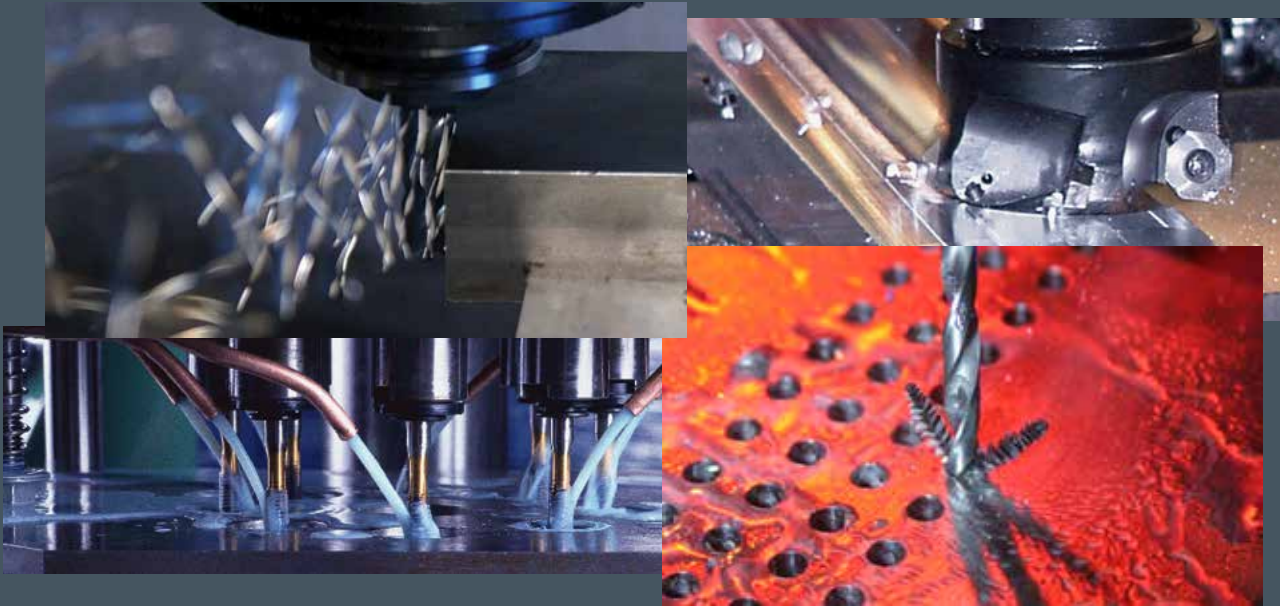




UNITED STATES CUTTING TOOL INSTITUTE

LEADING THE FUTURE OF THE CUTTING TOOL INDUSTRY

USCTI Sponsorship Program Levels 2015



Austin, TX



Napa Valley, CA

USCTI Spring Meeting
May 2-4, 2015
The Driskill

USCTI Fall Meeting
October 24-26, 2015
The Meritage Resort

uscti.com



2015 Sponsorship Programs

Austin, TX • Napa Valley, CA

USCTI's Revenue Enhancement / Sponsorship Program is driving new member benefits, meeting enhancement, product awareness, and additional improvements for our Institute. Please consider inviting your value-added vendors, partners & affiliates, sales representatives, etc. to participate.

Platinum Sponsorship - Exclusive or Co-sponsored Events coordinated with Programs Committee. This is a great opportunity for Member companies to lend additional support or existing sponsors to get additional corporate exposure. Examples:

- **Opening Reception** \$4,500
- **Spouse event** \$2,500
- **Speaker (POA)**
- **Beach / Pool Party (POA)**
- **Coffee Break** \$1,500
- **Golf tournament (POA)**

Gold Sponsorship - \$10,000 annual fee (with 2-year commitment) inclusive of:

- 2 individual Meeting (either Spring or Fall) registration fees (plus spouses) & total access to all public events
- 12 minute presentation allotment to address full membership every 24 months (1 of 4 meetings)
- Display booth allowed at all Institute Meetings
- Full page ad in 2015 Meeting Programs
- Banner ad w/link on USCTI website for full calendar year
- Banner ad w/link included in USCTI e-newsletter
- Member contact list provided for one-time literature mailing use (annually)
- Legacy Benefit: First right of refusal to Gold Sponsorship for ensuing years
- Exclusive right to promote within given category*
- Use of USCTI Member Utilized logo
- Ability to register Primary & additional personnel for both annual Institute meetings (standard fees apply)

Silver Sponsorship - \$6,000 annual fee inclusive of:

- 2 individual Meeting registration fees & total access to all public events
- Literature table allowed at Institute Meetings
- Half-page ad in 2015 Meeting Programs
- Banner ad w/link on USCTI website for full calendar year
- Banner ad w/link included in USCTI e-newsletter
- Member contact list provided for one-time literature mailing use (annually)
- Use of USCTI Member Utilized logo

USCTI Member Utilized - \$2,500 annual fee inclusive of:

- Use of "USCTI Member Utilized" logo for literature & website
- Member contact list provided for one-time literature mailing use (annually)
- Half-page ad in 2015 Fall Meeting Program
- Banner ad w/link on USCTI website for full calendar year*
- Banner ad w/link included in USCTI e-newsletter



Note: The USCTI Member Utilized Sponsorship is a vehicle for member company Official Representatives to nominate for Institute approval inclusion into this program that informs fellow members of available value-added products or services. Participants may find value in perceived association with United States Cutting Tool Institute membership companies, along with focused exposure to key executives within the group. Participating companies must be nominated by an Institute Member willing to attest to satisfaction of said product or service, and nominated company would be subject to an approval by ballot process. Web-based logo use restricted to calendar-year sponsorship; printed logo use allowed during sponsorship year & for life of literature piece.

