Volume 3—June 2010

THE FPDA MOTION & CONTROL NETWORK

A Message From FPDA President Richard Neels

Dear Fellow FPDA members,

This is somewhat of a "good news / bad news / good news" article. Trust me, I'd like to lead off with a "triple good news" first sentence, but it's pretty difficult with daily images from the Gulf of Mexico. More on that in a bit.

First, I'd like to begin with a comment or two about our industry and the economy. If you have been reviewing our monthly economic indicator report prepared by Cleveland Research, you may have noticed that the needle is moving in the right direction, as FPDA members have reported increased sales, inventory, and orders for a number of months now.

The May survey results showed continued sales acceleration (up 25%), and is the sixth consecutive month to show an increase. In addition, MRO activity increased in April, which points to underlying manufacturer activity and increased equipment utilization. So we're likely seeing "true" numbers, and not just the temporary benefits of general inventory restock.

Despite an improved outlook, fluid power distributors and manufacturers remain cautious due to the short-term nature of incoming orders, and a still fragile economic environment. And that leads me to the bad news…

(Continued on next page)

INSIDE THIS ISSUE:

SAVE THE DATE!

ISD/FPDA Joint Industry Summit October 5-8, 2010

The PGA National Resort & Spa

West Palm Beach, Florida

- The dates are set!
- The program is finalized!
- The best networking opportunities of the year await you!
- Plan to participate!
- More details available on page 5 of this newsletter.

For more information of the PGA National Resort, click here.

"The professional network for fluid power, automation and motion technology providers dedicated to significantly enhancing member and channel performance by delivering indispensable networking, education and success strategies."

A Message From FPDA President Richard Neels (continued)

We've all seen the images from the Gulf, and they're shocking and heartbreaking. The first thought that pops into my mind is one of sorrow for the lives lost, and the lives (and livelihoods) that are adversely affected by this tragedy. We do not yet know how wide-spread the damage will be, or when the leak will finally be fully stopped. But one thing is clear – while the environmental impact is almost incalculable, the economic impact will be measured in the billions.

How this will affect many industries (including our own) is unknown – many of us have ties to the oil industry. Will this negatively affect us? Perhaps it will. But on the other side of that is the fact that many FPDA members will, to some degree, likely be needed in the cleanup effort that is to come. There's really no way to predict what will happen - the best we can do as a country (and a world) is clean it up, and move forward, hopefully learning our lessons and doing things better.

Ok, enough bad news – let's end this article on a positive note with some exciting happenings at the FPDA:

- FPDA will be hosting an Energy Savings & Sustainability focus group meeting in July. The spotlight will be on energy savings, sustainability, and increased profits. The work of this group will be a featured segment of the FPDA/ISD Joint Summit, October 5-8 at the PGA National Resort in Palm Beach Gardens, Florida (watch your mail for full details soon.)

- FPDA has published its bi-annual Compensation Report, which is culled from Profit Planning Group's Employee Compensation Study of the distribution industry (more than 1,100 firms). This Excel report compares FPDA results with the results of all participants, and further divides firms into categories of 20 sales volumes and over 100 geographic areas. This data is extremely helpful in benchmarking your compensation/benefits packages, and if you would like to purchase a copy, just contact info@fpda.org

- Lastly, the encouraging numbers I posted earlier were the result of the surveys from the Monthly Economic Indicator Report. The more members participating, the more accurate the reports. So I encourage everyone to participate. Please contact info@fpda.org for details.

Thanks for reading, and to keep abreast of further developments, be sure to read your monthly ***FPDA Express*** electronic bulletin, or check out the FPDA website at www.fpda.org.

Sincerely,

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FPDA President

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nweber@fpda.org

LEGAL COUNSEL
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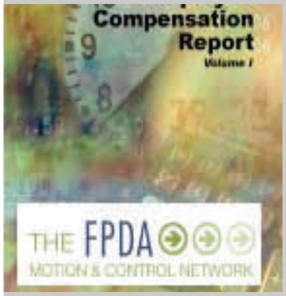
FPDA Office
105 Eastern Avenue, Suite 104
Annapolis, Maryland 21403-3300
410-940-6347

2010 COMPENSATION REPORT RELEASED AND AVAILABLE FOR PURCHASE

This year, 77 FPDA Distributors participated in the 2010 Employee Compensation Survey prepared by Profit Planning Group. This 2010 study presents the results of PPG's Employee Compensation Study of the distribution industry. It analyzes the data submitted by 1,176 U.S. firms for over 7,000 locations. FPDA co-sponsored this study along with 30 other distribution organizations.



