

Experience the Power Of Collaborative Relationships

Promote Your Company and American Manufacturing by becoming an exhibitor at The Manufacturing Mart, a permanent industrial tradeshow serving engineering, purchasing and manufacturing professionals daily.

Annual Exposure and Operational Solutions Your Company Has Been Searching For...

250+ *Days of Trade Show Exposure*

2,500+ *Manufacturing Mart Destination Visitors*

200,000+ *Manufacturing Mart Indirect Visitors*

500,000+ *Online & Publications Reach*



Capital of Know-How™

The Manufacturing Mart

SOURCE-INVENT-DES
ESHORE-CONNECT-S
HIBIT-NETWORK-TR
INVENT-DESIG

The Manufacturing Mart Trade Show Exhibition Options

250 Days of Trade Show Exposure

Unlike other tradeshow, you don't have to be present to know that your company is being represented and that your brand is being protected. Our mission is to identify and generate qualified leads in the areas where you enjoy the highest margins.

- Inclusion in The Manufacturing Mart's periodic communications and promotions
- Booth Rental for customized exhibit or slat wall display (\$9,320.00/year value—display materials are additional)
- Full time concierge services from 10 am-5 pm, M-F (\$30K+/year value if you hired an employee to be present)
- Discounted rental rates on use of the hospitality venue for on-site events and sales meetings
- Discounted rates on events held by the Mart or any of our industry partners
- Membership of the Capital of Know-How (details on page 1)

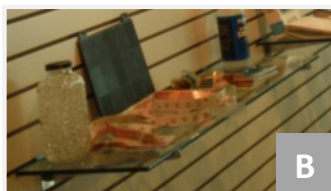
EXHIBIT OPTIONS

All display agreements are based on a 12-month commitment and are billed quarterly.

A	Exhibit Booth 66 $\frac{5}{8}$ "H x 45 $\frac{1}{2}$ "W x 2'D, includes 2 Glass Shelves <i>(does not include cost of printing and materials, estimated budget for materials <=/= 500)</i>	\$544/ month
B	Slat Wall Shelf Exhibit 18.0" X 2.0' Section, 2 Glass Shelves <i>(does not include cost of printing and materials, estimated budget for materials <=/= \$500)</i>	\$225/ month/ shelf
C	Panel Display: 8.5" x 11.0" tag board mount or hook. Overall materials should not exceed 12.0" x 12.0" space. <i>(does not include cost of printing and materials, estimated budget for materials <=/= \$500)</i>	\$45/ month
D	Pedestal: 2' x 2' x 2.5' pedestal. <i>(does not include cost of printing and materials, estimated budget for materials <=/= \$500)</i>	\$65/ month
E	Custom Floor Display or Front Window Display are available: <i>Custom quote depending on size. (does not include cost of printing and materials, estimated budget for materials <=/= \$500)</i>	



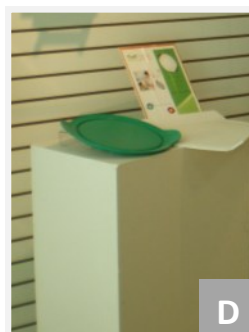
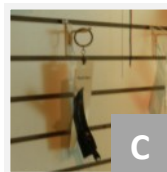
A



