

SME TELEMARKETING MASTERFILE LIST

Over 627,000 Engineers, Managers and Technical Professionals!



- ⇒ Continuously Updated
- ⇒ 100% Named Individuals
- ⇒ 100% Response-generated

RATES

Base price: \$140/M
 Minimum order quantity: 3,000

Selections/Charges:

Telephone Numbers.....\$65/M
 Geographic (State or zip code) \$15/M
 Plant size \$15/M
 SIC code (2 or 4-digit) \$15/M
 Job function/classification \$15/M
 Job title keyword(s) \$15/M
 Technical interest \$15/M
Telemarketing & Mailing List Combination:
 \$290/M + Selects/M

OUTPUT OPTIONS

Diskette (ASCII/comma-delimited).....\$50/flat
 Electronic/E-mail (ASCII/comma-delimited)\$50/flat
 FTP\$50/flat

Telemarketing Masterfile Name Sources*

Name Source	Description
Exposition Attendees and Pre-Registers	Buyers and specifiers of capital equipment
SME Magazine Subscribers	Direct request for SME published magazines.
Inquiries: Product/Event/Membership	Requested more information by phone or mail.
Mail Order Buyers/Educational Event Attendees	\$50-\$5,000+ Unit of Sale

*Totals are over 100% since most names are multi-buyers with multiple activities.

Select by Technical Interest

Automated Manufacturing & Assembly	281,536	Forming & Fabricating	267,451	Product Design & Process Improvement	284,876
Assembly & Joining	90,156	Casting	6,992	Cost Estimating	3,059
Automation & Controls	11,209	Coil Handling & Processing	22,731	Internet & E-Manufacturing	2,301
Machine Vision	3,620	Coolants & Lubricants	68,390	Lean Manufacturing	64,363
Material Handling	94,311	Dies	21,596	Plant Engineering & Maintenance	11,500
NC/ CNC/DNC	98,276	Extruding	12,939	Plant Layout	2,489
Robotics	89,517	Hydroforming	11,032	Product Design & Automation	51,383
		Laser & Plasma Cutting	56,221	CAD/Computer-Aided-Design	39,129
Engineering Materials	72,934	Lasers & Related Equipment	60,547	Rapid Prototyping	31,074
Ceramics	321	Plate & Structural Fabricating	22,133	Workplace Safety & Ergonomics	71,608
Composites	16,323	Press Brakes	53,115		
Heat Treating	1,414	Presses	19,999	Quality	104,265
Metals	12,533	Punching	61,551	Geometric Dimensioning & Tolerancing	1,015
		Roll Forming	18,237	Quality Certification & Registration	716
Finishing & Coating	106,542	Sheet Metal Fabricating Processes	28,748	DOE/Design of Experiments	408
Automated Coating	2,453	Stamping	38,538	SPC/Statistical Process Control	5,477
Curing	2,646	Tooling	17,325		
Plastic Finishing	18,709	Tube & Pipe Processing	31,610	Design Software & Process Controls	189,302
Liquid Coating	3,714	Welding	111,912	CAD/CAM Software:	103,081
Parts Cleaning & Degreasing	38,923			Computer-Aided-Engineering	3,816
Powder Coating	4,101	Machining & Material Removal	329,667	Computer-Integrated-Mfg.	10,555
Spray Finishing	2,694	Chucks	66,971	Manufacturing Software:	57,118
Plastics	96,770	Cutting Tools & Accessories	66,026	Flexible Systems	46,088
Blow Molding	8,045	Deburring & Edge Finishing	62,723	Simulation	1,926
Extrusion	15,029	Drilling/Reaming/Tapping	68,768	ERP/MRP & Supply Chain Mgmt.	9,585
Injection Molding	49,672	EDM	58,847	Project Management	4,396
Materials & Compounding	22,226	Grinding	87,680	Purchasing & Inventory Control	4,586
Moldmaking	38,788	Jigs & Fixtures	13,617		
		Machining Centers	122,305	Measurement & Inspection	74,455
Electronics Manufacturing	3,129			Coordinate Measuring Machines	42,495
Research & Development	3,198			Gages & Gaging Systems	738
Manufacturing Services	36,027				

