



The Value Proposition of Advertising with OESA

Original Equipment Suppliers Association
October 15, 2005



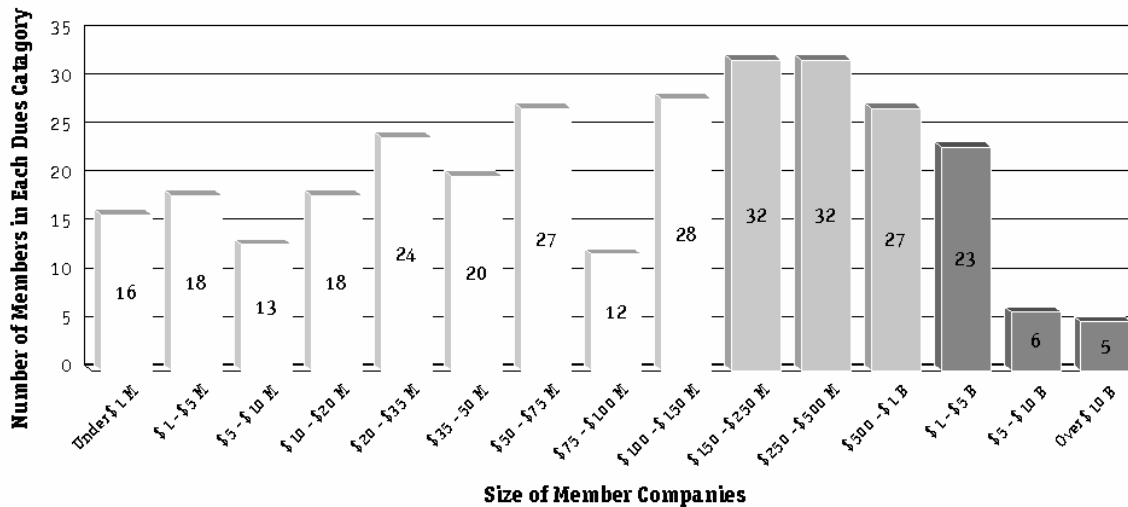
Original Equipment Suppliers Association

- Formed in 1998, Affiliated with MEMA
- 381 members
 - Global automotive sales of more than \$300 billion
 - Complete supply chain, Tier 1– n
 - Suppliers of modules, systems, components, materials, engineering, tools, dies, molds
 - Represent 65% of NA OE Sales
- Operate 11 Peer Group Councils, 400+ executives
- Conduct 20+ events/year, nearly 4,000 participants
- Addressing a number of industry issues
- Serve as a credible industry voice



OESA Regular Member Size Distribution

OESA Member Size Distribution 2004



- 381 total members
- 304 regular members
- \$300 b global sales

- 59% of members have sales below \$150 million
- 30% of members have sales between \$150 million and \$1 billion
- 11% of members have sales over \$1 billion (\$200 b global sales)



Reach Decision Makers at OE Supplier Companies

- *OE Supplier News* updates members on OESA activities, with timely, action-oriented information on issues affecting the industry. As a sponsor, your company message will reach an audience of:
 - More than 4500 electronic readers
 - More than 400 hard copy readers
 - Extensive electronic distribution within member companies
 - Suppliers from intranet web site postings
 - Senior executive readers outside the OESA membership
 - Vehicle manufacturers, media, academia, and general public, viewing www.oesa.org



Sponsorship Package

- Single, 8 ½" by 11" full-page ad, with full bleed
- Sponsor recognition on the front cover, featuring your company logo under the contents description
- Banner ad on the www.oesa.org with a link to your website
- 100 copies of the newsletter
- The price for sponsorship of one monthly issue: \$5,000
- Maintains a constant focus on providing member value



2006 Sponsorship Opportunities

- February
- March
- April
- May
- June
- July
- September
- October
- November
- December



Summary

- OESA maintains a constant focus on providing member value
- Suppliers cannot be strong unless automakers are strong. Promoting a strong collaborative working relationship will enhance industry competitiveness
- OESA is fully informed on ongoing member issues through Councils and strong member to member ongoing communications
- OESA gets feedback from every member event and from Councils on our performance and possible improvements
- This allows OESA to continue ***“Providing Member Value by Addressing Industry Concerns”***



Lock in a Month Today by Contacting:

Noelle Schiffer

Vice President of Sales and Marketing

248.952.6401 ext. 225

nschiffer@oesa.org

Or

Brenna Putman

Manager, Sales and Database

248.952.6401 ext. 226

bputman@oesa.org