



2016 ISD Advertising options available to increase your company's exposure!



The **ISD Joint Summit Guide & Membership Directory**: this annual publication viewed all year long is distributed to all ISD and FPDA member contacts - over 1,000 in number.



The **ISD Insider**: a quarterly e-newsletter providing industry-wide information and articles critical to growing your business, reaching over 500 members.



The **ISD inBrief**: a monthly e-bulletin informing members and prospective members of association news and educational events, reaching over 1,500 individuals.

Print Options

ISD Joint Summit Guide & Membership Directory – reaches over 1,000 member contacts:

- ☐ Logo placement - \$300
- ☐ Business Card - \$350
- ☐ 1/3 page horizontal or vertical - \$700
- ☐ 1/2 page horizontal - \$900
- ☐ 2/3 page horizontal or vertical - \$1100
- ☐ Full page - \$1250

Full-color option

- ☐ Add 4-color to any ad – Add 50%

Premium Placement options

- ☐ Inside front cover - \$1800
- ☐ Inside back cover - \$1600
- ☐ Back cover - \$2500

GRAND TOTAL >>>>> \$ _____

GENERAL INFO:

Company Name

Contact Name

Email and Phone

- Submit payment to ISD office;
105 Eastern Ave., Suite 104
Annapolis, MD 21403
- Mail or email ad to Beth Hiltabidle, ISD Marketing
Associate, bhiltabidle@isd.org

QUESTIONS? Contact Beth Hiltabidle or Debbie Mitchell at the ISD office 410-940-6344

Digital Options

ISD Insider – Quarterly e-Newsletter – reaches over 500 members

- ☐ Premium high placement banner ad;
\$1,400/year or \$400/quarter
- ☐ Select tombstone footer ad:
\$1,000/year or \$300/year

ISD inBrief – Monthly e-bulletin – reaches over 1,500 industry contacts:

- ☐ Premium high placement banner ad;
\$2,000/year
- ☐ Select tombstone footer ad;
\$1,600/year

PAYMENT INFO:

Payment Method: ☐ Check ☐ Credit Card ☐ Bill me

☐ Check enclosed for: \$ _____ OR

☐ Charge a total of \$ _____ TO

☐ MasterCard ☐ VISA ☐ Discover ☐ Amex

Card number

Expiration Date

Verification Code

Name on card

Signature

Billing Address/ Zip Code



DIGITAL ADVERTISING OPTIONS

Place your ad in the quarterly ISD INSIDER and the monthly ISD inBrief to reach the leaders in our industry. ACT NOW, first come, first served.



ISD CALENDAR
Four Pillars of the Sales Profession
 November 11-13, 2014
 Dayton, OH
[Click Here For Details](#)
Sealing Your Success in Seals
 November 14, 2014
[Click Here For Details](#)
You Can Always Sell More - Are You Good Enough To Sell Better?
 December 2-3, 2014
 Dallas, TX
[Click Here For Details](#)
University of Industrial Distribution
 March 8-11, 2015
 Indianapolis, IN
[Click Here For Details](#)

A Message From Our President

President, Halliwell, and starting to think about the holidays - yes, it's fall again. As your new president, I wanted to take this opportunity to introduce myself and tell you how excited I am to be leading your board for this year. Your board consists of 10 members, and I am confident that we will be able to help you achieve your goals and take advantage of opportunities. I encourage you to get involved in either our technical programs like the annual Summit, or our membership committee - it's a great way to network and see some of the inner workings of the association. If interested, just drop me a note at jhalliwell@isdisd.com.

And by way of introduction, I am currently the CEO of Sealing Plus! based in King of Prussia, PA, where I've worked for the past 10 years. While I've been a member of ISD practically since the beginning, and my boss, Joe Sealing, is a good friend and still actively involved, I am looking forward to becoming in this position as the president of ISD and hope to contribute as much as he has to the success of the association and its members. If you have any suggestions or comments, please let me know.

Wishing you great business and a wonderful holiday season!

John Halliwell
 President

Sales and Management:

8 Dangerous Sales Compensation Myths Debunked

Sales compensation is a perennial topic of most companies. There are many different ways to pay salespeople, and many are important. Business history is full of times that got under their feet for (e.g., sales who, regarding to their volume-driven incentives, have decided to pursue short-term sales strategies and don't get what they don't pay for (individually-focused incentives in a team setting approach).

