

# TMS2003

**132<sup>nd</sup> Annual International Meeting & Exhibition**



**March 2-6, 2003**  
**San Diego Convention Center**  
**San Diego, California**

**Internationally recognized  
technical forum**  
**PLUS**  
**Unique international  
audience**  
**PLUS**  
**One-on-one exhibit  
experience**  
**PLUS**  
**Value-added marketing  
opportunities**  
**EQUALS**  
**Total partnership for  
marketing efficiency,  
opportunity, and success**



**FEATURING THE TMS 2003  
INTERNATIONAL METALS AND  
MATERIALS EXHIBITION**

**YOUR MARKETING PROSPECTUS**

<http://www.tms.org/AnnualMeeting.html>

The TMS 2003  
International  
Metals and  
Materials  
Exhibition is  
your most  
efficient  
marketing  
tool.

## AN INTERNATIONALLY RECOGNIZED TECHNICAL FORUM

*The TMS Annual Meeting & Exhibition is globally recognized as the premier forum for the metals- and materials- related industries and associated research community.*

*More than 45 topical symposia, 200 sessions, and 1,500 individual papers are presented during the event, focusing on the state-of-the-art materials processing, analysis, and application technologies.*

*The participation of qualified experts and management professionals from throughout the world assures you of reaching credible prospects from all of your market segments.*



**COVER PHOTO:  
CHANGING ANODES**

*When carbon anodes are subjected to temperatures averaging 1800 degrees, the oxygen released from the alumina consumes them and molten aluminum settles in the bottom of the pots. Each anode has a production life of 25 days and must be changed on a regular schedule by highly skilled operators in automated overhead cranes.*

# The comprehensive technical program includes these topical tracks

## Aluminum and Magnesium: Production and Processing

This track encompasses a menu of symposia that focus on the science and technological issues associated with the production and processing of the two most widely marketed and applied light metals – aluminum and magnesium. Programming will also examine progress in the development and refinement of related alloys and their performance.

The TMS Annual Meeting & Exhibition is recognized as the global light metals community's preeminent forum for the presentation of primary and secondary aluminum technology. The proceedings of the alumina reduction, bauxite and alumina, carbon, cast shop, and recycling technology symposia are published in the annual volume – Light Metals. This book is widely recognized as the "bible of the aluminum industry." Rapidly attaining similar status, Magnesium 2003 provides a like reference for scientists and engineers working with this extremely lightweight metal.

## High-Temperature Materials

The symposia of this track will provide a forum to explore the design, manufacture, application, and service performance of high-temperature materials, including superalloys, ceramics, intermetallics, and composites.

## Materials Characterization and Mechanical Properties

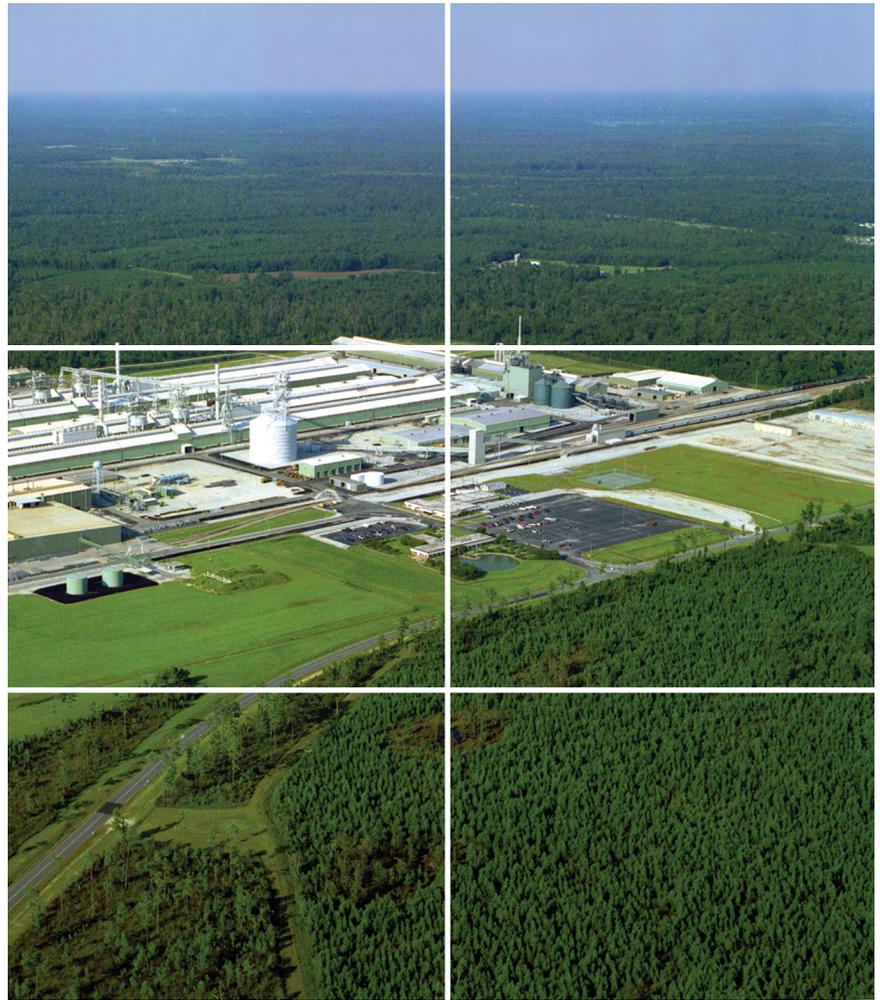
The symposia of this track provides an opportunity to expand our understanding of structure-processing-property-performance relationships, as well as the associated physical and mechanical behavior. Within the context of the discussions, the application of electron microscopy, crystallography, computer modeling, and other techniques will be considered in the investigation of defects, fatigue, phase stability and transformation, radiation damage, hardening and softening, twinning, and other characteristics for a wide range of materials.