* Please note, "Exclusive right to promote within given category" pertains to Gold Meeting Registration benefits. Companies with similar or same products may become "Member Utilized" sponsors (ad or logo may appear in Institute Meeting programs, bulletins, and web site).

Sponsorship opportunities available to Companies not eligible for Institute Membership & active Institute Members only. USCTI reserves the right to deny sponsorship at its discretion. For logo submission, please e-mail web-ready gif or jpg corporate logo to: jboyle@thomasamc.com



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Member Utilized Sponsorship Application:

The USCTI Member Utilized Sponsorship is a vehicle for member company Official Representatives to nominate for Institute approval inclusion into this program that informs fellow members of available value-added products or services. Participants may find value in perceived association with United States Cutting Tool Institute membership companies, along with focused exposure to key executives within the group. Participating companies must be nominated by an Institute Member willing to attest to satisfaction of said product or service, and nominated company would be subject to an approval by ballot process. Web-based logo use restricted to calendar-year sponsorship; printed logo use allowed during sponsorship year & for life of literature piece.

USCTI Member Utilized - \$2,500 annual fee inclusive of:

- Use of "USCTI Member Utilized" logo for literature & website
- Member contact list provided for one-time literature mailing use (annually)
- Half-page ad in Institute Spring & Fall Meeting Programs
- Banner ad w/link on USCTI website for full calendar year
- Banner ad w/link included in USCTI e-newsletter



Sponsor Company Name

Address

Phone / fax / website

Product or service

Contact person / e-mail

Signature / date

USCTI Referral Company

Testament of use

Contact person

Signature / date

All applications should be submitted with check payable to USCTI, or after acceptance payment can be made via PayPal at www.uscti.com/paypal/sponsorshipprogram.htm • Sponsor name and product / service category will be submitted to entire USCTI Membership for inclusion. In the event of sponsorship rejection, submitted checks will be returned.

Mail: United States Cutting Tool Institute, 1300 Sumner Avenue, Cleveland, OH 44115

Fax: 216 / 241-0105

Phone: 216 / 241-7333

Note: Sponsorship opportunities available to Companies not eligible for Institute Membership & active Institute Members only. USCTI reserves the right to deny sponsorship at its discretion. Sponsor attendance / presentation will typically be at Fall Institute Meeting; conflict resolution may include Spring Institute Meeting invitation. Please e-mail web-ready gif or jpg corporate logo to: jboyle@thomasamc.com

Q: Why has the Gold Sponsorship benefits been altered?

A: The Gold Sponsorship program has been extremely popular and it has proven impossible to expand the supply without changes. Instead of raising prices, the commitment has expanded to two-years, providing more transparency, with a single presentation during that term.

Q: What is the main difference between the Gold & Silver Sponsorship levels?

A: In addition to the Silver benefits, Gold Sponsorship offers a twelve minute presentation before the entire Institute membership, spousal attendance, the opportunity to have a pop-up booth or stand in the meeting room, and a Legacy Benefit which ensures a first right of refusal for renewal in ensuing years (i.e. a Silver level could be displaced by a Gold within a given category and not regain participation rights). When a new prospective sponsor desires the Gold level, thereby superseding & eliminating an existing Silver, the Silver may be given an opportunity to "upgrade" to Gold and maintain Sponsorship, however this is not guaranteed. Gold can also attend both Institute meetings.

Q: Explain the "USCTI Member Utilized" Program.

A: This new program is similar in nature to a product endorsement but more limited in scope. "Member Utilized" means that any single USCTI member can nominate a company whose products or services may be of benefit to other member companies. Nominated companies are subject to a vote of dissension. It is an excellent way to raise awareness of new technologies, and sponsoring companies may find benefit in being associated with USCTI. Member Utilized is an excellent first-step in USCTI sponsorship, and participants may choose to upgrade to Gold or Silver in future years. Additionally, it allows participation for companies who are precluded from Gold & Silver sponsorship due to category exclusivity.

Q: Explain "Category Exclusivity" for the Gold Sponsorships.

A: We respect and value the participation of our Sponsors at this level. Therefore we desire to proactively eliminate any level of competitive overlap by prohibiting, to the best of our ability, the attendance of sponsoring companies within the same category at Institute Meetings. To the extent a sponsor offers multiple or complimentary product lines, their "primary" business line will be recognized for this benefit.

PayPal or Check Payment Instructions

If you are paying by credit card please direct your browser to the web address below (direct link available at the USCTI website):
www.uscti.com/paypal/sponsorshipprogram.htm

Please do not provide your credit card information to the Association office. All credit card payments must be made online through PayPal. Please send checks directly to the USCTI Office:

United States Cutting Tool Institute
1300 Sumner Avenue
Cleveland, OH 44115

If you pay via credit card, you will receive a receipt for your payment via e-mail from PayPal. If you pay via check, you will receive a receipt from the USCTI office.

PLEASE NOTE: The Credit Card Charge will be shown on your statement as USCTI.

USCTI FAX 216/241-0105 If an invoice is necessary one can be provided. Please contact Jenn Boyle at jboyle@thomasamc.com