

The Metal Treating Institute

*Delivers What YOUR Company
Needs for the NEXT DECADE*

- Connection to Decision Makers*
- Access to Key Data & Information*
- Dynamic Sales & Marketing Resources*
- Breakthrough Education & Training*

The logo for CALL MTI.com features the text "CALL MTI.com" in a bold, blue, sans-serif font. The "M" and "T" are significantly larger and more prominent than the other letters. The text is set against a white, diamond-shaped background that has a subtle grid pattern. The entire logo is centered within a semi-transparent white rectangular box.

CALL MTI.com

*See Inside For Our Special Offer
of \$21,495 in Benefits to Your Company*

Metal Treating Institute

Special Limited Time SILVER PACKAGE Offer

- Membership in the Largest Network of Heat Treaters in the World
(VALUE \$3,000)
 - 10 x 10 Booth Package at Furnaces North America 2010 with a GUARANTEE of a CORNER BOOTH **(VALUE \$1,995)**
 - Electronic File of **MTI's Full Prospect and Member List** of Commercial and Captive Heat Treaters—1,000+ Companies **(INVALUABLE)**
 - 60 Day Free Access to MTI's Fall Meeting Presentation Videos on Energy, Labor, How Going Green is Profitable, 2010 Economy and Business Planning for Growing Your Company Back to Record Profits. 6 hours on what your company needs to know for the future.
(VALUE \$12,000 to Hire These Companies as a Group)
 - News Release in MTI's monthly newsletter and weekly enews introducing your company, products and expertise to our membership
(INVALUABLE)
 - Full page insert advertising your company in our monthly newsletter
(Value \$100)
 - 1 Complimentary Registration to MTI's 2010 Spring General Meeting in Carlsbad, CA **(VALUE \$600)**
 - 1 Complimentary Registration to one of MTI's 2010 Chapter Meetings
(VALUE \$200)
 - Monthly Banner Ads on MTI's Three Featured Websites **(VALUE \$3,600)**
-

Total Market Value for This Dynamic Offer: \$21,495

Your Marketing Investment: \$5,000

Features of MTI Membership

#1 Reason Suppliers Join MTI

MTI Commercial Heat Treaters Purchase Approximately \$200 Million Annually of Equipment, Factory Supplies, Maintenance, Rental Equipment, Parts and Accessories

- MTI Members are **“THE”** Decision Makers
- The Largest Network of Commercial Heat Treaters in the World
- 12 of the 14 Largest Heat Treating Companies in North America are MTI Members
- Over 290 Plants With Over \$1.2 Billion in Annual Sales
- Plants in 40 States and 8 Countries
- Average Heat Treater Has \$4.25 Million in Annual Sales
- Face to Face Chapter Meetings and 2 National Meetings for Your Sales Team to Network with **“THE”** Decision Makers
- MTI Commercial Heat Treaters Maintain Loyalty to MTI Suppliers



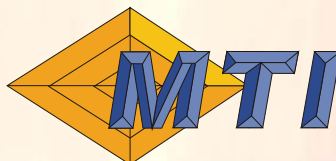
Metal Treating Institute's Limited Time Silver Package Offer

\$21,495 of Benefits for Only \$5,000

Three Steps to Marketing Success in the Next Decade
Take Advantage of This One-Time Special Offer

- Fax MTI Application by November 30
(Enclosed With This Brochure—904-249-0459)
- Send \$2,500 by December 24
- Send \$2,500 by February 29

***Selling is about building relationships...
At MTI we give you a GRAND INTRODUCTION to
where your customer's meet in MASS***



METAL TREATING INSTITUTE

METAL TREATING INSTITUTE

Associate Member Membership Application

MEMBERSHIP REQUIREMENTS

The bylaws state:

“Associate Membership” (Non-voting) shall be composed of three divisions:

1. **Captive Division** is open to firms and corporations regularly and continuously engaged in the service of heat treating metal or metal products and not otherwise eligible for “Voting Membership” in the Institute.
2. **Supplier Division** is open to any firm or corporation, division or subsidiary thereof, which manufactures machinery, equipment, or materials or services commonly used in the heat treating process whereby revenues are generated directly from the sale of those goods. Manufacturing sales representative companies who represent one of more suppliers as a sales or marketing organization where a royalties or commissions are earned are excluded from membership. A supplier company may represent only that company’s products and/or services under whose name they applied. Representation of more than one company is not allowed.
3. **Educational/Technology Transfer Division** is open to any institution or organization that promotes research/development or technology transfer as its core business."

Policies and procedures for "Associate Membership" are on the Code of Business Practices Page with this application.