## Metallurgical Extraction, Processing, Shaping, Forming, and Recycling

Embracing the cornerstone issues of global primary metals production field, this track provides presenters an opportunity address issues related to the emergence of materials; the increasing role of the computer in all facets of processing; mineral preparation, handling, extraction, and refining; manufacturing processes such as shaping and forming; recycling and waste minimization; and regulatory matters. Many of the presentations will appear in the 2003 EPD Congress, the annual volume of the TMS Extraction & Processing Division and which provides coverage of the optimized processing approaches to ferrous and nonferrous metals.

## Micro- and Nanoscale Technologies

Developments in the synthesis, analysis, and application of these small-scale materials will be explored in this track of symposia. Materials in various forms, including thin films, coatings, powders, and bulk materials as well as the practical use of the same (e.g., electronic packaging) should be addressed.



## Materials Science Education

This track will explore and articulate advances in content, approaches, and methodologies in undergraduate and graduate materials education.

## HOT-TOPIC TRACK

### Materials Production and Processing Efficiencies

Featuring the TMS Materials Processing & Manufacturing Division's Fourth Global Innovations Symposium: Energy Efficient Manufacturing Processes, this spotlight programming track will present technological innovations and advancements that advance the growing global concern of achieving greater production efficiency while simultaneously reducing resource consumption.

This diverse program when combined with keynote speakers, tutorial lectures, short courses, receptions, luncheons, service and technology awards, and local plant tours makes for an expansive and encompassing event that attracts an elite and involved audience.

### AERIAL VIEW

Situated on 6,500 acres in Berkeley County, South Carolina, ALCOA Mt. Holly is producing 235,000 tons of primary aluminum annually. It is most the advanced plant of its kind in the U.S., a pacesetter in production efficiency, energy utilization and environmental protection.



More than  
3,000 of the  
world's most  
qualified  
materials  
professionals  
visiting your  
booth.

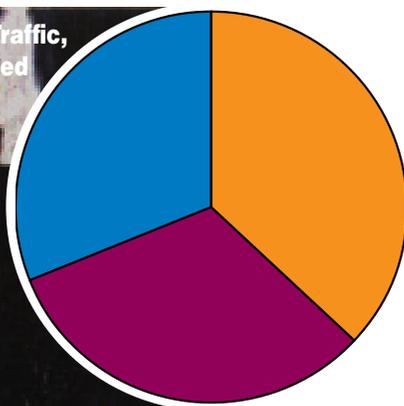
THE EVENT ATTRACTS MORE THAN 3,000 PROSPECTS, representing businesses in more than 60 countries, and presents them with your marketing message. This audience comprises key decision-makers – metals and materials production supervisors, engineers, research scientists, process managers, and corporate leaders. They will all gather at the San Diego Convention Center the week of March 2–6, 2003. These are not disinterested people just walking by your booth. These are the most qualified materials professionals in the world.