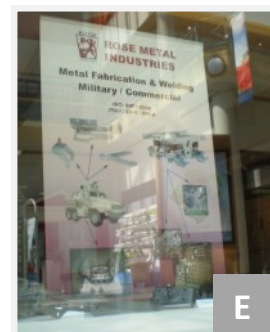
B



C



D



E

Capital of Know-How™ Magazine :: Rate Card

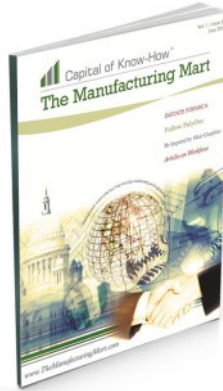
PRINT ADS

FULL PAGE ADS

Non-bleed: 8.5"w x 10.375"h

Full bleed: 9.0"w x 10.875"h trim size;
include .125" bleed on all sides

Back Cover: 9.0"w x 10.875"h trim size;
include .125" bleed on all sides



1/2 PAGE AD _____ 8.00"w x 4.875"h

1/3 PAGE AD _____ 2.83"w x 9.875"h

1/4 PAGE AD _____ 3.90"w x 4.875"h

1/6 PAGE AD _____ 2.83"w x 4.875"h

RATES	1x	3x	6x	12x
FULL PAGE	\$2,225	\$1,900	\$1,575	\$900
1/2 PAGE	\$1,125	\$950	\$785	\$450
1/3 PAGE	\$840	\$715	\$600	\$360
1/4 PAGE	\$550	\$475	\$390	\$225
1/6 PAGE	\$375	\$315	\$260	\$150
INSIDE FRONT COVER	\$2,425	\$2,070	\$1,700	\$975
INSIDE BACK COVER	\$2,425	\$2,070	\$1,700	\$975
BACK COVER	\$2,625	\$2,230	\$1,835	\$1,050
CLASSIFIEDS (per 100 words)	\$150	\$125	\$105	\$60

DETAILS & DEADLINES

- All issues are printed and displayed electronically on The Manufacturing Mart web site.
- All ads are printed in 4-color.
- All listing information and payment is due on or before the 10th of the month preceding the issue date.
- Payment is due upon receipt. You will be invoiced on the 15th prior to the month your advertisement is featured.
- All ad files must be sent as PDF/CMYK files. Please submit images separately at 300 dpi or higher resolution. PDF formats must be saved as Press Quality. Do not include crop marks. Final reproduction quality is contingent on quality of files submitted.

SUBSCRIPTIONS

Single	Annual (11 issues)
\$5.00	\$60.00

DETAILS: Contact the publisher at (440) 655-5372 or email LF@capitalofknow-how.com for bulk discounts. Drop shipping is available. Reproduction in whole or in part without written permission is prohibited.

**FULL
PAGE
AD**

**1/2
PAGE
AD**

**1/3
PG
AD**

**1/4
PG
AD**

**1/6
PG
AD**

Monthly Electronic Stats

Unique Visitors > 2,000
Page Views > 4,800
eNewsletter Opt-in Subscribers > 10,000
Social Network Followers > 1,900
Printed copies > 300

FULL SERVICE ADVERTISING DESIGN RATES






FULL PAGE	\$500
1/2 PAGE	\$250
1/4 PAGE	\$125
1/6 PAGE	\$100
INSIDE FRONT COVER	\$550
INSIDE BACK COVER	\$550
BACK COVER	\$600
CONTENT WRITING	\$1/word
PHOTOGRAPHY	\$30/image
Press releases, newsletters, web site design	Custom quotes available LF@capitalofknow-how.com

ZERO-WASTE-TO-LANDFILL PROGRAMS

If you want your company to work more productively, both inside and out, then it is time to begin a zero-waste-to-landfill journey.

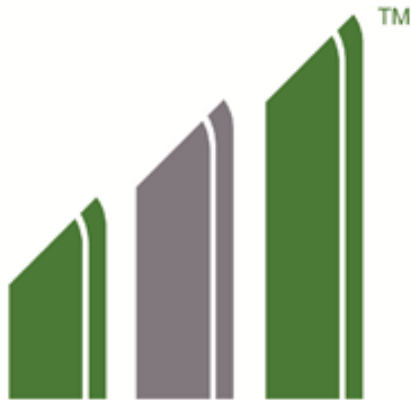
If, you are interested in starting a zero waste program, welcome to the growing club of good corporate citizens. If, you are already on a journey to zero-waste-to-landfill and looking for ways to optimize your return; you've come to the right place.

