</td>
<td>March 23</td>
<td>March 30</td>
</tr>
<tr>
<td></td>
<td><em>75th Anniversary Commemorative issue! Salute STLE by placing a special, congratulatory ad where your logo takes center stage!</em></td>
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<tr>
<td></td>
<td><em>Bonus Distribution: STLE 2020 Annual Meeting &amp; Exhibition, May 3-7, Chicago, Ill.</em></td>
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</tr>
<tr>
<td>June</td>
<td>Additives • Bearings • Oil Analysis • Grease • Solid Lubricants • Automotive Tribology</td>
<td>April 30</td>
<td>May 7</td>
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<tr>
<td></td>
<td><em>Post-convention issue! Bonus Distribution: NLGI, June 14-17, Miami, Fla.</em></td>
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<tr>
<td>July</td>
<td>Oil Analysis • Bearings • Base Stocks • Environmentally Friendly Fluids • Engine &amp; Drivetrain</td>
<td>May 22</td>
<td>May 29</td>
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<tr>
<td>August</td>
<td>Metalworking Fluids • Bearings • Solid Lubricants • Automotive Tribology • Engine &amp; Drivetrain • Computer-Aided Tribology</td>
<td>June 22</td>
<td>June 29</td>
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<tr>
<td>September</td>
<td>Additives • Oil Analysis • Gears • Engine &amp; Drivetrain • Biotribology</td>
<td>July 24</td>
<td>July 31</td>
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<tr>
<td>October</td>
<td>Solid Lubricants • Aerospace • Bearings • Automotive Tribology • Lubrication • Viscosity • Bearing Steel</td>
<td>Aug. 24</td>
<td>Aug. 31</td>
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<tr>
<td>November</td>
<td>Metalworking Fluids • Oil Analysis • Wear • Electric Vehicles • Mining &amp; Construction</td>
<td>Sept. 24</td>
<td>Oct. 1</td>
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<tr>
<td>December</td>
<td>Additives • Gears • Metalworking Fluids • Biotribology • Automotive Tribology • Electric Vehicles • Mining &amp; Construction</td>
<td>Oct. 23</td>
<td>Oct. 30</td>
</tr>
</tbody>
</table>
2020 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.

### Ad Size 1x 3x 6x 9x 12x

<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>
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<td>$2,751</td>
<td>$2,454</td>
<td>$2,155</td>
<td>$1,858</td>
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<td>Two-thirds</td>
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<td>$2,255</td>
<td>$2,010</td>
<td>$1,768</td>
<td>$1,522</td>
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<td>Half</td>
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<td>$1,925</td>
<td>$1,716</td>
<td>$1,509</td>
<td>$1,302</td>
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<tr>
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<td>$1,593</td>
<td>$1,355</td>
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<td>$1,274</td>
<td>$1,119</td>
<td>$963</td>
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### Special Positions

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<th>6x</th>
<th>9x</th>
<th>12x</th>
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</thead>
<tbody>
<tr>
<td>IFC (color charge included)</td>
<td>$6,558</td>
<td>$5,903</td>
<td>$5,245</td>
<td>$4,588</td>
<td>$3,993</td>
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<tr>
<td>IBC (color charge included)</td>
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<td>OBC (color charge included)</td>
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<tr>
<td>Center spread</td>
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<td>$6,910</td>
<td>$5,262</td>
<td>$5,719</td>
<td>$5,104</td>
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<tr>
<td>Contents (p. 3)</td>
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<td>$4,653</td>
<td>$4,279</td>
<td>$3,907</td>
<td>$3,543</td>
</tr>
</tbody>
</table>

### Color Charges:

- One-color: $427
- PMS Match: $519
- Four-color: $1,157
- Bleed: n/c
- Special Positioning: 10% upcharge

### Additional Options in Digital TLT:

- Audio embedded in ad: $315
- Video embedded in ad: $525
- Animation in ad: $315

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Start Heightening Your Profile Today!

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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 the Hyatt Regency Chicago are 10-by-10 feet and cost $2,675 for STLE Corporate Members and $3,075 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 $13,000!
For companies that want to set themselves apart in the lubricants industry, STLE is offering five 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 $9,200 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 15,000 lubricant professionals monthly
- One full-page color tab advertisement in the Program Guide distributed on site at the Hyatt Regency Chicago.

SuperSized booths: Corporate Member Price:
Total value .......................................... $24,019
Your cost ............................................ $15,922
Your savings: ...................................... $8,097

SuperSized booths: Non-Corporate Member Price:
Total value .......................................... $25,619
Your cost ............................................ $16,322
Your savings: ...................................... $9,297

Promote your exhibit with an ad in the January 2020 TLT, which contains the release of the Annual Meeting Advance Program. The Advance Program 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 April Pre-convention issue of TLT, the May Convention issue of TLT, the Annual Meeting Program Guide and the June Post-convention issue of TLT.
2020 Trade Show Floor Plan • Hyatt Regency Riverside Exhibit Hall • Chicago

Exhibit Hours:
- **Sunday:** Set up from Noon – 5 pm
- **Monday:** Noon – 5 pm
- **Tuesday:** 9:30 am – Noon & 2 – 5:30 pm
- **Wednesday:** 9:30 am – Noon

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

Palladium Level—$4,000 (plus material costs)

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!