TMS WILL PARTNER WITH YOU to establish effective communication with not only the attendees of the 2003 TMS Annual Meeting & Exhibition, but with more than 30,000 potential attendees. *JOM*, the society publication and official show magazine, has a readership of 10,000 members and subscribers. With a pass-along readership of 3:1, you do the math. That's an audience of 30,000 interested prospects. Representing quality and quantity, these professionals regularly influence and/or make the material, equipment, product, and service buying decisions for their organizations.

## A UNIQUE INTERNATIONAL AUDIENCE



Not Just Traffic,  
but Qualified  
Prospects



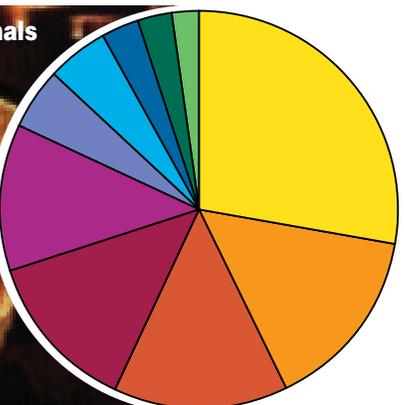
### Confirmed Buying Power

Of TMS Annual Meeting attendees, 82% make, recommend or specify their company's final purchasing decisions.

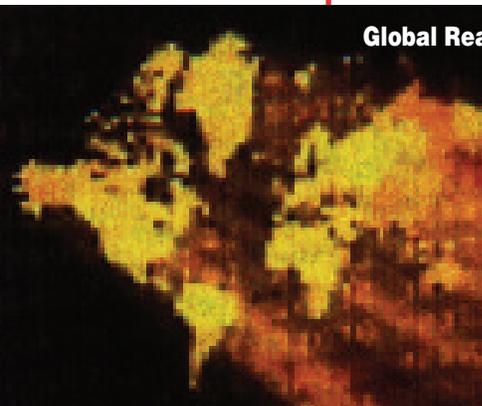
- Seeking new products, services, or equipment..... 37%
- Seeking an opportunity to talk to suppliers to discuss products/technologies in use..... 32%
- Seeking comparison information for new suppliers of products in use ..... 31%



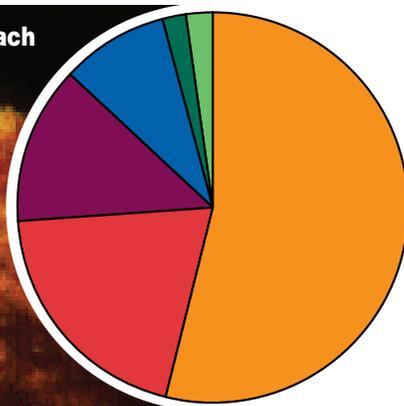
Professionals  
in Action



- Management and Supervision ..... 28%
- Educator ..... 15%
- Basic Research ..... 14%
- Applications/Product Development..... 13%
- Consultants ..... 12%
- Product Engineering and Design..... 5%
- Marketing/Sales..... 5%
- Metallurgical Materials Selection..... 3%
- Quality Engineering ..... 3%
- Process Engineering ..... 2%



Global Reach



### Attendees Arrive from:

- United States..... 54%
- Europe..... 20%
- Asia/Australia/New Zealand ..... 13%
- Canada..... 9%
- Central/South America ..... 2%
- Africa/Middle East ..... 2%

## ONE-ON-ONE EXHIBIT EXPERIENCE

The exhibition itself brings it all together with an outstanding face-to-face business environment that is the primary source of practical, hands-on information, where more than 3,000 pre-qualified prospects will see technology put into practical application in problem-solving products and services. Because of the level of expertise, professionalism, and decision-making responsibility possessed by the TMS Annual Meeting attendees, your experience in the exhibit hall will be similar to a pre-qualified, one-on-one sales call rather than a random contact on a trade show floor. The exhibit is their source for the problem-solving solutions that they can put to work today.

