2024 STLE Marketing resource guide

Raise your company's profile and connect with 15,000 technical professionals in the lubricants industry!



- TLT PRINT ADVERTISING
- TLT DIGITAL ADVERTISING
- COMMERCIAL MARKETING FORUM



ANNUAL MEETING & EXHIBITION

CMF PLUS

• E-OPPORTUNITIES



- SPONSORSHIPS
 - CORPORATE MEMBERSHIP
 - CORPORATE MEMBER PROFILES

78th STLE Annual Meeting & Exhibition

May 19-23, 2024 Minneapolis Convention Center Minneapolis, Minnesota (USA)

Be part of it!

MINNEAP

Society of Tribologists and Lubrication Engineers • www.stle.org • #STLE2024

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, podcasts 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—78th STLE Annual Meeting & Exhibition!
- Sponsorship
- Corporate Membership/Corporate Profiles Publication
- STLE E-newsletter
- Commercial Marketing Forum (CMF)
- CMF Plus—Special Section of TLT
- Email Sponsorship
- Student Events
- Annual Meeting Advance Program
- Annual Meeting Program Guide
- 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 12 | 2% Some c | college |
|------------------|-----------|---------|
|------------------|-----------|---------|

- 24% Master's 3% Other
- 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
- Automotive
- Base Oils
- Bearings
- Biobased Lubricants
- Ceramics/Composites
- Electric Vehicles
- 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 • 847-430-6767 or emeraldcomminc@yahoo.com

2024 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.

| Issue | Content Focus | Ad Close | Ad Materials |
|-----------|--|----------|--------------|
| January | Additives • Wear • Condition Monitoring • Automotive Tribology • Grease 2024 STLE Annual Meeting Advance Program provided with this issue! | Nov. 22 | Nov. 30 |
| February | Base Oils • Surface Engineering • Bearings • Electric Vehicles • Automotive Tribology Bonus Distribution: PittCon, Feb. 24-28, San Diego, Calif. | Dec. 22 | Dec. 29 |
| March | Metalworking Fluids • Grease • Lubrication Fundamentals • Solid Lubricants • Oil Analysis | Jan. 24 | Jan. 31 |
| April | Bearings • Biotribology • Oil Analysis • Metalworking Fluids • Automotive Tribology Bonus Distribution: 2024 ILMA Engage Conference, April 11-13, Coronado, Calif. | | March 1 |
| Мау | Grease • Oil Analysis • Base Oils • Computer-Aided Tribology Pre-convention issue! | March 26 | April 1 |
| June | Environmentally Friendly Fluids • Solid Lubricants • Metalworking Fluids • Computer-Aided Tribology • Automotive Tribology Convention issue! Bonus Distribution: STLE 2024 Annual Meeting & Exhibition, May 19-23, Minneapolis, Minn. NLGI, June 10-13, San Antonio, Texas | April 11 | April 19 |
| July | Electric Vehicles • Surface Engineering • Grease • Bearings • Oil Analysis <i>Post-convention issue!</i> | May 27 | May 30 |
| August | Condition Monitoring • Metalworking Fluids • Lubrication Fundamentals • Oil Analysis • Grease • Automotive Tribology | June 24 | July 1 |
| September | Additives • Tribotesting • Materials Science • Oil Analysis • Bearings • Steel Bonus Distribution: ILMA Annual Meeting, Sept. 28-Oct. 1, Colorado Springs, Colo. | July 24 | July 31 |
| October | Engine & Drivetrain • Bearings • Electric Vehicles • Condition Monitoring • Automotive Tribology | Aug. 23 | Aug. 30 |
| November | Electric Vehicles • Solid Lubricants • Grease • Engine & Drivetrain • Condition Monitoring | Sept. 23 | Sept. 27 |
| December | Grease • Surface Engineering • Metalworking Fluids • Gears • Base Stocks • Automotive Tribology | Oct. 24 | Oct. 31 |

2024 Ad Rates and Mechanical Specs

Magazine Trim Size and Notes: 8.5 inches wide by 11.25 inches high. Please include crop marks (marks that show the precise area to be trimmed) and bleeds on all full-page ads. Keep text at least half an inch from the edges of full-page bleed ads to ensure that important information is not trimmed off in production. Crop marks and bleeds can be added (using Marks and Bleeds settings) when PDFs are created. Bleeds should extend at least 1/8th (.125) inch beyond the edge of the page for full-bleed ads.