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!

Directional Signs
Providing highly visible direction to the Exhibition Hall, these large decals are placed throughout the venue to point the way. If your company is also an exhibitor, a special Sponsor decal is placed directly in front of your booth!

Education Course Lunches
Help provide sustenance to more than 450 Education Course participants who will be issued plastic charge cards for use at the Hyatt’s food outlets throughout the week. Your company’s name and logo will appear on the cards as well as on the personal greeting card in which they will be distributed.

Guestroom Keycards
Your company name and logo are printed on each card which keeps your sales message at the fingertips of all 2020 STLE Attendees.

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. Water dispensers display sponsor’s name and logo, and easels next to break stations also acknowledge the sponsor. Result: Constant exposure for your company!

Registration Bags
Your company name appears on each of the bags! They are high-quality and designed for long-term use—keeping your company name in sight long after the meeting is over.

WiFi Service
Your company name appears on the signal and on log-in information cards distributed at the registration area.

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 Advance Program, and TLT’s Pre-convention, Convention and Post-convention issues.
Titanium Plus—More than $3,000

Welcome Gift
Be the first to greet STLE Attendees with a gift item of your choosing and design. Depending on size, the items—branded with your company’s name and logo—will either be distributed at the registration area or inside the Registration Bags.

Recharging Lounge
This inviting lounge area in the Hyatt Regency Chicago 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 will be distributed at the Annual Meeting, drawing prime attention to your company’s generous gift.

Titanium—$3,000

Education Course Materials
In 2019 more than 450 people attended STLE’s Annual Meeting education courses. In 2020 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

Networking Reception
Held Monday night, the Networking Reception 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)

Drive 75

Join a growing group of companies helping STLE celebrate its Diamond Anniversary!
STLE is observing its 75th Anniversary with a year of events and activities, culminating in a festive celebration at the 2020 Annual Meeting & Exhibition in Chicago.

To honor the industry’s premier technical association and support this momentous event, your company can become a Drive 75 Sponsor and reap a series of benefits throughout the year!
Your Drive 75 sponsorship includes a special $100 donation in your company’s name to a high school STEM program of your choice with matching funds from STLE!
For details, contact Tracy Nicholas VanEe at 630-922-3459 or at emeraldcomminc@yahoo.com.

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Commercial Marketing Forum (CMF) and CMF Plus

The CMF is a series of 30-minute marketing sessions at STLE’s 2020 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.

Then take your message to 15,000 lubricant professionals by converting it to writing and publishing in CMF Plus, a special section in the November TLT. You receive two spreads (four pages)—three to present your CMF information plus a full-page ad.

COMMERCIAL MARKETING FORUM PRICING:

- $610 for STLE Corporate Members who exhibit
- $750 for STLE Corporate Members
- $890 for individual members
- $970 for non-members

CMF Plus Rate: $2,500 net for four pages

PROFILE ENHANCEMENT TIP: Combine your Annual Meeting technical presentation with a Commercial Marketing Forum session to establish your company’s expertise and sell products.
Corporate Membership—the ultimate strategy for getting the most from STLE

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.

In 2013 STLE expanded the program to include a Corporate Member Premium plan to allow for even greater savings. To determine which plan makes the most sense for your organization, contact STLE national sales manager Tracy Nicholas VanEe: emeraldcomminc@yahoo.com, 630-922-3459.

If your company sends two or more individuals to the STLE Annual Meeting or participates through an exhibit or Commercial Marketing Forum, then Corporate Membership is the ultimate strategy for raising your industry profile while saving thousands of dollars.

Corporate Member Price: $1,285 • Savings: $1,935
Corporate Member Premium Price: $3,540 • Savings: $2,677

Corporate Profiles publication
To honor Corporate Member companies, TLT includes this special publication every December to profile pertinent information about your company—a half-page profile accompanied by a half-page ad. The pub also stands alone on the STLE website home page through January 2020! • Rate: $1,500 net.

E-Opportunities

Digital TLT Sponsorship

**Audience:** 15,000 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 15,000 top lubrication professionals around the world. Readers clicking on the sponsor page are directed to your website. Your logo and website also will be listed in the TLT Archives.

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

STLE Website

Average page views of nearly 78,000 per month and more than 8,500 monthly unique visitors make STLE’s website home page a marketing savvy addition to your overall STLE marketing plan.

STLE E-newsletter

Covering industry news, society events and professional resources, the STLE newsletter is emailed weekly to 15,000 leading professionals in the lubricants industry.

STLE 365 Mobile App

STLE’s audience stays connected and informed all year long through this news-packed app. Compatible with Apple (iOS), Android and HTML5 formats, **STLE 365** is just another digital platform for your sales messages that reaches a dynamic group of decision-making buyers!

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**Bonus:** Your sponsorship and company name appear on the front cover of TLT’s print edition.