Hiring and keeping good employees is essential to the profitability of your business, especially in today's economy. To achieve that goal, you must consider your overall employee compensation plan - not just your pay scales, but your benefits program as well - in comparison to other firms in distribution. You can learn how your firm's employee compensation package stacks up in the industry by utilizing the 2010 Compensation Study.

There are two reports which represent the final study:

Volume 1: FPDA 2010 Employee Compensation Report (20 pages)

This volume includes an executive compensation overview; summary of executive compensation, summary of employee compensation; detailed statistics on executive compensation; employee compensation, (outside sales staff, inside sales staff, and employee benefits.) *This detailed report presents the analysis of participating FPDA firms.*

Volume 2: Industry Report (Excel Report)

This report presents the analysis of all participating firms. Firms were categories into over 20 sales volumes and over 100 geographic areas.

These reports have been shared with participants and are now available to non-participants and non-members. The pricing is as follows:

To purchase only one of the volumes:

Volume I: $150 (member price)
Volume I: $225 (non-member price)

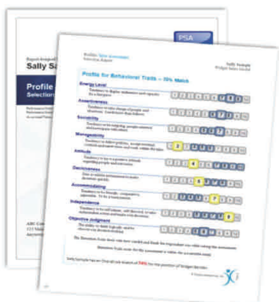
Volume II: $250 (member price)
Volume II: $325 (non-member price)

To purchase both volumes:

Set (I & II): $300 (member price)
Set (I & II): $475 (non-member price)

If you are interested in purchasing these, you may do so at www.fpda.org, or contact FPDA at 410-940-6347.

Profiles Sales Assessment™



The **Profiles Sales Assessment™** (PSA) measures how well a person fits specific sales jobs in your organization. It is used primarily for selecting, on-boarding and managing sales people and account managers.

The "job modeling" feature of the PSA is unique and can be customized by company, sales position, department, manager, geography, or any combination of these factors. This enables you to evaluate an individual relative to the qualities required to perform successfully in a specific sales job in your organization. It also predicts on-the-job performance in seven critical sales behaviors: prospecting, call reluctance, closing the sale, self-starting, teamwork, building and maintaining relationships, and compensation preference.

Why Assess Sales People?

Many sales people are competitive and persuasive. Given the opportunity to land a new job or to be promoted, they may tell you what you want to hear instead of the truth. Additionally, so much of their success depends on the specific type of sales job and the organization in which they would work. Success seldom transfers automatically. The cost of failure in a sales job is very high considering the hiring and ramp-up costs, low sales productivity, and disruption to existing customers.

The PSA gives you an objective inside look at the behaviors and motives of your sales people and sales managers to help you make better decisions.

Did You Know?

- 50% of organizations are dissatisfied with new sales representatives they hire.
- 19% of sales representatives turnover voluntarily each year.
- 16% of sales representatives turnover involuntarily each year.

How does the Profiles Sales Assessment work?

Prior to assessing candidates, our experts help you develop peak performance models for your jobs using questions to direct you in comparing job candidates. Once established, our clients deliver the PSA to their candidates over the Internet—hiring managers or an HR administrator simply forwards a link. The assessment does not need to be monitored, so the candidate can take it from any computer with Internet access. The system instantly scores the assessment and informs the hiring managers where they can access the results.

The hiring manager can use the results as a screening tool or to assist them in the interviewing, selection, and on-boarding process.

What's the next step?

Contact us for a complimentary, risk free study offer.
Call us today! (800) 960-9612

Profiles International
imagine great people®

Profiles Sales Assessment™

PURPOSE	Select and retain high performance salespeople
MEASURES	Key qualities that make successful salespeople: • 20 Performance Indicators • Seven Critical Sales Behaviors
TIME TO TAKE	Less than 60 minutes No administrator or proctoring required
CUSTOMIZABLE	Develops Peak Sales Performance Models by: • Company • Sales Position • Manager • Geography
USED FOR	• Selection & hiring • Management • Promotion Fit / Succession Planning
REPORTS	• Performance Model Comparison • Interview Guides • Strategic Workforce Planning • Candidate Matching • Individual Profile • Comparison Summary • Summary Graph • Individual Graph
VALIDATION STUDIES	1999, 2000, 2001, 2003, 2005, 2006, 2007, 2008, 2010
ADMINISTRATION	Internet or Paper/Pencil
SCORING	Internet

Contact Us
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BETTER TOGETHER: Teaming for Success!

