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

2018 STLE MARKETING RESOURCE GUIDE

Design a multimedia strategy that fits your budget:

- TLT Magazine Print Advertising
- TLT Magazine Digital Advertising
- Annual Meeting Trade Show
- Annual Meeting Sponsorships
- Corporate Membership
- Commercial Marketing Forum
- CMF Plus
- Corporate Member Profiles
- Annual Meeting Program Guide
- Annual Meeting App
- STLE Update E-newsletter
- Webinars

Serving the lubricants industry for 74 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 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 Minneapolis, Minnesota
- Annual Meeting Sponsorships
- Corporate Membership
- STLE Update E-newsletter
- Commercial Marketing Forum (CMF)
- CMF Plus – Special Section of TLT Magazine
- 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.

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

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 15,000 leading lubricant professionals each month.

2018 TLT Editorial Calendar

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2018 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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</thead>
<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>
<td>$1,685</td>
<td>$1,518</td>
<td>$1,291</td>
<td>$1,190</td>
<td>$1,026</td>
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<tr>
<td>Quarter page</td>
<td>$1,509</td>
<td>$1,360</td>
<td>$1,214</td>
<td>$1,066</td>
<td>$918</td>
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**Special Positions**

<table>
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<th>Special Position</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>IFC (color charge included)</td>
<td>$6,246</td>
<td>$5,622</td>
<td>$4,996</td>
<td>$4,370</td>
<td>$3,746</td>
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<tr>
<td>IBC (color charge included)</td>
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<td>$5,408</td>
<td>$4,812</td>
<td>$4,208</td>
<td>$3,606</td>
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<tr>
<td>OBC (color charge included)</td>
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<td>$6,198</td>
<td>$5,507</td>
<td>$4,820</td>
<td>$4,131</td>
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<tr>
<td>Center Spread</td>
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<td>$6,581</td>
<td>$5,012</td>
<td>$5,447</td>
<td>$4,861</td>
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<tr>
<td>Contents (p. 3)</td>
<td>$4,784</td>
<td>$4,432</td>
<td>$4,076</td>
<td>$3,721</td>
<td>$3,375</td>
</tr>
</tbody>
</table>

**Color Charges:**
- One-color: $407 • PMS Match: $495
- Four-color: $1,102 • Bleed: nc

**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 the Minneapolis Convention Center are 10-by-10 feet and cost $2,475 for STLE Corporate Members and $2,875 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 $7,400!

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 $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 15,000 lubricant professionals monthly
- One full-page color tab advertisement in the Program Guide distributed on site at the Minneapolis Convention Center.

**SuperSized booths: Corporate Member Price:**

<table>
<thead>
<tr>
<th>Total value</th>
<th>$22,661</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your cost</td>
<td>$15,122</td>
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<tr>
<td>Your savings</td>
<td>$7,539</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Total value</th>
<th>$22,975</th>
</tr>
</thead>
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<tr>
<td>Your cost</td>
<td>$15,522</td>
</tr>
<tr>
<td>Your savings</td>
<td>$7,453</td>
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</tbody>
</table>

**PROFILE ENHANCEMENT TIP:** Promote your exhibit with an ad in the January 2018 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 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.
Exhibitor Lounge

Trade Show Floor Plan • Exhibition Dates: May 21-23, 2018

Exhibit Hours:
Sunday: Set up from 8 am-5 pm
Monday: Noon-5 pm
Tuesday: 9:30 am-Noon & 2-5:30 pm
Wednesday: 9:30 am-Noon

Future STLE Annual Meeting Dates & Locations:
• Nashville, Tennessee, May 19-23, 2019
• Chicago, Illinois, May 3-7, 2020
• New Orleans, Louisiana, May 16-20, 2021
• Orlando, Florida, May 15-19, 2022

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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 Minneapolis.

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 Advance Program, 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 2018 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 the Minneapolis Convention Center 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 (May, June, July), in STLE’s Update E-newsletter plus slide presentations and signage throughout the Minneapolis Convention Center.
- 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)

Water Bottle Welcome Gift

Be the first to greet STLE Attendees and help them stay well-hydrated throughout the busy Annual Meeting week! These high-quality yet low-cost bottles will be branded with your company name and logo, distributed through the Annual Meeting registration bags and easily refillable at the water bottle-friendly fountains throughout the Minneapolis Convention Center.

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.

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.

Exciting, High-Impact Branding Opportunities for 2018 Sponsors!

VIDEO WALL  ESCALATOR CLINGS  GLASS PANEL RAILINGS
Titanium Plus—More than $3,000

**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 the Minneapolis Convention Center 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 2017 more than 600 people attended STLE’s Annual Meeting education courses. In 2018 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)

**Student Activities Sponsorships**
The 2018 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 Reception 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.

**Start Heightening Your Profile Today!**
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Commercial Marketing Forum (CMF) & CMF Plus

The CMF is a series of 30-minute marketing sessions at STLE’s 2018 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:
- $560 for STLE Corporate Members who exhibit
- $700 for STLE Corporate Members
- $840 for individual members
- $920 for non-members

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 2018 TLT. You receive two spreads (four pages)—three to present your CMF information plus a full-page ad.

CMF Plus: $2,500 net

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

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.

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: tnicholas@stle.org, 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.

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

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.

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 Nicholas 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 15,000 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

Bonus: Your sponsorship and company name appear on the front cover of TLT’s print edition.
Join the growing list of companies partnering with STLE!

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

Society of Tribologists and Lubrication Engineers
840 Busse Highway, Park Ridge, Illinois 60068 (USA)
Phone: 847-825-5536 | Fax: 847-825-1456 | www.stle.org | information@stle.org