

The background features a large, faint, light-gray circular emblem with a vertical bar through its center, resembling a stylized 'S' or a logo. Below this, there are white line-art illustrations of various stainless steel products: a hexagonal bar, a round bar, a square bar, a coil of sheet metal, and a long rectangular bar. The entire graphic is set against a light gray background with a white rounded rectangular border.

**WHY SHOULD YOU BECOME
A STAINLESS STEEL MARKET
DEVELOPMENT SPONSOR?**

SPECIALTY STEEL INDUSTRY OF NORTH AMERICA

About the Stainless Steel Marketing Program

The Specialty Steel Industry of North America (SSINA) is a trade association representing virtually all the producers of specialty steel in the United States, Canada and Mexico. Our members produce a variety of mill products — including bar, rod, wire, angles, plate, sheet and strip — in stainless steel and other specialty steels.

Established in January 1992 and funded by SSINA members and sponsors, the program's mission is to increase the recognition and expand the use of stainless steel in North America. Market research shows that consumption of stainless steel in North America is significantly below that of Japan, Europe and other developed countries where market development programs have existed for years. This lower consumption provides a tremendous opportunity to increase the use of this unique material in our home market.

To achieve our mission, we have created:

- The www.ssina.com Web site “The Stainless Steel Information Center” where there is information on a wide variety of subjects on stainless steel of interest to designers, engineers, architects, materials specifiers and the general public. This site receives over 500,000 visitors a year and offers downloadable “information handbooks,” data on properties, corrosion, finishes, applications, a directory of terms, FAQ's, the use of Life-Cycle costing calculator, conferences and training.
- Sensationalstainless.com, a Web site that demonstrates the uses of stainless steel in residential applications complete with a directory of manufacturers.
- A “technical HELP” center, where questions on stainless steel, such as: grade selection, properties, structural applications, corrosion problems, specifications and many others are answered by industry experts.
- A cooperative partnership with other industry trade groups to promote the growth of markets for stainless steel.



Activities of the Stainless Steel Market Development Program

The Stainless Steel Market Development Program promotes stainless steel through education, awareness, and technical support. It is designed to increase the size of the stainless steel market.

Specifically, the program:

- Creates new business opportunities by targeting selected markets that historically use stainless steel on a limited basis.

- Develops and disseminates literature and information on types of stainless steel, their selection, application and fabrication.
- Strengthens public perception and understanding of the intrinsic value and benefits of stainless steel and stainless steel products.

New Products Introduced

- Stainless Roofing
- Stainless Reinforcing Bars
- Stainless Appliances
- Stainless Fasteners & Ties

ssina.com home page



Benefits and Privileges

Becoming a sponsor

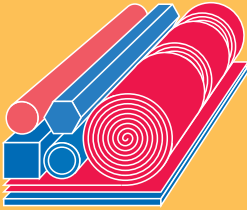
- Increases new business prospects and potential
- Increases your contact with producers and suppliers
- Increases your knowledge of the market

Sponsors have access to

- Free link on the SSINA Web site with a full page in the Sponsor's section to describe your company's locations, products and services with a direct link to your Web site.
- A "highlighted" section of the home page entitled "SPONSOR OF THE WEEK." Each week a different sponsor is featured in a distinct section of the page. There are direct links to the ssina.com sponsor's page and to the sponsor's Web site.
- A "Members Only" section on the site, where you will find data on stainless shipments, consumption and imports by product line, information on market trends, monthly reports of marketing activities, summaries of market development committee meetings and programs, and world wide "news" about stainless steel (provided by: Stainless Steel World)
- The annual "Sponsors Meeting" program, a 2 day conference for all Sponsors and Producers, where we discuss our activities and report on matters of interest on the stainless market (with guest speakers)
- Regular updates on marketing activities
- Training courses on stainless steel (under development)
- Use of the Stainless Steel "Logo"

If your business can benefit from a larger market for stainless steel...whether you are a service center, processor, fabricator, supplier of power or raw materials, or an engineering/design firm...the **Stainless Steel Market Development Program** would welcome you as a sponsor. The sponsorship fee is \$3,000 per year.

FOR MORE INFORMATION AND MEMBERSHIP DETAILS, CONTACT:



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