

Opportunities and Activities to Expand Your Market

Pinpointing new business opportunities. Knowing who to talk to, and how to reach them. Learning what's needed to stay ahead of the competition. The challenges are the same whether you do business locally or around the world.

NTMA offers comprehensive business-to-business marketing programs and services that will give you the edge you need to attract new business in today's globally competitive marketplace.

From conducting face-to-face meetings with quality prospects; to selling services over the Internet; to keeping up with the latest trends and projections; or learning how to expand into foreign markets, NTMA's array of marketing programs and services are designed to win you more business:

- On-Line Buyers Guide
- Purchasing Fairs
- Business Forecast Reports
- Seminars, Meetings
- International Special Tooling & Machining Association

The On-Line Buyers Guide: Put Your Capabilities on the Internet ~ Free

The NTMA On-Line Buyers Guide is the industry's most comprehensive web site for purchasers and engineers looking for quality contract machining and tooling sources. It's free to NTMA members, and free to customers seeking top-quality NTMA members for their outsourcing and subcontracting needs. And the On-Line Buyers Guide is getting results.

- The On-Line Buyers Guide provides detailed capability information about participating NTMA member companies. This enables customers to be very specific in their search criteria when seeking NTMA member companies for their particular needs or requirements.
- NTMA members can market their open machine time through the On-line Buyers Guide.
- The On-line Buyers Guide enables customers to link directly to a member company's own web site or email address, making contact virtually instantaneous

Purchasing Fairs:

Invaluable Face-To-Face Meetings

Finding new customers for tooling and machining is expensive. Recent studies indicate that business-to-business sales calls now cost an average of more than \$5,000 each.

NTMA Purchasing Fairs cut through the cost by enabling precision customer manufacturers to meet in a single location with over 20 quality prospects -buyers, engineers and production specialists from leading manufacturers all directly involved in purchasing contract manufacturing products and services.

NTMA Purchasing Fairs are an efficient and cost-effective way to meet pre-screened buyers and engineers looking for your kind of services, and to line up future business. NTMA Purchasing Fairs work whether you're seeking prospects across the country or in your own 'backyard.'

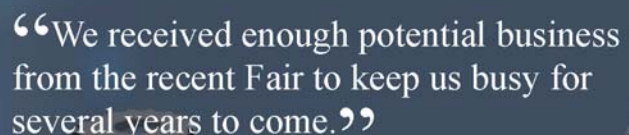
- NTMA conducts two Purchasing Fairs each year at different locations throughout the country.
- Over 3,500 major corporations have participated in NTMA Purchasing Fairs to date, placing millions of dollars worth of work with NTMA member attendees.

Business Forecast Reports:

What's Up So You Can Plan Ahead

You could spend thousands of dollars and hundreds of hours researching trends and making projections about your customers' markets. ..Or you could rely on NTMA's proven Winter, Spring and Fall economic reports to provide the detailed analysis you need to determine which markets are strong and where to concentrate your marketing efforts.

NTMA Business Forecast Reports give you the basic information you need about each sector of our industry to keep your marketing plan on target and keep you ahead of the competition. And they're only available to NTMA members.



“We received enough potential business from the recent Fair to keep us busy for several years to come.”

— Richard Shaver, Penn State Tool & Die

Marketing Tools & Support

NTMA Sponsored Seminars & Meetings: Learn the Secrets of Success

Learn how to effectively compete in domestic and foreign markets through NTMA-sponsored seminars and courses that enable you to stay abreast of the latest skills and techniques, such as:

- Analyzing the market
- Identifying market opportunities
- Positioning and organizing your company
- Reaching new customers
- Financing and implementing your marketing plan, and more.

You'll learn how to improve your business outlook and successfully compete. Plus, the seminars enable you to meet with fellow shop owners and discover what works for them.

ISTMA: What You Need to Compete in the Global Market

As a member of NTMA, you automatically become a member of the International Special Tooling & Machining Association (ISTMA), your entree into learning how to enter and compete in foreign markets.

- ISTMA conducts international activities and NTMA provides global marketing pavilions throughout the world.

Put NTMA to work for you. Take advantage of our marketing resources, programs and services so you can concentrate on growing your business.

“Even though we are a very successful company, I now feel the sense of urgency to put a (marketing) strategy and plan in place. Because of the insight I gained at your (Market Leadership in Precision Custom Manufacturing) seminar, I had absolutely no problem convincing the key people in our organization that this was something we needed to devote resources to.”

Russ Holmer, President
Haumiller Engineering