The TMS 2003 International Metals & Materials Exhibition is designed to provide for maximum networking opportunities. Special events in the exhibit hall make it the primary gathering place for the attendees, helping to ensure time with your prospects and positive returns from your exhibit investment. At a cost of less than \$1.00 per prospect, this may be your most cost efficient and successful international marketing initiative in 2003. TMS endeavors to maximize your marketing leverage by vigorously promoting the meeting and exhibition and by providing an array of supplemental sponsorship opportunities and advertising options to maximize the impact of your message.

## ONE EXHIBITION, MANY BUSINESS OPPORTUNITIES

*Here are some of the products and services that are typically a part of the exhibit:*

- Air Pollution Control Equipment
- Alloy Producers
- Aluminum Production, Processing, Quality and Refining Systems
- Automation, Computer Simulation and Software
- Carbon Technology
- Casting Equipment
- Combustion Technology and Furnaces
- Degassing
- Dross Handling
- Engineering and Consulting Services
- Filtration Equipment
- Instrumentation
- Master Alloys
- Measurement, Testing and Analysis
- Equipment & Services
- Modeling and Computer Simulation Products & Technology
- Primary/Secondary Metals Producers
- Process Equipment
- Publishers/Information Services
- Recycling/Scrap Processing
- Refractory and Insulating Products

***And much more!***

If you are a supplier of any of the products and services listed above, or any that fill a need of the metals and materials community, you need to be at the TMS 2003 International Metals and Materials Exhibition.

**Contact Cindy A. Wilson, TMS Exhibits Coordinator,  
at 724-776-9000 ext. 231, or [wilson@tms.org](mailto:wilson@tms.org) to reserve your space today.**



### WITH A SPACE RESERVATION FOR TMS 2003 EXHIBITION YOU WILL:

- Establish the highest quality decision-making contacts
- Develop international business relationships
- Enhance your worldwide corporate identity



#### **FOLLOWING THE CASTING PROCESS**

*A metals handler using an overhead crane transfers newly cast extrusion billet to an automated pre-sawing line. Here it will be cut to desired customer lengths, banded in convenient shipping bundles and shipped.*

The world  
will know  
that your  
organization  
is a  
prominent  
participant.



## TMS AGGRESSIVELY MARKETS YOUR EXHIBIT

THROUGH A SUSTAINED, wide-ranging, year long campaign, TMS alerts the global metals and materials community to the coming of the 2003 TMS annual meeting & exhibition. We assure that the world knows not only of the importance, scope, and timing of the event, but also that your organization will be a prominent participant. Beginning with a call-for-papers in the spring of 2002, TMS aggressively encourages professionals worldwide—the very decision makers that you seek to reach—to join with their colleagues in San Diego next March. We invite them again and again and again.

### TMS 2003 Annual Meeting & Exhibition Monthly Marketing Highlights

Marketing and Promotion	Feb-02	Mar-02	Apr-02	May-02	Jun-02	Jul-02	Aug-02	Sep-02	Oct-02	Nov-02	Dec-02	Jan-03	Feb-03	Apr-May 03
Ads in JOM							●	●	●	●	●	●		
Preliminary technical program/ preshow report in JOM										●				
On-site program and show directory in JOM													●	
Light Metals intensive issues of JOM	●			●			●			●			●	
News release – society/professional/trade journals		●				●			●					
News release – San Diego/ regional									●				●	
2003 Annual Meeting & Exhibition web site	●	●	●	●	●	●	●	●	●	●	●	●	●	
TMS e-News					●	●	●	●	●	●	●	●	●	
Electronic call-for-papers					●									
Targeted e-mails and e news releases					●		●		●	●	●	●	●	
Listings on meeting/trade show web sites	●	●	●	●	●	●	●	●	●	●	●	●	●	
Electronic program/personal conference scheduler										●	●	●	●	
Virtual exhibition										●	●	●	●	
Printed call-for-papers				●										
Marketing Prospectus				●										
Advance brochure									●					
Reminder post-card											●			
Exhibit passes										●				
Post-meeting coverage in JOM														●

## EXHIBITION DETAILS

### Space Rental Charges:

- \$20.00 per square foot—for reservations received before September 15, 2002
- \$22.00 per square foot—for reservations received after September 15, 2002

Standard Spaces are 10' × 10'.

The minimum space size is 10' × 10' (3.04m x 3.04m). Contact TMS to customize space to achieve your specific marketing and budgetary objectives.

