

R E G I O N A L
METALFORM
NASHVILLE, TN

**PUBLIC RELATIONS
and
PROMOTIONS HANDBOOK**

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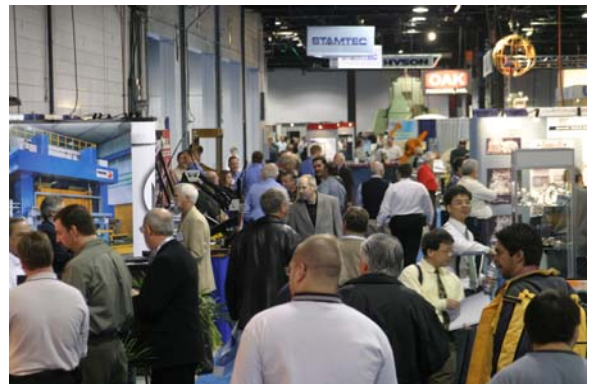
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METALFORM Nashville PRESSROOM

The pressroom will be located in **Room 105** of the Nashville Convention Center, and will be operated by public relations staff during the following hours:

Monday, March 20 1:00 p.m. - 4:00 p.m. (time reserved for press kit drop off only)

Tuesday, March 21 8:30 a.m. - 5:00 p.m.

Wednesday, March 22 8:30 a.m. - 5:00 p.m.

Thursday, March 23 8:30 a.m. - 2:00 p.m.

All exhibitors are strongly urged to provide press kits or news releases for display in the pressroom. Please be prepared to bring 25 copies of your press kit.

Please note that all remaining exhibitor press kits should be picked up by 1:30 p.m. on March 23. All unclaimed press kits will be discarded. PMA is not responsible for returning unused exhibitor press materials.

Press kits may be sent directly to the Nashville Convention Center
after Thursday, March 16.

Please include the following information on your address label:

Your Company Name & Contact

Address

**Regional METALFORM Nashville
Pressroom, Room 105
Nashville Convention Center
601 Commerce St.
Nashville, TN 37203**

PRESS KITS

What should a comprehensive press kit contain?

A press kit is meant to be the one source an editor or publisher can turn to for information about your company and exhibit. It should include the latest information about your company and its products.

News Releases—You may include as many releases as apply to your company, newest products or technology (see the Press Release section).

Brochures—Brochures featuring descriptions and photos of the product(s) are very useful to editors.

Photos—Photos may include close-up shots of individual products or developments, and often are sought by editors. Be sure to label the photo with all pertinent information (product number/design, date, location, etc.)

Press Kits (continued)

Contact Information—All kits should include the business card or contact information of the primary person designated to speak with the media.

Folder—All contents should be housed in a clean, two-pocket folder featuring your company name and logo on the front.

If you would like to receive a sample press kit, please contact Pam Pirogowicz at 216-901-8800 or ppirogowicz@pma.org.

NEWS RELEASES

Why Should I Send Out News Releases?

A news release is the quickest way to let the media know about your new products and services, company developments or events. Editorial coverage provides free exposure and attracts the attention of attendees and other press, making your booth a “must see” at the show.

What Makes a Good News Release?

Your news should be a “hot topic” and of interest to the public, not just those within your company. *The release should contain real, newsworthy information, such as exciting events you are sponsoring, a new owner or business partner, joint venture, or new products and services.* If announcing a new product or service, explain why readers will save money or be more productive if they use your product.

Formatting the Release

The following will help you produce a clear and concise news release. Feel free to use the sample in this manual as your template.

- Use 8 ½” x 11” paper.
- Use your company letterhead or plain white paper.
- Use a minimum of one-inch margins on each side of the page.
- Include all contact information in the upper right hand corner, including phone numbers and e-mail if available.
- “FOR IMMEDIATE RELEASE:” should appear in the upper left hand corner.
- Include an attention-grabbing headline centered at the top. Use a bold typeface so the headline will draw attention. Capitalize the first letter of all words in the headline (with the exception of prepositions).
- Before the first sentence, begin the release with the local dateline: “city, state”—“date”—.
- Limit your release to one page whenever possible.
- When more than one page is necessary, complete the paragraph on one page rather than carrying it over to the next page.
- Double-space the release.
- Use the word “more” between two dashes and center it at the bottom of the page to let reporters know another page follows.

-more-

- Use only one side of the paper.
- Use three number symbols (###) immediately following the last paragraph to signal the end of the release.

###

Tips for writing a better news release

- Put your most important idea in the lead. Reporters and editors receive hundreds of news releases; you have to get their attention early. You will sway an editor or reporter into covering your event within the first paragraph of your release.
- Be brief. Avoid jargon and abbreviations, and omit flowery adjectives and extravagant claims. Break up long sentences and stay away from redundancy and extraneous information. Make sure you answer the questions: Who? Where? When? What? and Why should they care? in your release.
- Be as specific as possible. If your event is at 8:00, specify a.m. or p.m.
- Never begin a news release with the fact that an announcement was made or with the name of the person making the announcement. Instead, get straight to the announcement itself. You can attribute the quote later in the lead.

