

October 2009

Dear Sponsor:

Our Board of Directors and members would like to invite your company be a sponsor of AFE Twin Cities Chapter 13. **Your support means very much to our organization.** Your support of the directory helps to finance AFE Twin Cities Chapter 13 programs such as facilities engineering scholarships, educational activities, monthly meeting expenses, and involvement in AFE National programs. We would also like to extend our gratitude to previous and existing sponsors for their ongoing support of AFE Twin Cities Chapter 13 Directory.

Each year, AFE Twin Cities Chapter 13 prints its directory, which contains up-to-date contact information for more than 250 members. As a sponsor, your complete contact information and a detailed description of your products and services will be listed in the directory. This serves as a handy reference guide for our members to obtain your products and services and as a source of contacts for your sales personnel. Each of our members and sponsoring companies receives a copy of the directory in January. With your copy, you will have contact information for decision-makers in the facilities, maintenance, and engineering departments of most of the Twin Cities' leading companies. Also included is an emailed version of our monthly newsletter to your designated contact. By being a sponsor, you are also given the opportunity to advertise in our monthly newsletter. We sincerely hope you see the benefits of listing your organization in our directory.

The minimum ad is only \$100 for full company contact information and 6 lines of text. A line is 48 characters long. Please see sample below.

ABC Company

Primary Contact

Phone 1: 651-123-4567 Phone 2: 651-234-5678

Fax: 651-345-6789

678 Any Street., Minneapolis, MN 55044

Email: primarycontact@abccompany.com

Website: www.abccompany.com

Products/Services

Mechanical & Temperature control, service & installation, including: building automation, pneumatics, steam trap testing, surveys, troubleshooting. Boilers, burners, RTU's, chillers & DX systems. Hydronic & steam systems, piping, ventilation & heat recovery.

Included in the directory is a list of sponsors categorized by area of specialty. With the cost above, your company will be listed on **(2) specialty listings**. To be listed under more than two specialty headings, the cost is \$10 for each additional specialty heading. In addition to the text ad, a display/showcase ad can be put into the directory for an additional fee as shown below.

	Black & White Printing	Color Printing
¼ page display	\$100	\$350
½ page display	\$175	\$450
1 page display/showcase ad	\$300	\$550
1 Page Inside Back Cover display/showcase ad	\$600	\$700
1 Page Back Cover display/showcase ad	\$700	\$800

To participate:

1. Complete the attached **Directory Advertising Form** or **Project Showcase Directory Cover Form** and/or the enclosed invoice.
2. If running a display/showcase ad, please email electronic artwork to contact@afetwincities.org or **enclose camera-ready artwork**.
3. **Please send a check** (payable to AFE Twin Cities Chapter 13) and the above items to the address on the Directory Ad Form.

If you have any questions and/or require additional information, please feel free to contact Brian Cornelisse at 612-221-6210 or Joe Ryan (Directory Committee and Administrative Assistant) at 651-895-3502.

Sincerely,

Brian Cornelisse

Sponsoring Companies and Directory Chair

DIRECTORY AD FORM

Company _____
 Primary Contact _____
 Address _____
 City, State, Zip _____
 Phone _____ Fax _____ Mobile Phone _____
 Email _____
 address _____ Website _____

Products/Services Description (4-6 lines of text): _____

Referred by: (if new sponsor) _____

**SPECIALTY LISTINGS – TWO INCLUDED IN BASE PRICE.
 ADDITIONAL AT \$10/SPECIALTY:**

- _____ Alarms, Access Control, Fire Protection
- _____ Asbestos Abatement
- _____ Cleaning Equipment & Services
- _____ Cleanrooms
- _____ Communication – Material & Services
- _____ Compressors
- _____ Construction – Material Service & Systems
- _____ Controls – Material Service & Systems
- _____ Electrical Material & Services
- _____ Energy Fuels
- _____ Engineering Consultants
- _____ Environmental Services
- _____ Filters
- _____ Fire Life Safety
- _____ Generators
- _____ Heat Transfer-Boilers and Burners
- _____ Heat Transfer - Cooling Towers
- _____ HVAC, Sheet Metal, Plumbing
- _____ Indoor Air Quality
- _____ Insulation Material & Services
- _____ Lighting - Material & Services
- _____ Lubricants, Hydraulic Oils, Oil Analysis
- _____ Machining, Metal Fabrication, Welding
- _____ Mechanical Power Transmission
- _____ Mechanical - Material & Services
- _____ Personnel Protective Equipment & Supplies
- _____ Power Distribution
- _____ Pneumatic Equipment

- _____ Power Transmission
 - _____ Pumps
 - _____ Recycling Services
 - _____ Roofing Material & Services
 - _____ Services – Painting, Cleaning, Interior Design
 - _____ Services – Excavating, Paving, Snow Removal
 - _____ Services – Grounds, General Waste Collection
 - _____ Services – Special
 - _____ Software and Hardware Services, CAD, etc.
 - _____ Surfaces – Scaling, Abrasion/Corrosion
 - _____ Surfaces – Control/Coatings
 - _____ Water Treatment – Chemicals & Equipment
- Write in your own specialty. _____

CALCULATE TOTAL COST HERE

Base Ad with 2 free specialty listings included.		\$100.00
Add Specialty Listings \$10 each		
	B/W Ad	Color Ad
¼ page Display Ad	\$100	\$350
½ page Display Ad	\$175	\$450
1 Page Display or Showcase Ad	\$300	\$550
Premium Locations		
1 Page Inside Back Cover Ad	\$600	\$700
1 Page Back Cover Ad	\$700	\$800
	Total	

Artwork deadline is **December 18th, 2009**. Electronic artwork should be emailed to contact@afetwincities.org Camera ready or hard copy artwork should be mailed with your payment.