FPDA and ISD have joined forces to produce a meeting like no other, this October 5-8, at the renowned PGA National Resort in West Palm Beach, Florida. Developed for fluid power, motion control, automation and sealing professionals, you will discover the keys to success at the FPDA/ISD Joint Industry Summit. *Better Together: Teaming for Success* is more than a theme – it is the cornerstone for a profitable future.

As an attendee, you will:

- **Delve into content-rich education packed with the latest in sales, marketing, and pricing strategies.**
- **Double your networking through alignment with potential new marketing partners representing affiliated industries.**
- **Hear the most up-to-date economic research framed to help support your future business decisions.**
- **Explore new products, solutions and services at the Supplier Showcase.**
- **Network with your peers to uncover the latest best practices in your industry.**

The program will feature not only leaders in industrial distribution education, but networking features designed to add impact for you and your company. Here are some programming highlights:

Tuesday, October 5 – Play a little golf on one of the premier courses at the PGA National, while making acquaintance with your fellow members and your new contacts from the International Sealing Distribution Association.

Wednesday, October 6 – This day will offer a spotlight on business strategies and solutions! Kick off the day with economist Dr. Bill Conerly and learn what the recovery means for industrial distribution. Then, spend the morning and early afternoon participating in two out of six workshops, featuring the best and brightest of the University of Industrial Distribution faculty – take a look at these topics!

- **Structure and Staffing for Branch and Operations Managers**
- **How to Improve Any Sales Force**
- **Pricing Strategies**
- **Product Profitability: Sell it-Source it- Ship it**
- **How to Increase Your Team's Competitive Selling Advantage**
- **Marketing Strategies**

Then join your colleagues for a networking exchange focused on business strategies and solutions. Facilitated by one of the UID faculty members, this will be an interactive, lively session designed to provide you with nuggets of information to help you lead your business.

Continued from page 8

2010 Industry Summit

PGA NATIONAL RESORT | Palm Beach Gardens, FL | October 5–8, 2010

The power of technology and the demands of technology are bringing us together as never before. On Thursday, October 7, FPDA and ISD members will benefit from a morning program devoted to fluid power and sealing technologies AND programs with a focus on energy savings and sustainability.

What are the solutions to help manage energy resources in a way that brings meaningful value to you and your customer's business? What new opportunities are created and how do we optimize profits? How do we sell energy savings and sustainability? Join your peers in exploring the vast opportunities on the horizon.

In the afternoon, participate in the Supplier Showcase, which will bring much of the learning, networking and discussion that traditionally take place inside conference rooms right to the FPDA/ISD Joint Industry Summit. This showcase for fluid power and sealing manufacturers will surely open your eyes to new products and solutions.

On Friday, October 8, you can head back home after hearing Tom Reilly share his winning thoughts on the Value Added Corporation. Join Tom as he helps you incorporate all you learned this week and inspires you to share your knowledge with your team.

Not only will you find the program packed with information you can use in your business, but the evenings have also been designed to help you build and cement your business relationships. Watch your mail for program details, but we guarantee this is a meeting you will not want to miss!

GET READY FOR THE M+CSP CERTIFICATION!

As you know, FPDA has been carefully and methodically planning its M+CSP Certification over the past few months. Here's a quick summary of where we stand right now:

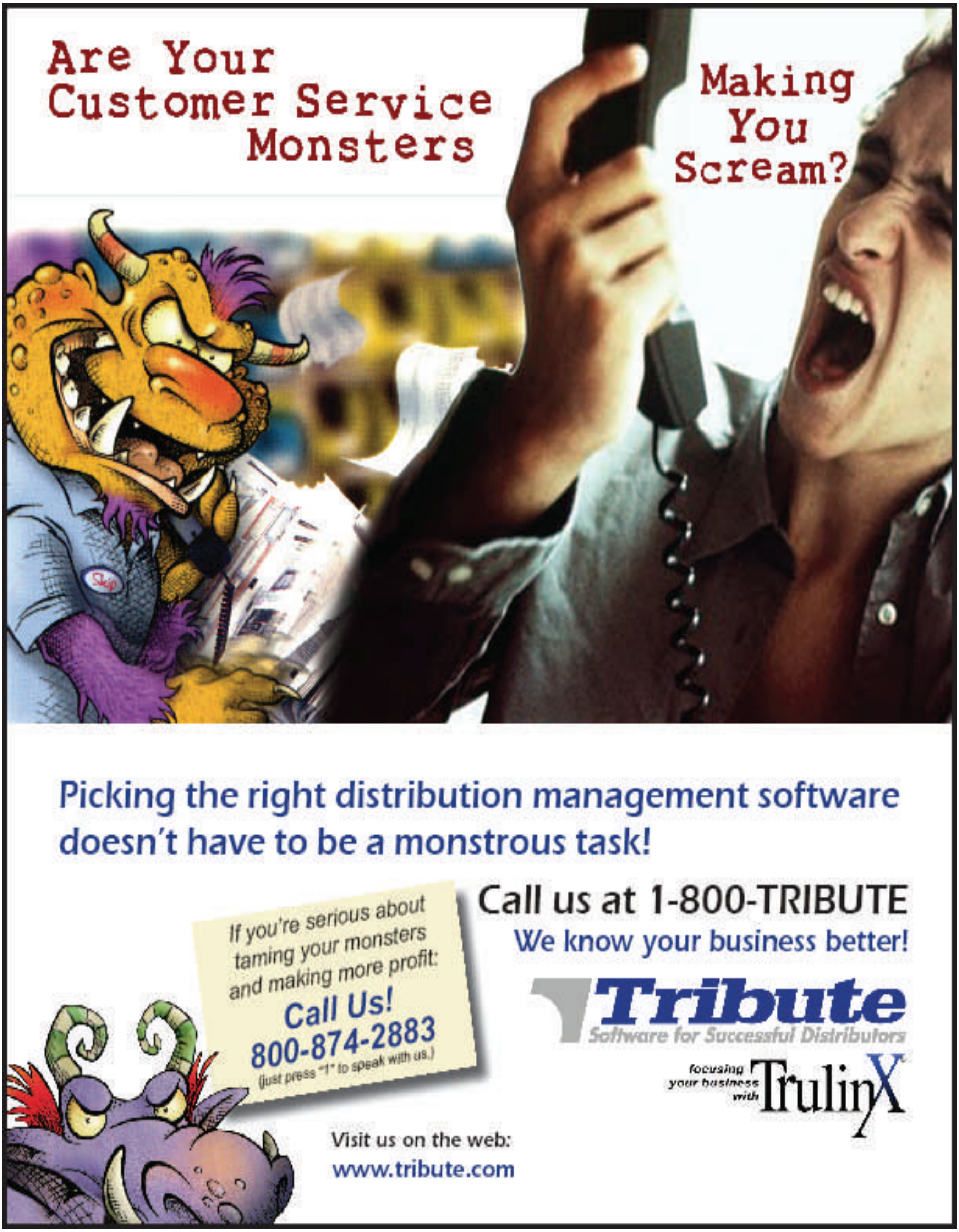
- FPDA is moving forward with an exam that covers 6 technologies plus 2 sections on sales skills.
- FPDA will provide extensive feedback to managers on results of the tests, to include scores by section so managers can understand strengths and areas needing development for their employees. This program should be used as a key staff development tool for managers.
- The test will have 95 questions; a 2 hour time window for candidates to complete the test is recommended.
- The passing score has been determined. Pilot participants have completed their tests and will be notified shortly if they passed the certification exam. It was noted by the FPDA task force working on the certification that many pilot participants took the test "cold" without extensive preparation; however, the task force felt it was important to keep the bar high and determine programmatic improvements to support achievement of that bar for the M+CSP, rather than lowering the bar to ensure a higher passing rate for pilot participants.
- The task force will look at completing a study guide which at a minimum, directs participants to relevant materials for each section, and at best, provides a comprehensive resource that can be used during the test.