Ask us to help you design a systemic industrial waste stream program in five easy steps. Not only do we help businesses like yours meet their sustainability goals, but help you succeed from the ground up. Our waste specialists educate your employees and show them how to change old habits. In some cases, our team can design around creating the waste stream in the first place. Shall we begin?

-  1. Conduct A facility Waste Stream Audit
-  2. Create A Comprehensive Strategy; Set Your Goal(s)
-  3. Pick A Start Date; Locate gaylords, toters, trailers on the premises.
-  4. Educate and Inform Employees About The Recycle Program
-  5. Receive A Monthly Manifest Listing Of Materials Collected With A Payment.

Thousands of manufacturing facilities across the U.S.A. unknowingly send reusable waste streams to landfill everyday. Reusing or recycling defective materials, production packaging, and production byproducts is simply good business. Many materials, that you previously sent to landfill, have been found to have new uses and can now be recycled profitably. Invite us to help you organize your facility. We will show you how to segregate your by products to preserve their value and we will help you find efficient and green ways to dispose of them responsibly, economically and sometimes, profitably.

Not only does Industrial materials recycling give the environment a break, it can also give you a way to incentivize your employees. Profits can be turned into educational scholarships, or placed in reserve for should an accidental tragedy befall a loyal employee.



The Manufacturing Mart™

Do you believe that **building it right the first** time is only part of what it takes to gain customer loyalty? Does your team strive to reply quickly to customer inquiries, anticipate change, respect customer questions and concerns, be mindful of deadlines and budgets and to always follow up to ensure customer satisfaction?

If you answered yes, then you have to wonder: “How are we conveying our value-added services to prospective clients?”

Strategic public relations is a tool you must consider. **Third-party referral has the power to move an audience in a way that advertising alone cannot.**

Share your successes with a large and diverse audience of industry leaders and prospective buyers.

The Manufacturing Mart is your best resource for establishing a public relations package. **With more than 20 years of experience** helping companies to tell their story and reach a desirable audience, we know how to craft a must-read release and circulate it via the most appropriate channels for a quick and effective response.

ATTRACT MORE PROFITABLE CUSTOMERS

BE SEEN FIRST, BE SEEN OFTEN

BUILD CUSTOMER LOYALTY

ATTRACT QUALIFIED LEADS

JOB SHOP PUBLIC OUTREACH PACKAGE

- Six press releases distributed nationally to 3 industry groups, one release per month. Press releases will also be distributed to a select list of potential customers
- Custom copywriting
- Upload to your web site news room
- Timely tracking of releases showing where information has been published
- Personalized follow-up to gauge overall reach of release
- Includes a one-year license for a complimentary landing page on The Manufacturing Mart web site and an on-site exhibition space
- Includes a feature article about your company or new product (approximately 500 words) in the Capital of Know-How™ Magazine

A \$21,000 value

Manufacturer's Suggested Package: \$17,100

Billed to a credit card in 6 monthly installments of \$2,850.

The Manufacturer's Suggested Package requires a six-month commitment. Cancellations after the initial six-months must be made in writing prior to the first day of the month. Otherwise work initiated by our editors on your behalf is due and payable in full upon demand.



The Manufacturing Mart™

When it comes to web sites, one style does not fit all. That is especially true for manufacturers. Your industry focus, your product and your client reach make you unique, and these should determine what kind of site is most effective for your business.

Of course, you also want it to look good! But to get the complete package, you need a web site design team that understands the nuances of an industrial marketplace and realizes that your site must convey your expertise to a purchasing agent or purchasing engineer.

You've come to the right place.

The Manufacturing Mart's team of experienced communications and design specialists will work with you to find the right words and the right graphics to grow your business in your core competency. Whether it's just a tweak here or there to polish an existing web site or a completely new site to effectively capture your business, we have the tools and the talents to make it happen.

A web site designed for you the way you want it.