### Show Dates and Hours:

Monday, March 3, 2003 ..... 12:00 Noon–6:00 PM  
Tuesday, March 4, 2003 ..... 9:30 AM–5:30 PM  
Wednesday, March 5, 2003 ..... 9:30 AM–3:00 PM

### Your Space Rental Includes:

- Security throughout the show (includes set-up, show hours and dismantle)
- 8' back drape and 3' side drape
- 44" sign identifying your company name and booth number
- Aisle carpeting and aisle carpet cleaning
- Comprehensive exhibitor services manual
- Hosted Welcoming Reception and Coffee Breaks in the Exhibit Hall

### Your Exhibit Package Also Includes:

- A supply of show invitations—free admission for customers and prospects
- Two complimentary exhibitor registrations to attend the TMS technical sessions
- A Standard listing in the Pre-Show and On-Site Show Directories, both of which are bundled within the official show journal—*JOM*.
- Hypertext link from the TMS virtual exhibit to your web site
- Attendee Mailing Labels
- One pre- or post-conference e-mail promotion to meeting attendees (performed by TMS)
- One complimentary TMS Membership for 2003.

### Space Reservation:

To reserve your exhibit space, or to hold space on a tentative basis, we encourage you to act immediately to both secure a prime location and to benefit fully from your TMS partnering opportunities. Our exhibit and meeting promotions are already underway. To request a specific location, review the enclosed floorplan and complete and return the Space Reservation form, access the reservation form on the TMS website at <http://www.tms.org/AnnualMeeting.html>, or contact:

Cindy A. Wilson, Exhibits Coordinator  
The Minerals, Metals & Materials Society  
184 Thorn Hill Road, Warrendale PA 15086  
Phone: 724/776-9000, ext 231  
Fax: 724/776-3770  
Email: [wilson@tms.org](mailto:wilson@tms.org)  
Web: <http://www.tms.org>

## Our marketing plan will support your marketing efforts via the following media and promotions:

### Print Publications

- JOM, is the official journal of the TMS Annual Meeting. It includes monthly advertisements, articles, and columns highlighting the event that reach more than 30,000 readers each month.
- Frequent news releases to dozens of society, professional, and trade journals.
- Advertisements in specified technical and trade publications.
- News releases to San Diego and regional publications.
- Pre-meeting distribution of the exhibition "pre-show" guide.

### E-marketing

- A comprehensive web site that provides the up-to-the-minute event information including on line registration, detailed program information and attendee tools.
- A dynamically maintained virtual exhibition spotlighting your products and linking to your web site.
- Electronic program and interactive personal conference scheduler available via the TMS Conference Management System.

- Monthly promotion in TMS e-News, the monthly electronic newsletter that is sent to more than 14,000 members and other materials science and engineering professionals—your prospects.
- Segmented broadcast e-mails that shine a spotlight on meeting and exhibit updates for highly targeted audiences.
- Listings and information posted to essential and highly trafficked meeting and trade show web sites.

### Direct Mail

- Meetings call for papers mailed to more than 20,000 professionals worldwide; thousands more will access it via the World Wide Web.
- TMS 2003 Annual Meeting & Exhibition advance brochure mailed to more than 28,000 prospects.
- Reminder post-card mailed to all TMS members.
- Printed exhibit passes provided to you for mailing to your prospect list.

### Other

- News release sent just prior to the event to local media.
- Public relations support via the San Diego Convention & Visitors Bureau

**Join more than 100 organizations who have already reserved exhibit space for the 2003 TMS Exhibition.**

*TMS offers your company the exposure necessary for ensuring a successful networking experience.*

TMS OFFERS YOU THE SUPPLEMENTAL TOOLS necessary to build a comprehensive marketing plan designed to achieve maximum benefit from the TMS 2003 Annual Meeting & Exhibition. Even if you cannot exhibit with TMS in San Diego, you can still reach and influence our audience with on-site sponsorships or ads in *JOM*. Choose the additional features that best suit your needs. However, our special ad placements and sponsorship opportunities are limited, and exhibit participants are given the first choice.

## TMS IS YOUR TOTAL MARKETING PARTNER

### The *JOM* Partnership Plan

*JOM* has earned must-read status within the discriminating community of metallurgists and materials scientists and engineers...and it is the only official journal of the TMS Annual Meeting & Exhibition. *JOM* consistently scores as one of the field's most respected technical membership journals as measured by the prestigious Science Citation Index. Our journal is read monthly by approximately 30,000 of the world's materials science and engineering professionals who require timely, accurate, and practical information.