Questions? Call Mary Venianakis (800) 523-0922 mvenianakis@sme.org

SME TELEMARKETING MASTERFILE LIST



Select by Industry Groupings

Machine Shops	57,097
Autos & Auto Parts	40,068
Medical/Dental Instruments	33,234
Tool & Die Shops	21,594
Aircraft, Aircraft Engines & Parts	17,223
Machine Tools	11,814
Metal Stamping	10,276

Select by Industry Types / SICs

30 Rubber and Misc. Plastics	25,204
33 Primary Metal Industries	16,645
34 Fabricated Metal Products	86,742
35 Machinery, except Electrical	183,609
36 Electric and Electronic Equip.	30,993
37 Transportation Equipment	51,033
38 Instruments & Related Products	30,957

Select by Plant Size

1-19	154,385
20-49	137,947
50 - 99	80,611
100 - 249	93,495
250 - 499	55,464
500 - 999	34,540
1,000 - 2,499	24,082
2,500 and over	20,445

Select by Title (Individual Keywords)

EXECUTIVE	341,572
Management	91,686
President	70,349
Owner	41,956
V.P.	34,195
Supervisor	23,186
Purchasing/Buyer	24,261
Senior	17,351
Director	14,545
Leader	8,489
C.E.O.	6,206
Executive	3,646
Chief	3,053
Chairman	1,949
TECHNICAL	205,900
Engineering	120,607
Technician	13,828
Design	12,75
Project	10,473
Programmer	7,703
Process	7,075
Mechanical	5,493
Development	3,436
CAD/CAM	2,109
Systems	1,837

Select by NAICS Industries

332 Fabricated Metal Products	142,909
333 Machinery Manufacturing	117,532
334 Computer & Electronic Products	30,829
335 Electrical Equipment	15,524
336 Transportation Equipment	62,226
337 Furniture & Related Products	5,642
339 Miscellaneous Mfg	33,145

Additional SIC Codes (2 or 4-digit), Industry Groupings, NAICS and Title Keyword selects are available.

Select by Job Function

Corporate Executive	149,396
Manufacturing Production	149,001
Manufacturing Engineering	84,828
Product Design / R&D	48,106
Job Shop Owner	48,971
Sales/Marketing	34,968
Quality Assurance/Control	18,226
Purchasing	16,808
Control Engineering	9,624

INDUSTRIAL	175,949
Operations	23,090
Machinist	22,609
Production	15,874
Tools	19,441
Plant	16,644
Quality	11,828
CNC	9,531
Foreman	7,670
Maintenance	7,702
Mechanical	5,493
Dies	3,039
Estimating	2,709
Industrial	2,451
Materials	2,360
Inspector	1,858

**Questions?
Call Mary Venianakis
(800) 523-0922**

**E-mail: mvenianakis@sme.org
FAX your order to (800) 820-0991**

**or
Ph. (313) 425-3265 Fax (313) 425-3417**

Select Geographically

New England	68,218
Maine	2,239
New Hampshire	6,971
Vermont	2,128
Massachusetts	27,730
Rhode Island	4,089
Connecticut	25,061
Middle Atlantic	47,777
New York	19,654
New Jersey	8,783
Pennsylvania	19,340
East North Central	197,199
Ohio	47,936
Indiana	21,880
Illinois	50,413
Michigan	53,531
Wisconsin	23,439
West North Central	41,075
Minnesota	17,955
Iowa	7,024
Missouri	8,208
North Dakota	758
South Dakota	1,225
Nebraska	2,179
Kansas	3,726
South Atlantic	64,268
Delaware	644
Maryland	3,410
Virginia	6,552
West Virginia	1,091
North Carolina	19,490
South Carolina	10,384
Georgia	9,060
Florida	13,637
East South Central	21,998
Kentucky	5,937
Tennessee	9,500
Alabama	4,799
Mississippi	1,762
West South Central	38,370
Arkansas	2,551
Louisiana	2,688
Oklahoma	3,840
Texas	29,291
Mountain	17,608
Montana	534
Idaho	1,298
Wyoming	359
Colorado	4,028
New Mexico	1,258
Arizona	5,181
Utah	2,871
Nevada	2,079
Pacific	130,152
Alaska	174
Washington	6,022
Oregon	3,840
California	119,888
Hawaii	228
Total	626,665

