

# Reach the Summit with ACers NEW **CORPORATE PARTNERSHIP PROGRAM**



[ceramics.org/corporate](http://ceramics.org/corporate)

# ACerS CORPORATE PARTNERS

## Your Connection to the Ceramic and Glass Worldwide Community

American Ceramic Society (ACerS) Corporate Partnerships allow your company to gain exposure to a global community of ceramic and glass professionals, access technical resources, recruit talent and gain professional development resources for you and your employees—all while supporting your industry and ACerS, the leading professional society for the ceramic and glass industry.

### WHAT YOU SHOULD KNOW ABOUT THE AMERICAN CERAMIC SOCIETY

The American Ceramic Society (ACerS) is a non-profit, professional society whose mission is “to advance the study, understanding and use of ceramic and glass materials for the benefit of our members and society”.

More than 11,000 scientists, researchers, engineers, manufacturers, plant personnel, educators, students, marketing and sales professionals from more than 70 countries make up the membership of ACerS.

Since 1898, ACerS has been the hub of the global ceramics community and one of the most trusted sources of ceramic and glass materials and applications knowledge.

“I would highly recommend the Diamond Corporate Partnership level to all companies that are or plan to become active in ACerS. Based on the value of the benefits only, it's the best plan for corporate membership!”

— Ted Day, R.Ph., CEO  
MO-SCI Corporation

### WHO SHOULD BE AN ACERS CORPORATE PARTNER?

Any organization involved in providing products or services designed for use with technical ceramics and glass, as a supplier, manufacturer, service provider, consultant or end user.

If ceramic material and technologies are a significant part of what you do, then ACerS Corporate Partnership is for you.

### WHY BECOME A CORPORATE PARTNER OF THE AMERICAN CERAMIC SOCIETY?

The ACerS Corporate Partnership program is designed for companies of all sizes who wish to grow their business through networking and exposure to ceramics and glass professionals around the world, engage with the society, and support their industry. In addition to excellent visibility in the marketplace, you gain access to a wide array of technical resources, professional development and recruitment opportunities for you and your employees.

Corporate Partnership features specific benefits in three key areas:

- 1) Marketing/Business Development
- 2) Professional Development
- 3) Technical Resources

As a Corporate Partner choose from one of three partnership levels that best fits your desired level of engagement, and become a part of the ACerS community of corporate leaders.

**To achieve new heights with ACerS Corporate Partnership and to begin taking advantage of the valuable benefits please give me a call.**

**Kevin Thompson** | Director, Membership

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# MAXIMIZE ACERS BENEFITS AND VISIBILITY TO 12,000+ CERAMICS PROFESSIONALS AROUND THE GLOBE

## CHOOSE ONE OF THREE PARTNERSHIP LEVELS THAT'S BEST FOR YOU



**Reach 12,000  
industry readers  
worldwide**



**Be seen by more  
than a half million  
visitors to  
ceramics.org**



**Connect with  
ACerS network of  
decision-makers**



**Gain strategic  
industry insights**



**Compete with the  
best with your  
well-trained staff**



**Individual members  
tap into ACerS  
benefits directly**



**As seen on  
Mt. Denali!\***

## DIAMOND

**\$5,000 Introductory rate**

Full page, four-color ad

Your logo on ACerS  
homepage + unique  
landing page

Sponsorship of  
Division meeting—  
your choice!

Two registrations  
to Ceramic Business  
and Leadership Summit

Four workshop  
or short course  
registrations

10 memberships

Your own ACerS flag!

## SAPPHIRE

**\$2,250 Introductory rate**

Half-page, four-color ad

Unique landing page

Sponsorship of  
refreshment break at  
Division meeting—  
your choice!

One registration  
to Ceramic Business  
and Leadership Summit

Two workshop  
or short course  
registrations

6 memberships

\*ACerS Fellow Ivar Reimanis on Denali's Summit, June 2016. Credit: Reimanis

# CERAMIC AND GLASS EXPOSURE BEST FOR YOU

## CORPORATE

**\$500 Introductory rate**

Quarter-page, four-color ad

Unique landing page

Connect with up to  
10 Divisions

Member registration rates  
to Ceramic Business  
and Leadership Summit

One workshop  
or short course  
registration

1 membership

**PLUS, ALL ACerS CORPORATE PARTNERS  
ENJOY THE FOLLOWING ADDITIONAL BENEFITS:**

### MARKETING/BUSINESS DEVELOPMENT

- Members-only access to the ACerS membership directory; search for customers and prospects as well as make new contacts in the materials community\*
- 5% discount on all additional advertising in ACerS electronic and print publications
- 10% discount on Ceramics Expo Show Guide advertising
- \$200 discount on booth space at Ceramics Expo along with enhanced Ceramics Expo promotional package
- \$200 discount on booth space at ACerS expositions (except MS&T)
- 15% discount on BCC Research Market reports
- Unlimited job and internship postings on the Ceramic & Glass Industry Career Center
- *ceramicSOURCE*: Enhanced listings in print and electronic directory
- Recognition on signage at ACerS meetings
- Announcement in the *Bulletin* and member Spotlight e-newsletter
- Use of ACerS corporate logo
- Eligibility for corporate awards
- Year-round visibility to the ACerS global community

### PROFESSIONAL DEVELOPMENT

- Discounted member rates to attend ACerS Technical Meetings, Division and Business Meetings\*
- Webinars on business operations, management, and manufacturing