As the official publication of the TMS Annual Meeting & Exhibition, special-issue advertising opportunities are available in conjunction with the 2003 TMS Annual Meeting & Exhibition. This includes the November 2002 issue, which will publish the preliminary technical program and exhibition "preshow" report, which many attendees use to map their schedules for the conference and refer to again and again. The February 2003 issue will serve as the on-site technical program and the show directory. It will be distributed to all attendees in San Diego. Exhibitors can save up to 15% on the standard ad rates in these special issues and will receive in addition, a free hypertext link from the *JOM* web site to their company's site with each ad that is purchased.

Leading up to the meeting, many issues of the journal will feature extensive meeting and exhibition advertising—an ideal opportunity for you to leverage additional exposure. After the meeting, several issues will recap meeting events and technical programming—another set of opportunities to reinforce your message with our meeting attendees and readers.

Advertising in *JOM* is an optimal way to build interest in your company and attract more people to your booth. A variety of packages designed to support your marketing plan are available.

### Web Advertising

*JOM* and TMS have a robust and very well established presence on the World Wide Web. Averaging a combined 500,000 downloads a month, the TMS web sites are universally recognized as a key source of information to the worldwide materials science and engineering community. The TMS Annual Meeting home page is annually one of TMS's most visited sites, responding to requests in the hundreds of thousands.

You can sponsor any page on the *JOM* or TMS web site with a banner advertisement and your ad would be the first thing visitors see when users open the page. This is an ideal opportunity to establish brand recognition and cultivate interest among potential clients. You can also place an ad in the on-line meeting program, which is viewed more than 100,000 times. Your ad can be the first thing users see every time they open the program.

For more information on *JOM* or web advertising opportunities, please contact Arlene Frances at 724-779-9000 ext. 280, or [afrances@tms.org](mailto:afrances@tms.org).

**JOM**  
A publication of The Minerals, Metals & Materials Society

ON THE FAST TRACK:  
Roller Coaster  
Materials  
Science and  
Engineering

MAY 2002  
[www.tms.org/jom.html](http://www.tms.org/jom.html)

ENVIRONMENTAL IMPACT I

- Approaches to Green Manufacturing
- Environmental Issues in Aluminum Smelting
- Arc Iaeotechnology: Kosovo Minerals and Politics



## SPONSORSHIP OPPORTUNITIES

Our comprehensive package of promotional opportunities includes:

- Recognition in the Final Meeting Program
- Company name and logo spotlighted at a sponsored event/area
- Signage featuring company logos throughout the public meeting areas
- Branding of the bags/other materials provided attendees

Sponsorship opportunities include:

- E-mail Cyber Center
- Coffee Breaks
- Exhibit Receptions, Luncheons, or Breaks
- Hotel Shuttle Bus
- Event Signage
- Exhibit Prize Drawings
- Program Bags
- Badge Lanyards
- Symposium Proceedings Publication
- Conference Program
- Awards Banquet/Reception
- Golf Outing Sponsorships
- Tell us your idea!



Contact Cindy A. Wilson, TMS Exhibits Coordinator, at 724-776-9000 ext. 231, or [wilson@tms.org](mailto:wilson@tms.org), to discuss a custom sponsorship tailored to showcase your organization

### TEST SAMPLES DETERMINE METAL PURITY

At the cast house the molten metal is weighed and a sample is sent to the company's quality lab to determine its purity.

Need more  
convincing?

Your  
competitors  
will be there!

*Hundreds of companies representing a variety of industries and product lines can testify to the value of participating in the TMS International Metals and Materials Exhibition. Firsthand, they have realized the benefits of meeting face to face with the world's leading material producers, engineers, plant personnel, scientists, and process managers for a week of presentations, problem-solving and networking. As evidence, many of them return to the TMS International Metals and Materials Exhibition year after year to continue experiencing the benefits.*