BUILD YOUR DIGITAL IDENTITY

PROMOTE YOUR SERVICES

FIND THE RIGHT EMPLOYEES

CONVEY TRUST & CREDIBILITY

JOB SHOP IDENTITY PACKAGE

- Five page web site
- Custom copywriting
- Graphics customized to fit your business
- Professional response form for RFQs or RFPs*
- Complimentary listing in MFG Mart directory
- Complimentary set-up with web site analytics
- Complimentary integration with Facebook/LinkedIn
- Domain/URL set up

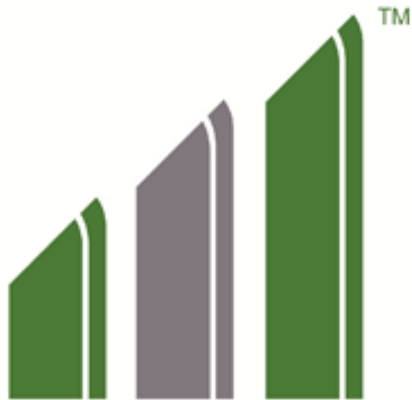
An \$8,000 value

Manufacturer's Suggested Package: \$5,400

Billed to a credit card in three payments of \$1,800 to start / payment at 30 days / final payment to load site

*A RFQ is used when a buyer knows the type and quantity of goods they are buying, while RFPs ask suppliers to provide a solution to a problem that could be solved in different ways.

Other design and service options include: social media, ecommerce web sites, email set-up, custom programming services, custom graphics, content management solutions, credit card processing, domain name and hosting, search engine optimization and submission service, database driven web sites, flash animations, logo design, and ongoing maintenance services.



The Manufacturing Mart™

CAPITALIZE ON YOUR INTELLECTUAL PROPERTY

INCREASE YOUR PROFITS
BOOST EMPLOYEE MORALE
RESOLVE TRAINING ISSUES

A company with an engaged workforce is, in and of itself, a value-added service company, especially in a dynamic setting like a factory. Simply put, the productive energy that comes from engaged employees **increases your gross margin** and satisfies your customer expectations. **Continuous improvement** in your employee communications is probably the most reliable and direct way to ensure sustainability and, thus, profitability.

Every good manufacturer knows that value-add manufacturing services require a high level of attention and so does a value-add employee. Newsletters are a great way to transfer know-how, record procedures, recognize talent, award excellence and communicate corporate goals.

Newsletters, like fasteners, act as connectors that **turn discrete parts into sought-after product**. Clear communication increases employee connectivity and esteem. **Once your employees understand how much you value them, they will not be able to resist adding their value to your company's bottom line.**

JOB SHOP NEWSLETTER PACKAGE

- A six-issue, six-subject package (4-pages)
- Editorial calendar to highlight specific information about your company and industry
- Custom copywriting
- Custom layout
- Complimentary upload to your web site news room
- Includes a feature article about your company or new product (approx. 500 words) in the Capital of Know-How™ Magazine

An \$18,800 value

Manufacturer's Suggested Package: \$16,800

Billed to a credit card in 6 monthly installments of \$2,800

*A RFQ is used when a buyer knows the type and quantity of goods they are buying, while RFPs ask suppliers to provide a solution to a problem that could be solved in different ways.

The Manufacturer's Suggested Package requires a six-month commitment. Cancellations after the initial six-months must be made in writing prior to the first day of the month. Otherwise work initiated by our editors on your behalf is due and payable in full upon demand.

Space Application and Contract (page 1 of 4)

1301 East 9th Street • The Galleria at Erieview Towers • Downtown Cleveland, OH 44114 (216) 470-3969

Please type or print clearly.

Company Name _____
(as it should appear on printed material)

Company Address _____

City _____ State _____ Zip _____

Phone Number _____ Fax Number _____

Company E-Mail Address _____ Web Address _____

Contact name and title _____ Contact E-mail address _____

Contact address and phone (if different than above) _____

Your Signature _____ Date _____

Note: The rules and regulations appearing on the opposite page and in the Exhibitor Service Manual are hereby incorporated by reference and Exhibitor agrees to be bound thereby.