SME TELEMARKETING LIST ORDER FORM



Date _____ PO# _____

BILL TO:

Name _____
Company _____
Address _____
City/State/Zip _____
Phone () _____
FAX () _____
Authorized by: _____

SEND TO - THIRD PARTY AGENT:

(Street & number needed for shipping)

Name _____
Company _____
Address _____
City/State/Zip _____
Phone () _____
FAX () _____
File Identification _____

FORMAT:

Lists are sorted by 9 and 5-digit east/west numerical zip code sequence. One (1) format output only.

Electronic/E-mail: Third Party Agent's Email:

: _____
ASCII/comma-delimited file – Add \$50 flat fee

Diskette: ASCII/comma-delimited -Add \$50 flat fee.

FTP: ASCII/comma-delimited - Add \$50 flat fee
Instructions: _____

Key coding: Indicate key code here _____
Add \$5.00 per thousand names.

Include Plant Size and/or SIC Code in output @ \$15/M each

PRICING:

Base Price:

SME Masterfile:.....\$140/M
Phone Select.....\$65/M
Minimum Order Quantity.....3,000

Selections (Per category):.....\$ 15/M

Total Cost: Quantity Ordered _____
Cost per thousand (Base price + Selections) x Qty. +
Output + Shipping

SHIPPING INSTRUCTIONS:

- UPS Ground \$5.00
- Second Day Air \$9.00
- Next Day Air (priority) \$31.00
- Next Day Air (standard) \$15.00
- Foreign / Canada \$31.00
- Bill Recipient or 3rd Party:

Account #/Carrier _____

Need-By Date: _____ **Project Date:** _____

SORT/SELECTION SUMMARY:

✓ LIST ORDER CHECKLIST

- 1 - All sections of order form completed?
- 2 - Sign List Rental Agreement?
- 3 - FAX sample telemarketing script?
If an event, need topic/date/location.
FAX (800) 820-0991 • PHONE (800) 523-0922 or
Fax (313) 425-3417 • PHONE (313) 425-3265

TERMS & CONDITIONS

1. Names are rented for one-time usage only. Sample script must be approved before names can be released. Lists are not available for offers deemed competitive with any SME offer. SME reserves the right to refuse rental of its lists. Lists are not to be reused (unless under multi use agreement), duplicated, transferred or disclosed.

2. Commission discounts applied on the base list rental price to recognized and qualified list brokers and advertising agencies.

3. SME requires shipment of all telemarketing lists to only Agents/Third-Parties performing telemarketing or related services on behalf of List Renter. Examples include: List Service Bureaus, Merge/Purge or Data Management facilities or directly to Telemarketing Agents.

4. List Renter & List Renter's Agent / Third Party Service Provider agree not to save/ load/ integrate/ append data from list provided for telemarketing into subscriber or prospect masterfiles for either re-use or to append phone numbers or other supplied data to current customer files.

5. List Renter & Third Party agree that SME Telemarketing Records cannot be retained, stored, or duplicated. Usage is limited to one phone campaign, limited to only approved scripts / offers within an approved phone campaign time-frame.

6. Agents/ Third-Party Service Providers for List Renter also agree to the usage restrictions of List Renter. Unauthorized usage or re-usage subject to penalties, including but not restricted to: Additional invoice for full rental price, plus \$1000 penalty for each occurrence.

7. Diskettes of cancelled orders must be returned to SME within 30 days of shipment to qualify for credit. Cancelled orders will be billed \$10.00/M running charges plus shipping and format charges. Minimum running charge is \$150.00. Orders cancelled after scheduled date will be billed at full charge.

