



### **LCD TV Association Sustaining Membership Benefits as of 2009**

- Participation at various events and Advisory Board meetings and functions, often with the highest levels of some member company executives, so a unique “executive networking” opportunity for business development and co-working projects
- Highlighted Products and YOUR Company information and focus in our newsletters, press releases, white papers, press interviews, conference presentations and other promotional materials... as well as in speeches and interviews as appropriate by our other members and especially the LCD TV Association’s Chairman, when ever he speaks or comments about the industry and related trends, etc. We will work with you to promote YOUR messages and increase UNDERSTANDING of your products/services/goals, etc.
- Participation in synergistic business opportunities and consulting with global executives:
  - Sustaining member’s get to pursue synergistic projects with our help (as desired) often in areas not thought of before or would not do without the partnerships.
  - LCD TV Association global executives are available on a case-by-case basis to help member companies pursue their specific tactical or strategic goals, and the initial analysis discussion is always complimentary
  - Sustaining member get to propose and even lead industry initiative in the name of the entire LCD TV Association should other Advisory Board members deem it a positive for our mission (to help promote overall growth in the category), so many chance exist to promote things, and utilize resources from, beyond your current corporate boundaries.
- Conference and other promotions
  - Web Banner and LINKS and white papers available on LTA Website
  - Ads available in “LCD TV Matters” Quarterly Newsletter (special & FREE for new BOA)
  - Sponsored email to our member companies about your events (and TBD others)
  - Logo placement in all LCD TV Association promotional materials
  - Logo placement in all global conference slides and presentations
  - When available and appropriate, product placements in slides, speeches, newsletters, articles and press stories as well (we are willing and need to work with your PR, marketing and product people for close cooperation and to maximize opportunities)
- Participation discounts and money saving opportunities:
  - Sustaining Members get discounts on events like “ShowStoppers” exclusive press event at CES and 7 other global shows
  - Sustaining Members get discounts on various ad and PR opportunities like Clervedis’s show daily English publications at IFA in Berlin each August as well as their videos for various shows like CES etc.
  - Sustaining Members get to save money by grouping up for shows and events, the way some did CES in the same booth,etc., and we can and do help “match-make” many of these types of opportunities when companies show a willingness to be open to the idea or ask for our help in making it happen.

Also, BOA members get access to advice from Chairman (Bruce Berkoff) on Business and Strategy on a case-by-case basis, as needed and desired.