## HERE ARE SOME OF 2002'S PARTICIPATING ORGANIZATIONS:

AAPL, LLC	ECL	Kintel Systems Inc	Procedair Industries
ABB Bomem Inc	EDAX Inc/TSL	L P Royer Inc	Process Engineering
ABB Inc.-Metal Refining Systems	Eirich Machines Inc	LAR	Resources Inc
ABB Industrie AG	Elkem Materials, Ceramite Products	Lechler Inc	Pyrotek Inc
Advanced Dynamics Corp	Elsevier Science	LECO Corporation	R&D Carbon
AISCO Systems Inc	FCB Aluminium	Leeman Labs Inc	Raytek
Alan Worswick Ltd	Fluent Inc	Light Metal Age	Reel
Alcan Inc	Fluent Inc	LMI Selcom	Rex Roto Corporation
Aleastur	Giesel Verlag GmbH	LOI Inc	Saint Gobain Industrial Ceramics
Almeq Norway AS	Gillespie + Powers Inc	maerz-gautschi GmbH	Samri Company, Ltd
Altech	Glama Maschinenbau GmbH	MagChem	Selee Corporation
Alu-Cut International	GMD Environmental Systems Inc	Master Alloys Co	SERMAS Industrie
Aluminium International Today	GNA Alutech Inc	McAllister Mills Inc	SETARAM
Aluminium Times	Granutech-Saturn Systems Corp	MDN/Air Hydro Power	Silver Needle Inc
Aluminium World	Graphite Engineering & Sales	Megaquip Ind Ltd	SINOMAG
Anter Corporation	GVI	Messe Dusseldorf North America	SKAMOL
B&P Process Equipment Systems LLC	H C Starck	Metal Bulletin	SMV
Bahr Bros Mfg	H.G. Engineering Ltd	Metallurg Canada Ltd	STAS
BDH Industries Inc	Hamilton Research & Technology	Metallurgical Society of CIM	Stein Atkinson Stordy Ltd.
Bekintex North America	Hauck Manufacturing Co	Metaullics Systems Co	Stellar Materials
BetzDearborn	Hencon BV	Micro Photonics Inc	SWS Scharf Westfalia GmbH
BHA Group Inc	Hereaus Electro-Nite Co	Mid-Mountain Materials	Techmo Car s.p.a.
Bloom Engineering	Hertwich Engineering	MikroPul	The Nonferrous Metals Society of China
Borgestad Fabrikker AS	HIROX-USA Inc	Milward Alloys Inc	Thermal Ceramics
Brochot	Holton Machinery Ltd	Minteq International Inc	Thermcon Ovens BV
Brook Hunt	Hydro Aluminium HyCast AS	Modern Metals Magazine	ThermoARL
Buehler Ltd	Hysitron Inc	Moltech	Thorpe Technologies Inc
Calcom SA	Industrial Heating Magazine	Molten Metal Equipment Innovations Inc	UES Software Inc
Cambridge Scientific Abstracts	Industrial Tip	Multistat Inc	Unifrax Corporation
Canadian Overhead Handling Inc	innovatherm GmbH+Co.KG	Murlin Chemical Inc	Unisearch Associates Inc
Carl Zeiss Inc	Insulation & Machining Svcs Ltd	NITON Corporation	US Department of Energy
MicroImaging Systems	Integran Technologies Inc	NKM	Vallee Inc
Cometal	International Magnesium Assn	NORSMELT	VAW Aluminium Technologie GmbH
Corus Aluminium	International Procurement Inc	North American Mfg Co	Vulcan Refractories
Walzprodukte GmbH	J McIntyre Machinery	NV Gouda Vuurvast	Wagstaff, Inc.
Culimeta America Inc	Jayne Industries	Oak Ridge National Laboratory	Western Industrial Ceramics
Danieli Corus Canada Inc	Jervis B Webb Intl Co	OMBKE/Vividus Ltd	Wienalco
Davy Process Technology AG	JOM	Opsis Inc	Xothermic Inc
Deutsche Gesellschaft fur Materialkunde	Kabert Industries	Palbam Metalworks	Zedtec Combustion Systems Inc
DISA Systems Inc	KB Alloys Inc	Pebiney Group	Zircar Ceramics Inc
Ebner Furnace	KBM Affilips BV	Plibrico	Zircar Refractory Composites Inc
	KEMPE International	Port of Longview	
		Precimeter Inc	

# JOM . . . the perfect complement to your company's exhibit marketing plan!

**TARGET AUDIENCE:** 30,000 materials science and engineering professionals who read *JOM* for the latest technological developments, quarterly coverage of the light metals industry, news, general interest, industry ads, and ongoing promotion of the 2003 TMS Annual Meeting and Exhibition.