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



- Feature Articles
- Lubrication
 Fundamentals
- Q&A with Leading Industry Professionals
- Emerging Technology Reports
- Market Reports by Products and Geography
- New Products
- Industry Surveys
- Professional Resources
- International Reports
- Practical Applications
- Industry News

| Two Page Spread (full bleed) 17 ¹ /4" W x 11 ¹ /2" Two Page Spread (no bleed) 16 ¹ /2" W x 10 ³ /4" | H | (f 8 ³/4" F (r | Full page ull bleed) W x 11 ½" H Full Page no bleed) V x 10 ¾4" H | | 2/3 Vertical 4 ³ /4" W x 10" H |
|--|---|-------------------------|--|---------|--|
| 1/2 Island 4 ³ /4" W x 7 ¹ /2" H | rt. /4" / 1/3 Square 2" 4 ³ /4" W | 17. | 1/4 Vert. 3 1/2" W x 4 7/8" H 2 Horizontal 4" W x 4 7/8" H | | 1/2 Vert. 3 ¹ /2" W x 10" H |
| Ad Size | 1x | 3x | 6x | 9x | 12x |
| Full Page | \$3,361 | \$3,033 | \$2,705 | \$2,376 | \$2,048 |
| Two-thirds | \$2,756 | \$2,486 | \$2,215 | \$1,948 | \$1,677 |
| Half | \$2,350 | \$2,122 | \$1,892 | \$1,663 | \$1,435 |
| Third page | \$1,949 | \$1,756 | \$1,494 | \$1,376 | \$1,187 |
| Quarter page Special Positions | \$1,746 | \$1,573 | \$1,404 | \$1,233 | \$1,061 |
| IFC (color charge included) | \$7,230 | \$6,507 | \$5,782 | \$5,056 | \$4,402 |
| IBC (color charge included) | \$7,077 | \$6,260 | \$5,570 | \$4,870 | \$4,173 |
| OBC (color charge included) | \$7,970 | \$7,173 | \$6,374 | \$5,579 | \$4,781 |
| Center spread | \$8,018 | \$7,617 | \$5,801 | \$6,305 | \$5,626 |
| Contents (p. 3) | \$5,537 | \$5,130 | \$4,717 | \$4,307 | \$3,906 |
| | | | | | |

One-color: \$470 • PMS Match: \$572 Four-color: \$1,275 • Bleed: n/c Special Positioning: 10% upcharge Additional Options in Digital TLT Audio embedded in ad: \$347 Video embedded in ad: \$578 Animation in ad: \$347



78th STLE Annual Meeting & Exhibition

2024 Annual Meeting Dates: May 19-23 • Exhibition Dates: May 20-22

Minneapolis Convention Center, Minneapolis, Minnesota (USA)

STLE's three-day exhibition is the lubricant industry's premier trade show and the place where you and your company connect with some 1,600 leading professionals looking to do business with you.

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 \$2,975 for STLE Corporate Members and \$3,375 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 registered attendees suitable for one pre- or post-meeting mailing.

Pricing for SuperSized Booth/Marketing Packages—save more than \$10,600!

For companies that want to set themselves apart on the 2024 show floor, STLE once again is offering six 20-by-20-foot SuperSized booths that are four times the square area of a standard booth. Companies that display in these booths occupy the prime locations on the show floor 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:

- 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 and posted on the STLE website in April.