After finalizing all remaining details, the Certification will soon be unveiled to a wider audience. We hope that FPDA members and others will find this offering of great value and a great management tool for professional development.

Do You Have Some Exciting
Company News That You Would Like To Share?

Please send it in to the FPDA Office to be included in the next FPDA Newsletter!

You can email news and updates to nweber@fpda.org.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www.tribute.com

NEW PROGRAM FOR FPDA MEMBERS!

Integrated Shipping Solutions, Inc.
www.integratedshipping.com

FPDA Small Parcel Value Program

Announcing the FPDA Small Parcel Value Program

FPDA would like to announce an affiliation with Integrated Shipping Solutions, Inc. The objective of this affiliation is to save members of FPDA a significant amount of money on their small parcel shipping costs, by allowing professional consultants to negotiate shipping discounts on individual members' behalf. ISS is currently saving association members millions on their small parcel shipping. As a FPDA member, you can now take advantage of their expertise at a special reduced rate.

About Integrated Shipping Solutions, Inc.

Integrated Shipping Solutions, Inc. was founded by two former UPS business development people to level the playing field for small parcel shippers. ISS representatives spent years negotiating shipping contracts on the carriers' behalf.

Now ISS representatives leverage their intricate knowledge of the small parcel carrier pricing structures, as well as competition to get your company the best deal in the market today. ISS negotiates with the three major small parcel carriers on your company's behalf and you choose which carrier you use. Typical ISS clients remain shipping with their current incumbent carrier, at a significantly reduced rate. Whichever carrier you choose to use, you can be assured that your new carrier agreement is truly optimized by experts in the industry.

Why Your Company Does Not Currently Have the Best Small Parcel Pricing Now

Account executives employed by shipping companies are compensated on net revenue paid into the company by their customers. Their commission pay depends on every dollar you pay. Therefore, it is in the best interest of the account executive to hold back all, or as much discount as possible, to retain/win your business. Account executives rely on the simple fact that you, the customer, have **no frame of reference** for recognizing a good shipping rate. Thus, all the negotiating power lies in the hands of the account executive. This is how ISS and the knowledge of our associates expedite the process, and level the playing field for you. ISS knows what incentives you really qualify for. Shipping companies want to keep you uninformed, because an uninformed consumer equals higher margins and more commissions for them. ***ISS negotiates with your best interest in mind. Carriers simply do not.***

Free Consultation & Shipping Analysis

Contact ISS to discuss your current small parcel shipping situation and how they can save you money. Members should announce that they are members of FPDA, and they will be directed to Brett Stubblefield or Derrick Olson, the owners and founders of Integrated Shipping Solutions, Inc. They will discuss with you exactly how the service works, your current situation, and the next steps to start saving your company money on small parcel shipping. For more information, visit our website, www.integratedshipping.com.

ISS is an absolute no-risk service, as ISS is only paid a percentage of actual realized savings we are able to achieve for our clients. ISS has a positive impact on cash flow from day 1.

Integrated Shipping Solutions
150 N. Sunny Slope Road, Suite 372
Brookfield, WI 53005
P: (262) 786-9707
F: (262) 786-1176
info@integratedshipping.com

Jade West, NAW Senior Vice President-Government Relations

Federal Contractors and Subcontractors Required to Post Employee Notice of Labor Law Rights

The Labor Department has issued its final rule requiring certain federal contractors and their subcontractors to post a notice informing employees of their rights as employees under the National Labor Relations Act to join a union. (75 Fed.Reg. 28368, May 20, 2010). The final rule may be viewed at http://edocket.access.gpo.gov/2010/pdf/2010-11639.pdf ("Rule"). Wholesaler-distributors who are Federal contractors or subcontractors are covered by this Rule. The "employee notice" may be viewed at:http://www.dol.gov/olms/regs/compliance/EmployeeRightsPoster2page_Final.pdf

The Rule went into effect on June 21, 2010.

The Rule implements Executive Order 13496 signed by the President on January 30, 2009, which included sanctions, penalties (including debarment) and remedies that can be imposed if a covered Federal contractor or subcontractor fails to comply with the employee notice requirements.

In September 2009, NAW and numerous other organizations provided comments to the Labor Department that criticized the proposed employee notice as an inaccurate and incomplete overview of employee rights under Federal labor laws, and for suggesting that such laws favor a collective bargaining environment. For the most part, public comments did not alter the tone or content of the final version of the Rule, reflecting the strong union bias of the Administration.