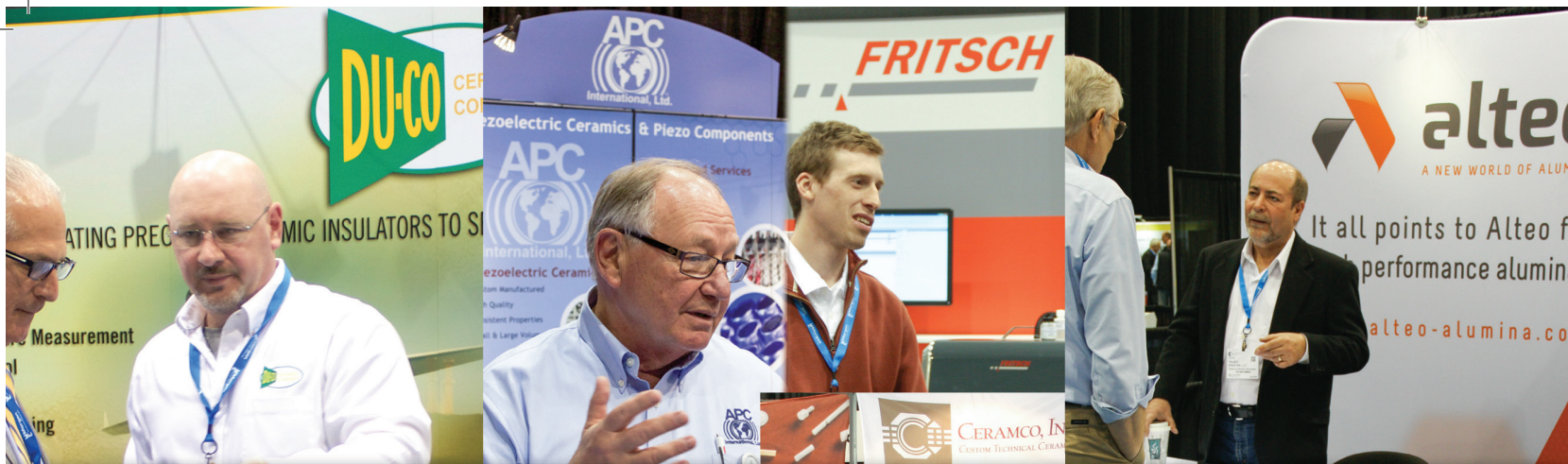
### TECHNICAL RESOURCES

- Online access to ACerS award winning journals: *Journal of the American Ceramic Society*, *International Journal of Applied Ceramic Technology*, and *International Journal of Applied Glass Science*\*
- Print and online access to the *American Ceramic Society Bulletin*, the most widely read publication in the ceramics field\*
- *Ceramic Tech Today*: latest news and industry trends delivered 3 times each week
- Member rates for products: Technical Publications, Phase Equilibria Diagrams and Ceramic Materials Courses\*
- ACerS/Wiley Download Direct Program: choose one complimentary article per month from Wiley's comprehensive Online Library\*
- Select up to three free Division memberships from ACerS 10 different Divisions\*

\* benefits available to Corporate Individual members only.







BEGIN.



BECOME.






BELONG.





# The American Ceramic Society Corporate Partnership Program

	Corporate Partner	Sapphire Partner	Diamond Partner
<b>2017 Introductory rate*</b>	<b>\$500</b>	<b>\$2,250</b>	<b>\$5,000</b>
<b>2018 and beyond</b>	<b>\$750</b>	<b>\$3,500</b>	<b>\$7,500</b>
<b>BENEFITS</b>			
Member Representatives receiving full member benefits			
<b>Marketing and Business Development</b>			
FREE <i>Bulletin</i> Advertisement (\$1,500 – \$4,500 value)	<b>¼ PAGE</b>	<b>½ PAGE</b>	<b>FULL PAGE</b>
Sponsorship of ACerS Meeting		<b>Refreshment break</b> (\$1,000 value)	<b>Division meeting, your choice</b> (\$2,500 value)
Members-only member directory access	✓	✓	✓
5% discount on all print and electronic advertising	✓	✓	✓
\$200 discount on Ceramics Expo booth	✓	✓	✓
10% discount on Ceramics Expo Show Guide advertising	✓	✓	✓
\$200 discount on booths at ACerS expositions	✓	✓	✓
15% discount on BCC Research Market Reports	✓	✓	✓
Unlimited job/internship postings on Career Center	✓	✓	✓
<i>ceramicSOURCE</i> enhanced listings print & electronic	✓	✓	✓
Landing page on ACerS website with link	✓	✓	✓
ACerS homepage placement of your logo			✓
Recognition on signage at ACerS meetings	✓	✓	✓
Use of ACerS Corporate logo	✓	✓	✓
Eligibility for corporate awards	✓	✓	✓
Year-round visibility to ACerS 11,000+ members	✓	✓	✓
Unlimited free Divisions	✓	✓	✓
ACerS flag			✓
<b>Professional Development</b>			
Complimentary workshop/short course registrations	<b>1</b>	<b>2</b>	<b>4</b>
Discounted registration to ACerS technical meetings	✓	✓	✓
Free webinars on operations, manufacturing, management, etc.	✓	✓	✓
Complimentary registration to Ceramic Business & Leadership Summit		<b>One (1), plus discounts for other employees</b>	<b>Two (2), plus discounts for other employees</b>
<b>Technical Resources</b>			
Online access to ACerS award-winning journals	✓	✓	✓
ACerS <i>Bulletin</i> , print and online	✓	✓	✓
<i>Ceramic Tech Today</i> , latest news and industry trends	✓	✓	✓
Discounts on technical publications, Phase Equilibria Diagrams and ceramic materials courses	✓	✓	✓
ACerS/Wiley Download Direct Program	✓	✓	✓
<b>Total value of your Corporate Partnership</b>	<b>\$2,750 +</b>	<b>\$6,500+</b>	<b>\$11,500 +</b>

\*Become an ACerS Corporate Partner for three years and secure the discounted Introductory Rate for all three years.