SuperSized booths: Corporate Member Price:

| Total value | \$27,403 |
|---------------|----------|
| Your cost | \$16,722 |
| Your savings: | \$10,681 |

SuperSized booths: Non-Corporate Member Price:

| \$11,881 |
|----------|
| \$17,122 |
| \$29,003 |
| |



PROFILE ENHANCEMENT TIP: Plan to promote your exhibit with ads 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.

6



2024 Trade Show

• Exhibit Setup Hours: Sunday: Noon – 5 p.m. and Monday: 6 – 11 a.m.

Exhibit Hours: Monday: Noon – 5 p.m. Exhibitor Appreciation Hour is 3 – 4 p.m. Tuesday: 9:30 a.m. – Noon & 2 – 5:30 p.m. Exhibitor Appreciation Hour is 3 – 4 p.m. Wednesday: 9:30 a.m. – Noon

C This was my first trade show, and the energy from fellow industry professionals was great! I look forward to attending in 2024." – 2023 STLE Annual Meeting Exhibitor

2024 Exhibit Hall Floor Plan • Hall B

Reserve your exhibit space today!

| 627 | 626 527 | 526 427 | 426 327 | 326 227 | 226 127 | 126 |
|-----|---------|---------|---------|---------|---------|-----|
| 625 | 624 525 | 524 425 | 424 325 | 324 225 | 224 125 | 124 |
| 623 | 622 523 | 522 423 | 422 323 | 322 223 | 222 123 | 122 |
| 621 | | [] | | [] | [] | 120 |
| 619 | 618 519 | 518 419 | 418 319 | 318 219 | 218 119 | 118 |
| 617 | 616 517 | 516 417 | 416 317 | 316 217 | 216 117 | 116 |
| 615 | 614 515 | 514 415 | 414 315 | 314 215 | 214 115 | 114 |
| 613 | 612 513 | 512 413 | 20' | 312 213 | 원 [] | 112 |
| 611 | 610 511 | 510 411 | 20' | 310 211 | | 110 |
| 609 | 608 509 | 508 409 | 309 | 308 209 | 208 109 | 108 |
| 607 | 20' | 20' | 20' | 20' | 20' | 106 |
| 605 | 20 | 20 | 20 | 20 | 20 | 104 |
| 603 | 503 | 403 | 303 | 203 | 103 | 102 |

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.



Rhodium Level—\$5,000

(+ indicates additional materials costs)

Attendee Registration Email

Be the first commercial point of contact with Annual Meeting attendees by placing your banner ad at the top of this confirmation email letter sent to every attendee upon registration. Your ad can link to wherever you want them to go.

Badge Lanyards+

Let Annual Meeting attendees wear your company's name and serve as walking advertisements throughout the meeting. One of the meeting's most visible sponsorships—this one never stops working!

Guestroom Keycards+

Your company name and logo are printed on each card which keeps your sales message at the fingertips of all 2024 STLE attendees.

Keynote Session

Your company's name and logo will be placed on a poster near the podium, PLUS your company representative introduces the speaker and provides a brief description of your own company, at the Monday morning Keynote presentation.

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.

Palladium—\$4,000

(+ indicates additional materials 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!

Directional Signs+

Providing highly visible direction to the Exhibition Hall, floor decals or other signage will be placed strategically throughout the venue to point the way and promote your company's name and logo. If your company is also an exhibitor, a special sign is placed directly in front of your booth!

Education Course Lunches+

Help provide sustenance to more than 400 education course participants who will be issued lunch vouchers for use at the Minneapolis Convention Center's food outlets throughout the week. Your company's name and logo will appear on the vouchers/envelopes themselves.

Refreshment Breaks+

Served twice daily in the Exhibit Hall, these coffee and soft drink breaks offer welcome libations and draw attention to the show floor. Branded coffee cup sleeves identify the sponsor for that day as do easels next to the break stations. **Result:** Constant exposure for your company!

EXCITING, HIGH-IMPACT BRANDING OPPORTUNITIES FOR 2024 SPONSORS!