Prime Contractors and Subcontractors Subject to the Rule

The Rule applies to any prime contractor with a Federal government contract of $100,000 or more. A contract for an indefinite quantity is covered unless the contractor or the contracting agency reasonably believes that total amount in any year will be below the $100,000 threshold. The dollar threshold set by the Rule is the simplified acquisition threshold set in the Office of Federal Procurement Policy Act—which is currently $100,000. The Rule also applies to any subcontractor with a subcontract value of more than $10,000.

The Rule does not apply to any contract resulting from solicitations issued before June 21, 2010. Every covered contract must include a contract clause requiring that the contractor post the employee notice during the term of the contract in accordance with the requirements in the Rule. The contracting agency is responsible for including the contract clause in the contract with the prime contractor. The prime contractor is responsible for including the contract clause in its contract with a covered subcontractor. The clause may be incorporated into a contract by reference to 29 CFR Part 471, Appendix A to Subpart A.

Contractors and Subcontractors Required to Post Employee Notice

Physical Posting – A contractor or subcontractor that posts notices to employees physically in the workplace must also post the employee notice physically. Where a significant portion of the workforce fulfilling the contract is not proficient in English, the employee notice must be provided in the language employees speak. The employee notice must be placed in conspicuous places in the workplace so the notice is readily seen by the employees engaged in activities relating to the performance of the contract.

Electronic Posting – A contractor or subcontractor that customarily posts notices to employees electronically must also post the employee notice electronically. The contractor may use a link to the Labor Department website that contains the full text of the notice, provided the link reads in the employees' spoken language: "Important Notice about Employee Rights to Organize and Bargain Collectively with Their Employers." The Labor Department website provides translation of the notice text.

Enforcement of the Rule

The Labor Department's Office of Federal Contract Compliance Programs is authorized to conduct compliance reviews to determine if a contractor or subcontractor is in compliance with the Rule or other laws, Executive Orders or regulations enforced by the Labor Department. Employees may also file complaints claiming that the contractor or subcontractor has not complied with the Rule. In case of a violation, conciliation and administrative enforcement proceedings will follow. Sanctions for a violation include cancellation of the contract, or debarment of the contractor with one, several, or all Federal agencies.

TOP TEN Customer Service Mistakes
By Nancy Friedman, The Telephone Doctor

"What are the best customer service tips?" is a common request we get. Recently someone asked us about the *worst* customer service mistakes? So, to make it even, we've compiled the ten worst customer service mistakes. Take note and don't let these happen to you!

Not Being Friendly Enough

Without exception, not being friendly is the number one customer service mistake. Customers should be treated as welcomed guests when they call or visit your company. As we've all experienced, sometimes we're treated as an annoyance or an interruption. The Telephone Doctor motto: "Be friendly before you know who it is" is one way to eliminate this mistake.

Poor Eye Contact

Heads that twirl on a spindle when you're working with a customer is a big mistake. Keep your eyes on the customer. It's a sure sign the person you're talking with isn't holding your interest when you're glancing all around. And they'll notice it quickly. Obviously, Telephone Doctor understands making good eye contact on the phone is a bit difficult, albeit impossible. Therefore, when you're on the phone you need to be completely focused on the call and the customer. Don't type, unless it pertains to the call, don't read something else, and don't do anything but listen to the caller.

Talking with Co-workers and Ignoring or Not Acknowledging the Customer

This customer service mistake unfortunately happens a lot. Seems as though it's more important to continue talking with a co-worker than establishing immediate rapport with the customer. Drop the internal conversation as soon as you see the customer. Carrying on a conversation with someone in your office while you're talking with a customer on the phone is a real no-no!

Being Rude

No one thinks they're rude; certainly not on purpose. However, the customer can perceive many things you do as rude. And as they say, "Perception is reality." What's rude? Interrupting the customer, not listening to their concerns, talking on your cell phone when trying to help them, not sounding happy, chewing in the customers face or on the phone. This is just the start of a long list of 'rudes.'