If you have any questions or require additional information, please contact Brian Cornelisse, at 612-221-6210 or Joe Ryan at 651-895-3502.

Please note: If more than one sponsor is interested in the Back or Inside Back Cover, you will be contacted to submit a blind bid for that space. Thank you.

Please make checks payable to: AFE Chapter 13

Mail to: AFE Twin Cities Chapter 13
 1960 Cliff Lake Rd, Suite 129-409
 Eagan, MN 55122

Federal Tax ID # 41-1742092

Invoice # 2010-900 (if needed)

Project Showcase

The Directory Committee is excited to offer an outstanding opportunity to enhance your sponsorship of Twin Cities Chapter 13 through the Annual Directory of Members and Sponsoring Companies. The Project Showcase is intended for those wishing to have a full-page color ad. This program has two exciting parts:

Part 1:

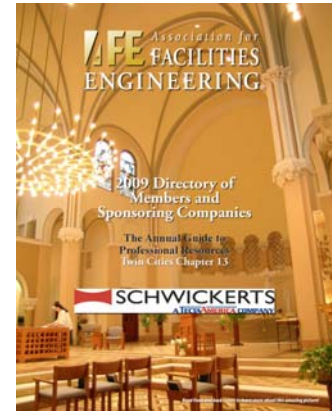
Sponsoring Companies are invited to submit a facility based photo and a detailed description of a project, application, or solution (please see attached submittal form). This submittal will be featured in section five (Sponsoring Companies) of the annual directory. It will be treated similar to a display ad with regards to cost, placement, and submission (please see enclosed Directory Advertising Form). It is not intended to replace display ads but to offer an enhanced method to demonstrate sponsoring company capabilities.

Benefit

- To offer an alternative method of advertising to showcase our Sponsoring Companies and bring more exposure and value to them.
- To further educate our members of latest facility based technologies, practices, and industry solutions.

Part 2: (This is good...**really good**.)

Project Showcase submissions will be gathered by the Directory Committee and presented to the AFE Twin Cities Chapter 13 Executive Board at the November Board Meeting. The Board will select the Project Showcase submittal they feel is most appropriate for the (drum roll please)...



Cover of The Annual Directory of Members and Sponsoring Companies

Benefit

- The winning submittal will have their photo submittal enlarged to fit the entire front cover of the Directory.
- The winning submittal will have their submittal description featured on the inside front cover of the Directory.
- The winning submittal will have their entire submittal featured on AFE Chapter 13's Website Homepage for all of 2009!!!
- The winning submittal will be announced at the January Kick-Off member meeting.
- All of the benefits from Part 1.

We hope you take this opportunity to increase your participation and benefit from this exciting program from AFE Twin Cities Chapter 13. All of the necessary paperwork to get started with your submittal is included with this letter. Should you have any questions, please don't hesitate to contact Joe Ryan at (651) 895-3502 or contact@afetwincities.org.

Sincerely,
The Directory Committee

2010 PROJECT SHOWCASE & DIRECTORY COVER SUBMITTAL FORM

Listed below is the suggested guideline for the Project Showcase Directory Cover Submittal. Please complete this form and send it with your Directory Ad Form or your invoice (if previous sponsor). Please feel free to submit an alternative format. Please remember, these are guidelines only. We understand that clients, applications, solutions, technologies, strategies, etc. may be proprietary and need to be described in somewhat generalized terms.

Your Company _____

Primary Contact _____

Phone _____ **Mobile Phone** _____

Project Name: (If applicable)	
Project Managers: (or company/contractor individuals involved)	
Contractor Companies involved in the project: (architecture, engineering, construction, etc.)	
Your client	
Your client's application need or requirement (upgrade, problem, new application, retrofit, new construction, etc.)	
Proposed solution or recommendation: (include equipment, materials, technologies, strategies, etc.)	
Client benefits	
Additional project information	
Your Contact information	
Photography	High resolution. JPG and Tiff formats desired.
Company Logos	High resolution. Vector graphic format desired.
Basic layout design needed?	Yes / No (Contact Joe Ryan at 651-895-3502 to arrange)

Artwork deadline is **November 20th, 2009**. **High resolution** electronic artwork should be emailed to contact@afetwincities.org. Camera ready or hard copy artwork should be mailed with your Directory Ad Form and payment. Basic layout design can be performed by AFE's designer. For those needing basic layout design, please complete the text portion (this form) of your submittal in MS Word format or equivalent. If you have any questions or require additional information, please contact Joe Ryan at 651-895-3502 or Brian Cornelisse at 612-221-6210.