- Video Wall
- Escalator Clings
- Leader Board



Titanium—\$3,000

(+ indicates additional materials costs)

Exhibitor Appreciation Hour Raffle+

The Exhibitor Appreciation Hour provides dedicated time for STLE attendees to visit the STLE exhibition. Adding to the excitement are sponsored 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.

Recharging Lounge+

Inviting lounge area(s) in the Minneapolis Convention Center and foyer will feature smartphone recharging equipment. Table tents branded with your company's name and logo will highlight your company for enabling this area to "take a break and recharge."

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.

Education Course Materials

In 2023, some 500 people attended STLE's Annual Meeting education courses. In 2024 the society is offering 14 world-class educational courses taught by the industry's top experts. Notebooks, which will be offered in both print and digital formats, are referenced continuously after the meeting is over. Your sponsorship includes a full-page, four-color advertisement on the Outside Back Cover of 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, affording each day's sponsor tremendous exposure.

Multiple Sponsorship Opportunities

Networking Reception

Held Monday night, the Networking Reception is an Annual Meeting highlight and a great businessnetworking event. Attendees come to talk business and enjoy friendly conversation and entertainment. Sponsorship of this event, which draws multiple sponsors, is available at the following levels:

- Rhodium (\$5,000)
- Palladium (\$4,000)
- Titanium (\$3,000)
- Platinum (\$2,000)
- Gold (\$1,000)

Student and New Member Activities Sponsorships

The 2024 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 STLE New Member & Student Networking Reception benefit greatly from corporate support.

\$

Future Annual Meetings

- Atlanta, Ga.: May 18-22, 2025
- New Orleans, La.: May 17-21, 2026
- Chicago, III.: May 2-6, 2027



START HEIGHTENING YOUR PROFILE TODAY! Contact Tracy Nicholas VanEe • 847-430-6767 or emeraldcomminc@yahoo.com

ADDITIONAL ANNUAL MEETING MARKETING OPPORTUNITIES

Annual Meeting Advance Program

Audience: 15,000 top lubricant professionals.

Distribution: Polybagged with the January TLT. Emailed monthly January-April, posted on STLE's website and archived.

The 2024 Annual Meeting Advance Program is a special publication previewing the technical agenda for the 2024 STLE Annual Meeting & Exhibition with paper titles and authors. It also contains a look at commercial participants set to exhibit, sponsor or present at the Annual Meeting.

Exclusive cover page ad opportunities are available at these rates:

- Inside Front Cover (IFC)...... \$1,099
- Inside Back Cover (IBC) \$999
- Outside Back Cover (OBC) \$1,500

Annual Meeting Program Guide

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

Distribution: On site at the Minneapolis Convention Center 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 and the Annual Meeting Program Guide.



2024 Annual Meeting Program Guide Rates

| Full page | \$495 |
|----------------------|-------------------|
| IFC | \$1,795 |
| IBC | \$1,695 |
| OBC | \$1,895 |
| Tabs: \$1,595 (8 pos | itions available) |

Commercial Marketing Forum (CMF) and CMF Plus



The CMF is a series of 30-minute marketing sessions at STLE's 2024 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:

- \$710 for STLE Corporate Members who exhibit
- \$760 for exhibitors only
- \$850 for STLE Corporate Members
- \$990 for individual members
- \$1,070 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.

10

Digital TLT Sponsorship



BONUS: Your sponsorship and company name appear on the front cover of TLT's print edition.

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 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!

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.

13TH ANNUAL CORPORATE PROFILES



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, 847-430-6767. 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.

For pricing information, visit www.stle.org/joinnow.

Corporate Profiles publication

To honor Corporate Member companies, TLT includes this special publication every December to showcase 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.

Join the growing list of companies partnering with STLE!

ElackTech Inc.