Poor Product Knowledge

If you're not familiar with the products and services you offer, it's going to be very frustrating to the customer. Take the time to learn about your company. Know what's going on. If you're temporary or are new with the company, that shouldn't be used as an excuse. Customers don't care if you're new, working on a

temporary assignment or if it's not your department. All they want is help and information. Ask to be trained. Ask for more information from your company. Telling a customer, "I'm new" or "I'm just a temp" only adds fuel to the fire. You can explain that you will find someone to help them as you are "not familiar" with the situation. That at least shows you're going to help them.

Leaving a Customer Without Telling Them Where You're Going and Why

It's a very good idea to explain to your customer, in person or on the phone, what you're going to be doing for them. It helps them a lot and gives them a lot of patience. If you need to "go to the back" to get something it's easy to say, "Mr. Jones, the widget you're looking for is in the stock room. Let me go get it for you. I'll be a few moments." The same procedure should apply on the phone. Never tell the caller, "Hold on." Let the caller know where you are going and approximately how long you think you'll be. This will make working with the customer easier for both them and you.

Blaming, accusing and complaining

It's not the person you blame that will look bad . . . it's you. Don't blame (or knock) the company, its policy or any member of the staff. Customers don't want to hear about whose fault it is, they just want the situation fixed. Take full responsibility of the situation on hand. Don't blame, accuse or complain.

Not Double-Checking

When a customer wants something and it's not available, it's how you reject them that's more important than the fact that you are rejecting them. The process of double-checking should become habit forming. It should be a standard operating procedure. It feels so good when you tell someone, "The last time I checked we were out of stock, but let me DOUBLE-CHECK for you to be sure." I personally can think of dozens of times when I asked the person to double-check after they told me they were out of things and what do you know . . . someone had reordered and the person didn't know about it. It's a big mistake to not double-check.

One-Word Answers

We're taught in school that three words make a sentence. Don't answer with one word. Even yes, no and OK are perceived as rude and uncaring. A Telephone Doctor reminder - use complete sentences for your customer.

Head Shaking

When a customer asks you for something, give them a verbal answer. Shaking your head up and down or back and forth is NOT an appropriate answer. They can't hear your head rattle.

Fixing these customer service mistakes will enhance your ability to work better with customers. Remember, it's the SLD's (subtle little differences) that make the big difference.

THE FPDA MOTION & CONTROL NETWORK

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Advertising & Sponsorship Rate Sheet

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(issued 6 times per year)

	Member Rates (per issue)			**Non-Member** Rates (per issue)		
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Full Page	$300	$275	$250	$390	$360	$325
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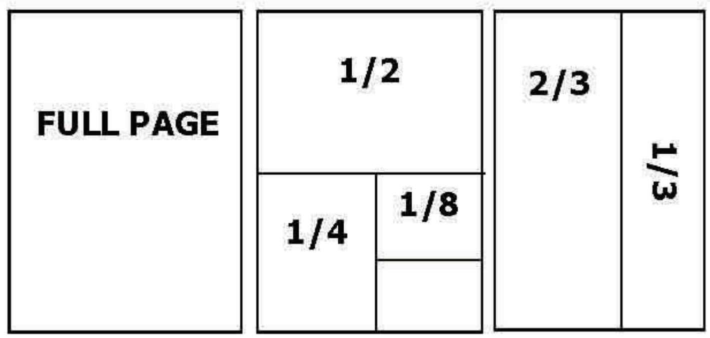
1/2 Page	$180	$165	$150	$235	$215	$195
1/3 Page	$125	$115	$105	$165	$150	$135
1/4Page	$100	$90	$85	$130	$120	$110
1/8 Page	$60	$55	$50	$80	$70	$65
Note: All rates are net, non-commissionable.						

To Submit Advertisement or Sponsorship:

1. E-mail .tif, .gif or .jpeg file to nweber@fpda.org or mail crisp, clean, camera-ready art or photo for scanning to below address.

2. Mail Advertising Insertion & Sponsorship Order Form including payment to below address.



Sponsorship Rates for FPDA Express

(issued 12 times per year)

Member Rates (per issue)				**Non-Members** Rates (per issue)			
1X	**3X**	**6X**	**12X**	**1X**	**3X**	**6X**	**12X**
$150	$100	$85	$75	$350	$250	$140	$130

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Note: All rates are net, non-commissionable.

THE FPDA
MOTION & CONTROL NETWORK

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