2021 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

75th STLE Annual Meeting & Exhibition! May 16-20, 2021
Be part of it!
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 New Orleans—75th STLE Annual Meeting & Exhibition!
- Annual Meeting Sponsorships
- Tribology Frontiers Conference Sponsorships
- Corporate Membership/Corporate Profiles Publication
- 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.

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 emeraldcomminc@yahoo.com
## 2021 TLT 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.

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<thead>
<tr>
<th>Issue</th>
<th>Content Focus</th>
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<tr>
<td>January</td>
<td>Condition Monitoring • Electric Vehicles • Wind Turbines • Engine &amp; Drivetrain • Mining &amp; Construction</td>
<td>Nov. 24</td>
<td>Dec. 1</td>
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|             | *2021 STLE Annual Meeting Advance Program in this issue!*  
*Special recognition for Exhibitors, CMF Presenters and Sponsor Ads!* |          |              |
| February    | Base Stocks • Additives • Seals • Automotive Tribology • Oil Analysis • Tribotesting | Dec. 23  | Dec. 30      |
| March       | Metalworking Fluids • Condition Monitoring • Grease • Viscosity • Engine & Drivetrain | Jan. 25  | Feb. 1       |
|             | *Bonus Distribution: PittCon, March 6-10, New Orleans, La.* |          |              |
| April       | Base Stocks • Gears • Wear • Additives • Bearings • Automotive Tribology        | Feb. 22  | March 1      |
|             | *Bonus Distribution: ILMA 2021 Engage Spring Conference, April 15-17, Carlsbad, Calif.* |          |              |
| May         | Grease • Oil Analysis • Gears • Solid Lubricants • Environmentally Friendly Fluids | March 24 | March 31     |
|             | *Pre-convention issue!* | | |
| June        | Mining & Construction • 75th STLE Annual Meeting • Computer-Aided Tribology • 3D Printing • Automotive Tribology | April 16 | April 23     |
|             | *Convention issue!*  
*Bonus Distribution: STLE 2021 Annual Meeting & Exhibition, May 16-20, New Orleans, La. • NLGI, June 13-16, Napa, Calif.* |          |              |
| July        | Bearings • Grease • Automotive Tribology • Oil Analysis • Lubrication Engineering | May 24   | June 1       |
|             | *Post-convention issue!* | | |
| August      | Bearings • Condition Monitoring • Metalworking Fluids • Environmentally Friendly Fluids • Electric Vehicles • Automotive Tribology | June 24  | July 1       |
| September   | Additives • Grease • Wear • Gears • Condition Monitoring | July 23  | July 30      |
| October     | Electric Vehicles • Aviation Lubricants • Environmentally Friendly Fluids • Lubrication Cleanliness • Bearings | Aug. 25  | Sept. 1      |
|             | *Bonus Distribution: ILMA Annual Meeting, Oct. 9-12, Phoenix, Ariz.* |          |              |
| November    | Grease • Oil Analysis • Automotive Tribology • Bearings • Condition Monitoring | Sept. 24 | Oct. 1       |
| December    | Gears • Tribochemistry • Metalworking Fluids • Aviation Lubricants • Automotive Tribology | Oct. 25  | Nov. 1       |
2021 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.
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 New Orleans 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 Super Sized Booths—save more than $9,200!

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 New Orleans.

**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 2021 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.
2021 Trade Show Floor Plan
The Elite Hall • New Orleans

Exhibit Setup Hours:
• Sunday: Noon – 5 pm
• Monday: 6 – 11 am

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:
• Orlando, Fla.: May 15-19, 2022
• Long Beach, Calif.: May 21-25, 2023
• Minneapolis, Minn.: May 19-23, 2024

Start Heightening Your Profile Today!
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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 New Orleans. 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 Regency New Orleans’s food outlets throughout the week. Your company’s name and logo will appear on the cards.

Guestroom Keycards
Your company name and logo are printed on each card which keeps your sales message at the fingertips of all 2021 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 New Orleans 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 2021 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.

President’s Luncheon
The President’s 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)

JOIN A GROWING GROUP OF COMPANIES HELPING STLE CELEBRATE!
To honor the industry’s premier technical association’s milestone achievement, your company can become a Drive 75 Sponsor and reap a series of exposure benefits.
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 2021 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.

Additional Annual Meeting Marketing Opportunities

Annual Meeting Advance Program

**Audience:** 15,000 top lubricant professionals.

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

The 2021 Annual Meeting Advance Program is a special section in the January issue of TLT. This is the first release of the technical agenda for the 2021 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 2021 STLE Annual Meeting and looking to do business with them. To maximize your exposure, run the same ad in the Annual Meeting Program Guide, distributed to 1,600 convention attendees in New Orleans.*

Annual Meeting Program Guide

**Audience:** 1,600 Annual Meeting attendees plus 15,000 top lubrication professionals.

**Distribution:** On site at the Hyatt Regency New Orleans 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 Advance Program and the Annual Meeting Program Guide.

Additional Annual Meeting Marketing Opportunities

<table>
<thead>
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<th>2021 Annual Meeting Program Guide Rates</th>
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<tr>
<td>Full page ................................ $495</td>
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<tr>
<td>IFC ..................................... $1,795</td>
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<tr>
<td>IBC ..................................... $1,695</td>
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<tr>
<td>OBC ..................................... $1,895</td>
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<tr>
<td>Tabs: $1,595 (8 positions available)</td>
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10th Annual CMF Plus

The industry’s most innovative companies release key presentations from STLE’s 2019 Commercial Marketing Forum (CMF) plus...
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 Membership**

**Price:** $1,350  •  **Savings:** $1,935

**Corporate Member Premium**

**Price:** $3,725  •  **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!

**Rate:** $1,500 net.

**Digital TLT Sponsorship**

Your company can be the sole sponsor of a digital edition of TLT. Your promotional copy appears opposite the front cover and reaches 15,000 top lubrication professionals around the world. Readers clicking on this page are directed to your website.

Your company logo appears at the top of the main digital edition page and next to the TLT magazine cover on the STLE home page during the month of your sponsorship.

Best of all, DTLT is archived, so your sponsorship never stops working for you!

Choose an issue with content relating to your company’s products or services and let DTLT cement your brand as a leader in that market space!

**Rate:** $3,500 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. The banner opportunities come in different sizes and locations on the page so you can maximize your visibility!

**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!

**E-Opportunities**

**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!