#### Industries served:

LIGHT METALS .....	21.2%
STRUCTURAL MATERIALS .....	21.6%
EXTRACTION & PROCESSING .....	19.2%
MATERIALS PROCESSING AND MANUFACTURING .....	18.5%
ELECTRONIC MATERIALS .....	8.2%
OTHER TECHNOLOGIES .....	11.2%

**Cost per contact:** For as little as \$0.04 each, reach key decision makers, including:

- Over 5,000 research and development managers and engineers
- Over 4,500 corporate and manufacturing/laboratory managers
- Nearly 10,000 engineers, scientists, and consultants

#### Benefits:

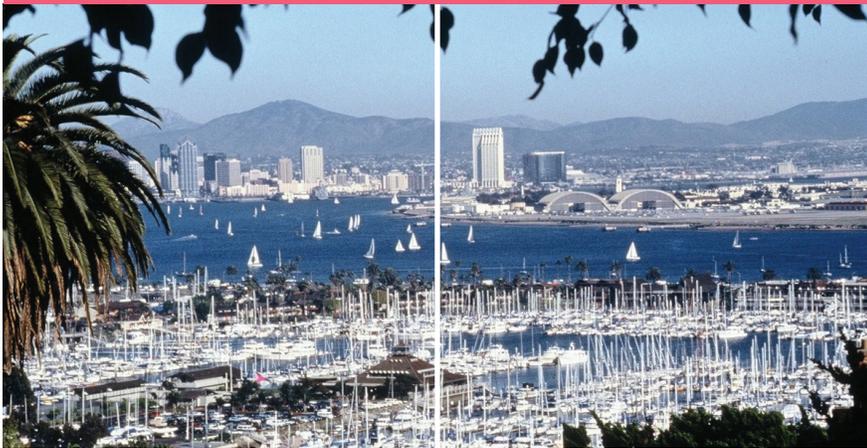
- Extend your audience reach by as much as 10 times the exhibit attendance.
- Create traffic to your exhibit with increased visibility.
- Reinforce your message and value of your products.
- Gain additional web exposure for free.
- *Save:* A full-page black and white ad in *JOM* can cost less than the postage you will spend to send a follow-up letter or brochure to meeting attendees.
- *Expand and Increase:* Multiple insertion discounts and special deals for exhibitors are available to help your company expand its reach and increase business transacted through an effective and total exhibit marketing plan.



TO DISCUSS THE OPPORTUNITIES THAT ARE AVAILABLE OR TO REQUEST A MEDIA KIT, CONTACT:

Arlene Frances  
JOM Advertising Sales Representative  
Tel: (724) 776-9000 ext. 280  
Fax: (724) 776-3770  
E-mail: afrances@tms.org

**We look forward to seeing you in San Diego . . . and of course in JOM!**



## SAN DIEGO



KNOWN FOR IT'S NEAR-IDYLLIC CLIMATE, 70 miles of pristine beaches and dazzling array of world-class family attractions, including the World-Famous San Diego Zoo and Wild Animal Park, Sea World San Diego and LEGOLAND California, San Diego offers a wide variety of things to see and do, appealing to guests from around the world.

San Diego's arts and culture and culinary arts are making a name for themselves, both nationally and internationally. Balboa Park, the largest urban cultural park in the U.S., features 15 museums, numerous art galleries, beautiful gardens, the Tony Award-winning The Globe Theatres and the World-Famous San Diego Zoo. The region is also a breeding ground for the hottest, new talents of culinary arts, who prepare award-winning meals in many of the region's 6,400 eating establishments.

San Diego County also features 92 golf courses and a variety of exciting participatory and spectator sports, beachfront resorts and luxury spas, gaming, a dynamic downtown district, annual special events and unique holiday offerings, multicultural festivals and celebrations, colorful neighborhoods and communities, a rich military history, accessibility for travelers with disabilities and much more.

### ABOUT TMS

The Minerals, Metals & Materials Society (TMS) is a professional organization encompassing the entire range of materials and engineering, from minerals processing and primary metals production to basic research and the advanced applications of materials.

Included among its professional and student members are metallurgical and materials engineers, scientists, researchers, educators, and administrators from more than 70 countries on six continents.

For more information on the 132nd TMS Annual Meeting & Exhibition visit TMS online at <http://www.tms.org/AnnualMeeting.html>