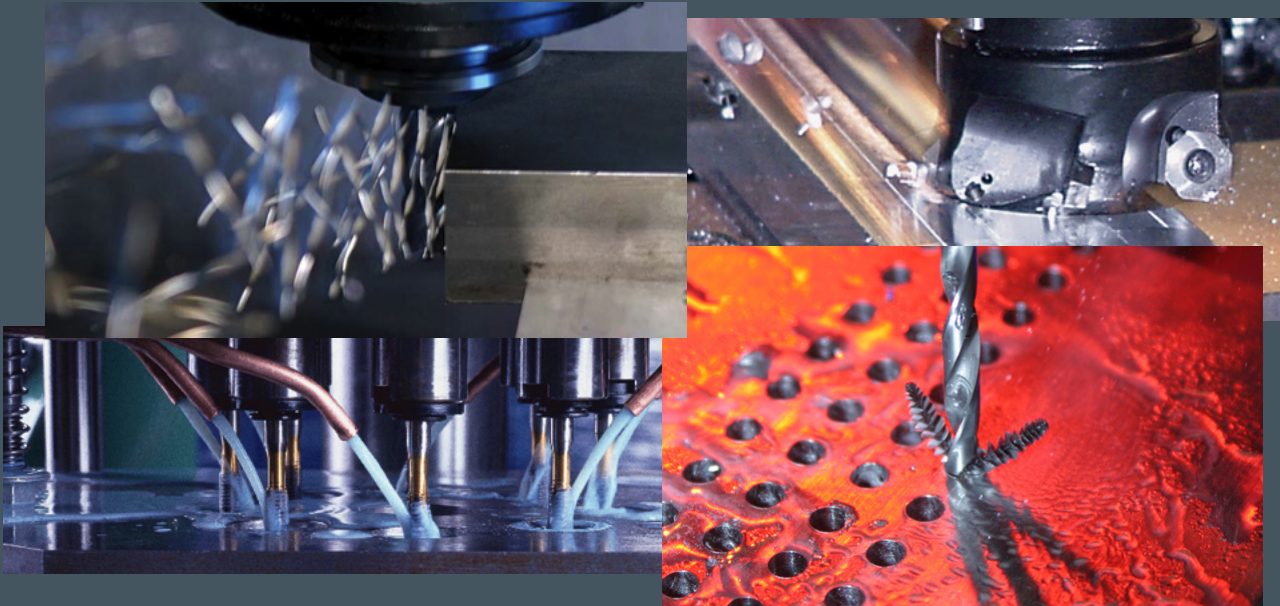




UNITED STATES CUTTING TOOL INSTITUTE

LEADING THE FUTURE OF THE CUTTING TOOL INDUSTRY

USCTI Sponsorship Program Levels 2010



Naples, FL



Huntington Beach, CA

USCTI Spring Meeting
April 17 - 19, 2010
Ritz-Carlton Naples Beach Resort

USCTI Fall Meeting
October 16 - 18, 2010
Hyatt Regency Huntington Beach Resort & Spa



2010 Sponsorship Programs

Naples, FL • Huntington Beach, 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 - POA

- Allows Institute Members to sponsor Meeting Events / Entertainment in conjunction with Programs Committee

Gold Sponsorship - \$10,000 annual fee inclusive of:

- 2 individual Fall Meeting registration fees (plus spouses) & total access to all public events
- 20 minute presentation allotment to address full membership at Fall Meeting
- Display booth allowed at Fall Meeting room
- Full page ad in Institute Spring & Fall Meeting Programs
- Banner ad w/link on USCTI revamped 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

Silver Sponsorship - \$5,000 annual fee inclusive of:

- 2 individual Fall Meeting registration fees & total access to all public events
- Literature table allowed at Fall Meeting room
- Half-page ad in Institute Spring & Fall Meeting Programs
- Banner ad w/link on USCTI revamped 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)
- Exclusive right to promote within given category*
- 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 Institute Spring & Fall Meeting Programs
- Banner ad w/link on USCTI revamped 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 and Silver level 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. Sponsor attendance / presentation will typically be at Fall Institute Meeting; conflict resolution may include Spring Institute Meeting invitation. For logo submission, please e-mail web-ready gif or jpg corporate logo to: pgulasey@thomasamc.com



2010 Sponsorship Programs

Naples, FL • Huntington Beach, CA

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 revamped 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 completion of the attached Credit Card Authorization form. Sponsor name and product / service category will be submitted to entire USCTI Membership for inclusion. In the event of sponsorship rejection, check will be returned or Authorization form destroyed.

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: pgulasey@thomasamc.com



2010 Sponsorship Programs

Questions & Answers

Q: I have a scheduling conflict with the Fall Institute Meeting date. Can I still be a Gold or Silver Sponsor and attend the Spring Meeting?

A: Yes, the Fall Meeting has the most networking opportunities but we will certainly accomodate you at the Spring Meeting. Additionally, the Fall Meeting typically includes an emphasis on economic forecasting which may be of benefit to your company. Please note that Gold and Silver offer attendance to one of the two meetings, not both.

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

A: In addition to the Silver benefits, Gold Sponsorship offers a twenty 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.

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 & Silver 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.

Credit Card Authorization Form

Gold
Silver

Please charge Sponsorship fees in the amount of \$ _____ for Member Utilized level to the following credit card:

VISA

MasterCard

AMEX

CARD#

EXPIRATION DATE

SECURITY CODE

CARDHOLDER'S NAME

CARDHOLDER'S ADDRESS

CARDHOLDER'S PHONE NUMBER

SIGNATURE

COMPLETED BY _____

COMPANY _____

USCTI FAX 216/241-0105 If an invoice is necessary one can be provided. Please contact Paula Gulasey at pgulasey@thomasamc.com