Please select type of Exhibitor Space you are interested in:

EXHIBIT OPTIONS

All display agreements are based on a 12-month commitment and are billed quarterly.

A	Exhibit Booth 66 $\frac{5}{8}$ "H x 45 $\frac{1}{2}$ "W x 2'D, includes 2 Glass Shelves (does not include cost of printing and materials, estimated budget for materials ≤ 500)	\$544/ month
B	Slat Wall Shelf Exhibit 18.0" X 2.0' Section, 2 Glass Shelves (does not include cost of printing and materials, estimated budget for materials $\leq \\$500$)	\$225/ month/ shelf
C	Panel Display: 8.5" x 11.0" tag board mount or hook. Overall materials should not exceed 12.0" x 12.0" space. (does not include cost of printing and materials, estimated budget for materials $\leq \\$500$)	\$45/ month
D	Pedestal: 2' x 2' x 2.5' pedestal. (does not include cost of printing and materials, estimated budget for materials $\leq \\$500$)	\$65/ month
E	Custom Floor Display or Front Window Display are available: Custom quote depending on size. (does not include cost of printing and materials, estimated budget for materials $\leq \\$500$)	

Space Application and Contract (page 2 of 4)

1301 East 9th Street • The Galleria at Erieview Towers • Downtown Cleveland, OH 44114 (216) 470-3969

Are there any competitors you would rather not be located near? If so, please indicate company name:

Please list products/services that will be displayed in your booth

Please list a description of the products/services that will be displayed in your booth. Please detail any special requirements such as weight, height, display orientation, proximity to door, maintenance, and so on that will affect your exhibit.

Special Instructions:

In order to reserve space and validate this contract:

1. Complete and sign application form.
2. Attach check (issued in U.S. funds and drawn on a U.S. financial institution or the U.S. branch of a non-U.S.-based fin. institution) payable to The Manufacturing Mart for 1/12th of the total booth cost and mail to:

PMTS Capital of Know-How, trade name, The Manufacturing Mart 1301 East 9 Street, Mailbox 244, Cleveland, OH 44114.
Attention: MK Denning.

Management reserves the right to assign another booth if all of your choices are taken and to disqualify any company that does not meet the exhibit conditions and restrictions described in the Exhibitor Prospectus. If an application does not qualify, you will be notified by mail and your check will be promptly returned.

Restrictions: Job Shops, Starting Materials manufacturers, Patent-pending Inventions, Sustainable Manufacturers and Recyclers, Educational Institutions, Non-Profits serving the Manufacturing Community, Government Agencies.

For MFGmart Use Only

Total Paid _____ Payment Method _____ Space Assigned _____

Space Application and Contract (page 3 of 4)

1301 East 9th Street • The Galleria at Erieview Towers • Downtown Cleveland, OH 44114 (216) 470-3969

GENERAL RULES AND REGULATIONS

Please read carefully before signing the contract.

Exhibits and Exhibitors are subject to the following regulations. "Management" means Gardner Capital of Know-How, Inc. doing business under the Trade Name, The Manufacturing Mart, and its service contractors.

I. Contract for Space

This application, properly executed by Exhibitor, shall upon written acceptance and notification of space assigned by Management, be a valid and binding contract. Management may refuse any exhibit that in its sole discretion may detract from the exhibition. Management's assignment of space is final. After assignment, space location may not be changed without Management's prior written approval. Request for space will be assigned after the Space Renewal on a first-come, first-served basis when a signed contract is received with payment.

Booth payment schedule: Full payment is due at signature.

II. Use of Exhibit Space

No exhibitor may assign, sublet, or share all or part of its space with other Exhibitors. Exhibitors may present only products and services they officially manufacture or represent.

Exhibits may not project beyond allotted space or interfere with the lighting or space of others. Aisles must be kept clear of exhibits, and Exhibitors may not interfere with the free flow of traffic.