Abitec Corp. Ace Glass Aceto Corp. Acme-Hardesty Adeka USA Corp. Advanced Chemical Concepts Advanced Chemical Solutions Advanced Technology Consultancy Advancion Advonex International Afton Chemical **Agilent Technologies** AJM Additives Alcoa Technical Center Alicona ALS Laboratory Group Amee Castor & Derivatives American Chemie Inc. American Petroleum Institute American Refining Group American Society of **Mechanical Engineers** (ASME) Ametek Spectro Scientific AMRRI Analysts, Inc. AnalytiChem Analytik Jena Anderol Anhui Trust Chemical Co. Anton-Paar **APAC Pharmaceutical Applied Graphene** Materials Applied Rigaku Technologies, Inc. AquaPhoenix Scientific Argonne National Laboratory Arizona Chemical Auburn University Axel Roval **Ayalytical Instruments** Azelis L&MF **Barentz North America** Baron USA BASF **Beckman Coulter Bijur Delimon International Biosan Laboratories Biosynthetic Technologies** Bisley International **Boss Lubricants Boswell Oil BPT Chemicals** Brenntag Bruker **Bunge North America BVA Oils** BYK USA. Inc. **Calumet Specialty** Products **Cannon Instruments** Canoil Canada, Ltd. Cargill Carpenter Cashman

Cathay Biotech C.C. Jennsen, Inc. Cecor, Inc. Center for Tribology Cerobear ChemCeed ChemGroup ChemTech Chevron Inc. **Chevron Oronite Chevron Phillips Chevron Texaco** Cimcool **CINRG Systems** Clariant Corp. **Clark Testing** Cognis Colonial Chemical, Inc. **Colonial Specialty** Chemical **Compass Instruments Condition Monitoring** International **Conoco Phillips Coolant Controls** Coquilub CRC Press/Taylor & Francis CRODA **CSM** Instruments Cytec Industries D.A. Stuart Co. **DataPhysics Institute** Daubert Chemical **DC Chemical DC Scientific** Des-Case Corp. Dexsil **DIC International Dover Chemical Dow Corning** Dow Microbial Control **DSM Elastomers** DT North America **Ducom Instruments DuPont Performance** Lubricants Eastern Oil Co. Fastman E-lon Ele Corporation **Elemental Scientific** Elevance Renewable Sciences **EMD** Chemicals **Emery Oleochemicals** ENEOS USA **EP** Laboratories EPT Ergon Everlube Products—A **Business Unit of** Curtiss-Wright Corp. **Evonik Oil Additives** Exakt Technologies ExxonMobil Basestocks ExxonMobil Chemical Falex Corp. Fanning Corp. FedChem **Federal Process** Filtertechnik Ltd.

FLIR Systems FlouroTech USA Fluid Life Corp. Fluid Line Products Fluid Transfer Technologies **Focus Chemicals** Formulaction, Inc. Formulas & Solutions FuiiFilm Formulator Software FRT of America Functional Products, Inc. GasTops, Ltd. **GE Advanced Materials** Gehring-Montgomery Gelita Geo. Pfau & Sons **GEO Specialty Chemicals** Green Frix Halocarbon Hall Technologies Hangzhou Lypu-Chem Technology Co., Ltd. Hangzhou Runze Chemical Co. Hangzhou Sungate Heritage-Crystal Clean **Huajing Powdery Material** Co. Huntsman **Husky Energy** Hvdac Hydra-Lube Hydro Systems Company Hydrotex ICL-IP America, Inc. Ideas, Inc. Idemitsu Kosan IMCD Indorama Industrial Oils Unlimited Industrial Quimica Lasem Industrial Research & **Development Institute INEOS Oligomers** Infineum Ingevity Institute of Materials Integrilube International Fluid Power Society **IOP** Publishing **Italmatch Chemicals** Ivanhoe Industries Invista **ISOPur Fluid Technologies** Jet-Lube John Wiley & Sons Kany Innovations Kao Chemicals KH Neochem Americas, Inc. King Industries Koehler Instrument Co., Inc. Korea Institute of Science & Technology Kyowa Hakko LANXESS Corp. Lauda-Brinkman