8. **Full payment is due within 30 days of invoice. Pre-payment is required for first time list renters.**

Thank you for using SME lists!

SME TELEMARKETING LIST RENTAL AGREEMENT



To be completed by mailer:

Date: _____

Offer: _____

Company: _____

Timeframe: _____

SME requires shipment of all telemarketing lists to only Agents / Third-Parties performing telemarketing or related services on behalf of List Renter. Examples include: List Service Bureaus, Merge / Purge or Data Management facilities or directly to Telemarketing Agents.

WHEREAS the Society of Manufacturing Engineers ("SME") develops and maintains certain Mailing/ Telemarketing lists (the "list" or "list(s)"), and

WHEREAS said lists constitute trade secrets of SME, in which SME has exclusive proprietary rights and interests, and

WHEREAS List Renter has agreed to rent from SME or an authorized agent of SME one or more of said lists and to maintain the confidentiality of same, List Renter Agrees:

1. To maintain as strictly confidential and not in any manner directly or indirectly cause or permit any list(s) or any part thereof to be duplicated, reproduced, disclosed, transferred, retained in any form, or appended for fax numbers. List Renter & List Renter's Agent/Third-Party Service Provider agree not to save/load/integrate/append data from list provided for telemarketing into subscriber of prospect masterfiles for either re-use or to append phone numbers or other supplied data to current customer files. List Renter shall instruct each of its employees and agents who has any access to any list, of its obligations under this Agreement.

2. No list shall be used for any purpose other than the purpose as described for phone campaign for which it is rented. The use of any list shall be limited solely and exclusively to the specific merchandise or service approved by SME and described in the applicable telemarketing script. Usage is limited to one phone campaign within an approved phone campaign time-frame. Unauthorized usage or re-usage subject to penalties, including but not restricted to: Additional invoice for full rental price, plus \$1000 penalty for each occurrence.

3. All lists shall be erased or otherwise destroyed immediately after such use, regardless of the form in which they are rented.

4. List Renter agrees to indemnify and make SME whole for any violation of this Agreement by List Renter or any of its employees or agents. List Renter agrees that any violation of this Agreement cannot be adequately redressed by an award of damages, and that SME shall be entitled to injunctive relief from such violation, in addition to all other remedies available to SME under the law. In the event of any said violation, List Renter agrees that it will be additionally liable to SME for all costs and Attorneys' fees incurred by SME in seeking redress of said violation.

5. List Renter acknowledges reading and agreeing to be bound by SME's Terms and Conditions stated on the SME List Order Form. List Renter understands that SME Lists are for one-time use only and that any unauthorized use is subject to penalties.

6: Full payment is due within 30 days of invoice. Pre-payment is required for first time list renters.

Authorized Signature

Title

SME TELEMARKETING LIST RENTAL AGREEMENT

To be completed by third-party recipient:

SME requires shipment of all telemarketing lists to only Agents / Third-Parties performing telemarketing or related services on behalf of List Renter. Examples include: List Service Bureaus, Merge / Purge or Data Management facilities or directly to Telemarketing Agents.

List Renter & List Renter's Agent / Third-Party Service Provider agree not to save / load / integrate / append data from list provided for telemarketing into subscriber or prospect masterfiles for either re-use or to append phone numbers or other supplied data to current customer files.

List Renter & Third Party agree that SME Telemarketing Records cannot be retained, stored, or duplicated. Usage is limited to one phone campaign, limited to only approved scripts / offers within an approved phone campaign time-frame.

Agents / Third-Party Service Providers for List Renter also agree to the usage restrictions of List Renter. Unauthorized usage or re-usage subject to penalties, including but not restricted to: Additional invoice for full rental price, plus \$1000 penalty for each occurrence.

SME requires that any disconnected/wrong/bad phone numbers be returned to SME along with the corresponding POP ID (see file output).

We, the undersigned, hereby agree to all the terms and conditions stated herein.

Agent/List Recipient Signature _____

Date _____

Print Name / Company / Address: (or attach business card)

Client: _____

Offer: _____

Project Dates: _____