But the compensation conversation has also generated some assumptions that, in my experience, are often false. Here are five common "truths" you should reconsider. Click here for the full article <http://blog.isdisd.com/blogs/industryinsights/salescompensationmythsdebunked>.

Why email personalization doesn't work with the opening line

Adding the recipient's name in an email body or putting a person's name at the sender email address to create a personalized experience that delights the reader. While some marketers suggest addressing reader email points, writing in casual prose and making calls to action compelling. [Read Full Compensation Myths Debunked](http://blog.isdisd.com/blogs/industryinsights/salescompensationmythsdebunked).

Master of Influence
 by Tim Rilly

Become a master of influence by focusing on the three-legged stool of persuasion: Messenger, Message, and Method. You can become ten times more persuasive if you simply focus on more of the three components. [Click here for the full article](#).

5 Ways to Help Employees Speak Up

Your employees' opinions are a vital asset, but many workplaces



ISD is THE professional network for world class sealing technology Distributors and Manufacturers, dedicated to significantly improving member performance by sharing best practices, ideas, technologies and knowledge in a social and interactive environment.

Between the elections, and gearing up for the Holiday Season, I trust business is going well for all. We are winding the year down here at ISD, but planning for lots of excellent programs for the 2015 year. Keep an eye out for dates and times for the 2015 year - they should be in the mail if you haven't seen them already and to save time and a stamp you may [click here](http://isdisd.com) to pay your dues online. While excited about the progress we're making particularly with our technical programs for the year - read on for a sneak peek!

- 2015 sales - small session, afternoon session, Spring Tech Event, and the new CSP application
- CSP Job Board update
- New ISD 2.0 generation logo and books
- 2015 University of Industrial Distribution
- Spotlight on our newest board member, Don Grove of ESP International

GENERATIONAL ADVICE

The Center for Generational Studies has revamped its newsletter, offering even more value. This edition looks at differences in how the generations approach finding and assessing information, using managers' frustration with assigning research to young professionals only to have them send a series of links, which in many cases they haven't read themselves. "When I ask for a report," managers say, "I need a paper on what they have researched, read and digested, not a collection of links I have to read." [Click here for the full article](http://blog.isdisd.com/blogs/industryinsights/generationaladvice).



SPOTLIGHT ON ONE OF ISD's NEWEST BOARD MEMBERS: Don Grove of ESP International

The ISD inBrief sat down with Don Grove to get a better understanding of his role at ESP International, and his aspirations for ISD.

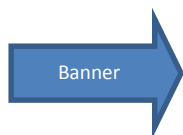
ISD inBrief: Don - welcome to the Board, and thank you for taking some time to talk to us about your role. Why don't we start with a little background - give us an overview of your role at ESP?

Grove: I'm the Market Manager for seals at ESP International. ESP International provides engineered components to the global OEM marketplace as seals is at the core of what we do and where we came from. I have global responsibility for ESP which has afforded me opportunity to travel to China, India and Brazil working with our customers and associates. I've been in the industry for most of the past 25 years, 10 at ESP.

ISD inBrief: Excellent! You volunteered to be on the Board - why was that?

Grove: The ISD offers a great opportunity for seal distributors to network and have a source of their own to promote the industry, offer qualified training and certification with the partnership of the association members and provide industry trend and analytic data to help manage our businesses. The seal business is changing in many ways and where and how we go to market and service that market are key. My goal is to provide the ISD an OEM perspective and focus to the global OEM markets and share common initiatives and insights to that market as well as meet, network, work and learn from as many members and associate members as I possibly can.

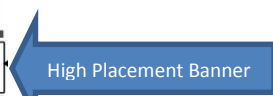
[Read the full interview here.](#)



Banner



High Placement Banner



High Placement Banner



Tombstone Footer

The **ISD Insider**: a quarterly e-newsletter providing industry-wide information and articles critical to growing your business, reaching over 500 members. Can feature either your premium high placement banner ad, or a select tombstone footer ad.

In 2015, over 33% average open rate (most non-profits average about 15%)

The **ISD inBrief**: a monthly e-bulletin informing members and prospective members of association news and educational events, reaching over 1500 individuals. Can feature a premium high placement banner ad or a select tombstone footer ad. Posted on Twitter and Facebook as well!

In 2015, about 30% average open rate (most non-profits average about 15%)

Act now - it's an investment that can create many new opportunities in 2016!
(See the ISD Advertising form for options and rates)

105 Eastern Avenue, Suite 104 ♦ Annapolis, MD 21403 ♦ Phone: 410-940-6344 ♦ Fax: 410-263-1659