Lawler Manufacturing Corp. Lazar Scientific; LGC Standards/VHG Laboratories Lintech International Loadmaster Lubricants Lockhart Chemical Co. Locus Performance Ingredients Lonza Microbial Control Louis C. Eitzen LPR Global LSI Chemical Lube-Tech & Partners Lubricant Expo Lubricant Market Solutions Lubricants—An Open Access Journal by MDPI Lubrication Engineers Lubricor. Inc. Lubrigard Matrica Mayco **Measurement Specialties** Metall-Chemie GmbH/Gehring Montgomery Micros Lubrication Technology, Ltd. Microtap **Mid-Continental Chemical** Company Misco Refractometer Mitsui Chemical Mobile Industrial Lubricants Münzing Mustang Vacuum Systems Nabtesco Co. Nanjing Chemical Material Corp. NanoMaterials NanoMech. Inc. Nanotech Industrial Solutions Nanovea Napoleon Engineering Services National Lubricating Grease Institute (NLGI) NCeed Enterprises Nease Company **Nissan Chemical America** Corp. Norplex Micarta Nouryon Novamont **Novitas Chem Solutions NSF** International Nupro Industries Nye Lubricants **Oil Filtration Systems** Oleon Oleotek **OM Group** Omega Chemicals **Optimol Instruments** Prueftechnik OQ Chemicals ORG Chem **P&G** Chemicals

Pacific Scientific PACLP Pall Corp. Palmer Holland PCAS PCC Chemax PCS Instruments Pelichem Associates Perkin Elmer Petro-Canada Lubricants Petrolab Co. Petro-Lubricant Testing Laboratories Phibro Chem Phoenix Tribology **Pilot Chemical** PMC Biogenix PMC Crystal Polaris Labs Polynox PolvOne Polytec, Inc. PowerTrib Ltd. Primagy Consultants, Inc. PVS Nolwood Chemical **Quaker Houghton** Qualice Ravago Chemicals North America ReliabilityWeb.com Renite **Rianlon Americas Richful Lubes** Rtec-Instruments Rudolph Research Analytical Safety-Kleen SanAm Corporation Sanyo Chemical Sasol Performance Chemicals Savant Group Schuelke, Inc. SCP Science Sea-Land Chemical Company Sea-Land Chemical Testing SenGenuity Sentient Science SEQENS/PCAS SGS Herguth Shanghai Million Chemical Limited Shanghai NACO Lubricants Shanghai Starry Chemical Shanghai Yateks Optical Electronic Shell **Shell Global Solutions** (US), Inc. Shell Lubricant Solutions Shepherd Chemical Shinto Scientific SI Group SKF SKF Recond Oil Smartflow Lubricants Solazyme, Inc. Soltex, Inc. Solvay

Songwon Industrial Co. Sonneborn Soo Environmental Southwest Research Institute Spectro Analytical Instruments Stepan Co. Sun Chemical Advanced Materials Superior Graphite Surface Ventures TAMU-MEEN Tannas Company **Taylor & Francis Group** Taylor Hobson **Technishe Akademie Teknor Apex Teledyne CETAC** Temix Oleo TestOil Tetramer Technologies The Dow Corp. The Lubrizol Corp. Thermal Lube **Thermo Fischer Scientific** The Timken Co. **Tianhe Chemicals Tomah Products** Total Specialties, USA Tribis Engineering Tribotech Tribsys Trico Corp. **Triple Strength** Troy Corp. Tsinghua University Tulstar Products Inc. Turbomachinerv Laboratory **UCON Fluids UE Systems UL Information & Insights** Unette Corp. UniSource-Energy United Color Manufacturing United Soybean Board **Univar Solutions** USDA Vaisala Vanderbilt Chemicals Vantage **VBASE Oil** Vectron International Verdezyne Vertellus Vibration Institute Waters Corporation WearCheck Canada Wego Chemical Group Werner G. Smith Co., Inc. Wiley Blackwell Wincom Wolfe Chemicals **XG Industries** Xinxiang Richful Lube Additive Co. Yasho Industries Limited **Zinsser** Zschimmer & Schwarz Inc. Zygo Corp.