Photos

Pictures are worth a thousand words. Whenever possible, include photos to illustrate your release. When sending photos, remember to write all relevant information on the back of the photo: the who, when and where. If sending electronic media, ask what resolution they require – most want images sized at 3-by-5 inches and at least 300 dpi.

To Whom Should You Send Your Release?

TV: Assignment Editor, Reporter assigned to the subject matter

RADIO: News Director or Assignment Editor

NEWSPAPERS: Editor or Reporter assigned to the subject matter

TRADE PUBLICATIONS: Editor

NOTE: PMA's media list is available for your use upon request. Please contact Pam Pirogowicz at ppirogowicz@pma.org or call 216/901-8800.

SAMPLE NEWS RELEASE

**Replace sections in parentheses with your company's information, but do not use parentheses in the copy.*

FOR IMMEDIATE RELEASE:

Contact: (Your Name)
(Company Name)
(Address)
(Phone)
(E-mail address)

(Company) to Showcase New (Product) at METALFORM

(Your City, State)—(Today's Date)—(Company Name) is exhibiting at Regional METALFORM Nashville, the most focused metalforming and fabricating event in the industry. METALFORM will be held March 21-23, 2006 at the Nashville Convention Center. The exposition will showcase stamping, tool and die, fabricating, metal spinning, roll forming, slide forming and other related manufacturing applications. At (Company Name)'s exhibit, booth number (#####), visitors will be able to see the latest (insert new products and brief descriptions) and learn more about the company's (insert information on existing product lines or services).

At METALFORM, (Company Name), (booth number #####), will unveil its newest line of (insert product name and information). (Company Name) officials will be on hand to provide live demonstrations and answer customer questions.

For more information about the products and services (Company Name) will have on display, contact (Contact Name) at (Telephone Number), or visit its website at (Web Address). To register to attend METALFORM, visit www.metalform.com.

(Insert background information/history of your company).

###

LETTERS TO THE EDITOR

- ✓ All letters should be typed, if possible, or neatly written. They should be signed and include the author's address and home and work phone numbers. Newspapers often do not print letters from people they cannot reach to confirm authorship.
- ✓ An effective format for a letter is: a topic paragraph, several paragraphs elaborating the writer's views and a conclusion. This lets editors cut for space and still allows the message to get across.
- ✓ Most newspapers typically suggest a length of 200-400 words for letters to the editor. Letters that are too long may be significantly cut or not placed at all.
- ✓ Try to keep the letter's tone reasonable and lively at the same time. Bland and dull letters, emotional outbursts or personal attacks are less likely to be printed.
- ✓ Do not make false or misleading statements. Be sure to verify facts and quoted material.
- ✓ Timing is important. A letter has the best chance of being printed if the issue you are writing about has been in the news, but be creative in looking for opportunities.
- ✓ It helps to give your letter a local slant. Point out your legislator's position and that local citizens are working on this issue.
- ✓ For more impact, you may want to send a copy of your letter, particularly if it is printed, to the person or agency you are writing about.

OP-ED PIECES

Have a news hook. Tying your piece to an event, new research study findings or a legislative debate will increase your chance of getting published. For example, a newspaper report on new research about health coverage would be an excellent hook.

Keep it brief. Newspapers have limited space, and editors don't have the time to cut your piece down to size. In general, 750-800 words will do.

Make a single point. You only have 750-800 words. Make one point clearly and persuasively.

Avoid jargon. Simple language ensures that all readers, even non-experts, can understand your point. For example, don't use acronyms or technical language.

Use examples. Illustrations, anecdotes and personal stories are persuasive tools. They help explain and bring complicated issues to life.

Make a specific recommendation. This is an opinion piece. State your opinion on how to improve matters.

Draw the reader in. Your first paragraph should draw in the reader by using a dramatic vignette or a well-stated argument.

End with a bang. Your final paragraph is as important as your opening paragraph. Be sure to summarize your argument in one strong final paragraph.

Follow-up. Most op-ed editors will respond to you within a week. If you haven't heard from them in that time frame or if your piece is particularly time sensitive, you can make one follow-up phone call to be sure it was received.

Make sure your article is double-spaced with wide margins. List your name, address, phone, fax and e-mail contact information at the top of the opinion piece. Instructions for submitting letters to the editor and op-ed pieces are listed on the newspaper's web page, usually in the corresponding section. Some papers like them mailed; others prefer faxes, while others favor e-mails.

PRESS CONFERENCES

A press conference is the ideal way to increase the odds that your company and its products will receive editorial attention. Holding a press conference on new products guarantees at least two to three times more editorial coverage. What better way to get a leg up on the competition than by scoring editorial coverage in the magazines your customers read?

Holding a press conference offers the unique opportunity to ensure interaction with the trade press, and allows editors to gather information at one time, thereby allowing you to spend more time with possible leads.