Applicants for "Associate Membership" shall submit a completed and signed application, along with an application fee of \$50.00, to Institute headquarters. The application will be reviewed and considered by the Board of Trustees. Eligible applicants who are approved by the Board of Trustees and agree to abide by the bylaws and policies of the Institute shall become members of the Institute. **Our company hereby applies for admission as an "Associate Member" of the Metal Treating Institute, and we submit the following information:**

1. If approved by the Board of Trustees, we agree to abide by the organization's bylaws and Policy for Associate Members
2. We enclose, with this application, our check for \$50.00 (U.S.) as the application fee. It is understood that our membership will continue in effect until a formal written resignation is submitted.
3. Our company was organized in the year _____
4. Our total number of employees is _____.
5. Our company delegate to MTI will be: _____

Our alternate delegate to MTI will be:

Name: _____
Title: _____

Name: _____
Title: _____

MTI Sponsoring Member:

Name: _____
Title: _____

For Suppliers and Education/Technology Divisions only. Please attach a statement (on your letterhead) explaining the applicant's capability to make a technical contribution to advance the interests of the Metal Treating Institute.

Annual Membership Division

Silver \$5,000

MTI Representative: _____

SPECIAL YEAR END MEMBERSHIP OFFER

Please Send Completed Application & Payment to
Metal Treating Institute

504 Osceola Ave. • Jacksonville Beach, FL 32250
904-249-0448 • Fax 904-249-0459 • info@callmti.com

Your Name

Title

Company

Address

City

State/Zip/Country

Telephone

Fax

Email address

Web site

Signature (required)

Policy for Associate Members

Associate Members will make application for membership in the Metal Treating Institute by filling out a form to include a statement explaining the applicant's ability to make a technical contribution to advance the interests of the Metal Treating Institute and the heat treating industry. That application will be processed and passed on by the staff of the Institute and approved by the Board of Trustees.

Associate Member membership in the Institute shall be limited to one-third (1/3) of the regular members, and no division of Associate Members will comprise more than half (1/2) of the total Associate Membership.

Each Associate Member shall be represented by a delegate and alternate delegate, both of whom shall be an owner, officer or executive employee of the firm or organization. The delegate and alternate with their significant other and minor children are welcomed to attend the general membership meetings. Chapter meetings may be attended by both the delegate and alternate, or one of them who accompanies an executive employee, together with their significant other plus minor children.

Education/Technology Transfer Associate Members are by invitation only by a majority of the Board of Trustees.

The Associate Member, Supplier Division, corporate sponsorship, at the Bronze Level will be \$3,000.00 per year.

Code of Business Practices

We, the members of the Metal Treating Institute, having associated to do our part in the broad effort of industry to foster, promote and maintain high ethical standards in all business dealings, individually and collectively pledge our every effort to:

- Treat every customer fairly and equitably, on a basis profitable to both the seller and buyer;
- Treat every supplier fairly, extending the same consideration to him as we would wish to receive from our own customers;
- Cooperate with our trade association, within legal limits, on a basis that will assist each unit in the industry to operate under high business standards and enable the industry as a whole to serve the public effectively and economically;
- Recognize that our employees are the lifeblood of our business; will maintain a sound and well defined employee policy suitable to the problems of our company, community and industry that will provide free interchange of ideas between management and employees on all matters of mutual interest; give adequate opportunity for consideration and adjustment of all complaints; and will maintain a safe working environment and fair compensation for work performed;
- Recognize that we will not be successful unless our customers are successful and that we will provide the quality and service to help our customers become more competitive in the marketplace;
- Preserve our credit standing and goodwill by fair and equitable treatment of creditors;
- Demonstrate that the business is a desirable "Citizen" of the local community in which it operates;
- Cooperate with and support all the agencies of government in the exercise of their legitimate functions.

Associate Member Participation

1. In all programs and services except physical attendance constraints. They can receive survey and statistical program results in which they participate as do regular members.
2. Encouraged to have concurrent sessions at general membership meetings for the purpose of discussing items pertinent to their respective divisions.
3. Encouraged to participate on Institute committees.
4. Can sponsor speakers or social event entertainment available to all the membership in attendance.
5. Can elect an "associate delegate" to the Institute Board of Trustees and vote on matters internal to their respective divisions.
6. Can participate in advertising opportunities that may develop at the discretion of the Board of Trustees.

Unacceptable Associate Member Conduct

1. Sponsor hospitality suites at Institute meetings.
2. Entertain members in groups at Institute meetings.
3. Provide promotional items for meeting.
4. Participate in selling activities.

Any Associate Member may be suspended or its membership terminated for cause by the Board of Trustees at a properly called meeting. "Cause" shall mean violation of the Bylaws or "Policy for Associate Members", failure to submit corporate sponsorship payment or other conduct prejudicial to the Institute as determined by The Board of Trustees.