Demonstrations or related activities must be confined to Exhibitor's assigned space, as must distribution of circulars, catalogs, folders, promotion materials or devices. None of these may be distributed in aisles or in the registration area of the Exhibit Hall.

Management may restrict, reject, eject or prohibit any exhibit, in whole or part, which detracts from the exhibition due to sound, appearance, distribution of materials, personal conduct, or anything Management rules to be objectionable. In enforcing these regulations, Management is not liable for refunds of space rental or other expenses incurred by Exhibitor.

Booth personnel shall wear at all times "Exhibitor" badge identification furnished by Management. All other employees of exhibiting company shall register as attendees at the exhibition.

Exhibitor shall not enter another exhibitor's booth that is not staffed.

Exhibitor shall not infringe on the registered trademark, trade name or patent of another company.

Exhibits may not contain sound systems or noise making devices that annoy or disturb adjacent Exhibitors.

There will be no posted pricing on goods allowed.

Exhibitor shall not schedule, foster or conduct outside activities for attendees during hours set by Management for the trade show, the conference program or official special events.

III. Installation and Removal of Exhibits

All exhibits must be installed within the guidelines of good taste and in keeping with the decorative presentation of the Mart. The Mart's Concierge is available to assist Exhibitor by making arrangements associated with installation, as needed. No exhibit will be installed or removed during Exhibit hours. Exhibits must be removed at the time set forth by Management.

IV. Cancellation/Refund Policy

50% of total amount paid will be refunded if Management receives written request with a thirty day notice. No refund is due on the current month.

Space Application and Contract (page 4 of 4)

1301 East 9th Street • The Galleria at Erieview Towers • Downtown Cleveland, OH 44114 (216) 470-3969

V. Liability

All exhibitors must provide a Certificate of Liability Insurance at their own expense.

Neither Management nor the Erieview Land Company its officers, employees or representatives are responsible for loss, damage or injury to Exhibitor or Exhibitor's employees or property from any cause, before, during or after period covered by this contract.

Exhibitor, on signing this contract, releases Management and Erieview Land Company, its officers, employees and representatives from, and agrees to indemnify same against, any claims for loss, damage or injury.

Exhibitor assumes responsibility for accident, injury or property damage to any person visiting their exhibit, where such accident, injury or damage is caused by negligence of Exhibitor, his employees or agents.

Management is not liable for non-fulfillment of commitment for delivery of space due to exhibition premises being damaged, destroyed, or rendered unusable by fire, accident, act of God, War, terrorism, public enemy, strike, authority of law, or any other cause. If exhibition cannot be held or space delivered for that purpose, Management's sole liability is to reimburse Exhibitor the space rental fee, less any costs or charges paid or incurred by Management for advertising, administration and similar purposes.

Management shall not be responsible for errors or omissions in promotional brochures, the official exhibition directory, and other literature.

VI. Protection of Exhibit Facility Property

Use of screws, bolts, nails, staples, tacks, pins, tape or other items that may deface or damage floors, walls, ceilings, doors or other exhibit facility property is prohibited. Exhibitors must repair damage at their own expense.

VII. Security

Management shall exercise reasonable care for the protection of the exhibitors' materials and display. Beyond this, Management, the show facility, or any officer or staff member thereof will not be responsible for the safety of the property or the exhibitor, their agents, or employees, from theft, damage by fire, accident, or any other cause.

VIII. Handling and Storage

Management and the owners or managers of the facility where the exposition is to be held shall not accept or store display materials or empty crates. Exhibitors shall make their own arrangements for shipment, delivery, receipt, and storage of such materials and crates directly with their selected drayage company. The exhibitor must provide the official show drayage company with all bills of lading. All shipment and deliveries to the Exhibition shall be prepaid.

IX. Amendments

Management may revise these rules and all points not covered are subject to its decision. Prices is subject to change without notice.