Please note: Editors are only interested in the latest industry developments. Only those companies with new products/technologies should hold press conferences; otherwise the conference could decrease the company's credibility.

A few approaches to press events:

- **Booth Tours:** An informal approach that allows you to lead media guests through your booth as you would a potential lead, a booth tour allows you to "sell" your new products to the press without much preparatory effort. It also reduces time spent off the sales floor.
- **Press Conferences held at your booth:** A scheduled conference in which you formally present your new products/developments to the press from your booth, and followed by a question/answer period, the in-booth conference allows you to demonstrate your product to editors.
- **Press Conference held in the conference room:** Ideal for those with a good deal of information, statistics or photos, the conference room provides you the undivided attention of editors.

Hot Tips:

- Conferences usually last a total of 30 minutes (15 minutes of presentation and 15 minutes for press questions).
- Plan on having as many as 15 copies of your press kit at the conference site.
- Providing food and/or beverages is optional, though often appreciated by the press.
- A/V options may include overhead transparencies, a PowerPoint presentation, product samples or a photo display of the product.
- Information to include in the presentation: name of your product, industry served, what makes it different from other products, when/how it was developed, benefits to the industry, etc.



Press Conference Request Form

Deadline: February 3, 2006

RETURN TO:
Pam Pirogowicz
Precision Metalforming Association
6363 Oak Tree Blvd.
Independence, OH 44131
Fax: 216-901-9190

Please complete the following form to schedule a press conference during METALFORM. Press conferences are scheduled on a first-come, first-served basis. If a scheduling conflict arises, we will work with you to arrange a suitable alternative.

.....

Company Name: _____

Public Relations Contact: _____

Address: _____

City, State, Zip Code: _____

Telephone: () _____ Fax: () _____

E-Mail: _____

Brief Description of New Process, Technology or Product(s) Presented:

.....

Our company is planning a press conference on:

1st Choice:

2nd Choice:

Date: _____

Date: _____

Time: _____

Time: _____

- Booth Tour
- Booth Conference
- Press Conference Room 106

- Booth Tour
- Booth Conference
- Press Conference Room 106

Note: PMA will provide a conference room with podium, chairs and a microphone. Any additional requirements (i.e. food service, A/V equipment) must be arranged by the exhibitor through the appropriate show suppliers.

MEDIA TIPS & POINTERS

When talking to the media, remember the following points:

- **Be prepared.** Treat a press opportunity or interview as a test. Try to anticipate questions and have short answers and background information on your product prepared ahead of time.
- **Don't be afraid to admit you don't know the answer to a question.** Tell reporters you will find out the answer and get back to them. Never speculate or lie—one lie can permanently damage your company's credibility.
- **Never say "no comment."** It looks like you have something to hide. If asked a question you cannot answer, simply say so. Don't be evasive.
- **Don't expect a reporter to be an expert.** They may know very little about the industry or your company. Use this opportunity to educate them. Avoid jargon and abbreviations that may be confusing.
- **Be personable with the press.** Always maintain a pleasant demeanor and use the event to educate the public about your program.
- **Be sensitive to a reporter's deadlines.** When calling, always ask reporters if they are on deadline and have time to talk with you. Always return a reporter's call promptly. If you don't call them back, they will go to other sources for information.
- **Be ready to answer the tough questions.** You should take time to prepare answers to the following questions before any press event. Reporters not familiar with your company will undoubtedly ask these questions:
 1. What does your company do?
 2. What do you do for your company?
 3. Where does your company fit into the industry/community?
 4. What does your company give back to the community?
 5. Why have you chosen METALFORM to showcase your company's products?

These five questions can form the basis for an article or interview about your company. Short, to-the-point, prepared answers to these questions can make an interview or article much more informative and easier for a reporter to produce.

GET YOUR COMPANY ON THE LOCAL NEWS

The following guidelines can help you acquire television coverage for your company.

- **Send your release to the station's news assignment editor.**

Fax the release to the station's news assignment editor the day of your event.

- **Follow up your news release with a telephone call.**

Do not call within 30-60 minutes of the next news broadcast. To discuss coverage of your event, ask to speak with the news assignment editor. Also, night assignment editors do not begin work until late in the afternoon; so don't call right after lunch. Wait until a few hours before the evening news or call right after the broadcast.

- **Be convinced of your event's newsworthiness.**

It is your responsibility to sell it. If you think your event is not very newsworthy, you will have a hard time convincing an assignment editor to send a reporter to cover it.

GET YOUR COMPANY ON THE LOCAL NEWS (continued)

- **Visuals and effects can make a story more compelling.**

Never forget, the easier it is for reporters to prepare a story on your company, the more likely it is that they will cover it.

- **Assignment editors usually file material by date.**

All photographs or videos should include the company name, date of the event (press conference), where it was taken and who is pictured clearly printed with the material. Don't make reporters guess when or where a photo was taken.

NASHVILLE TELEVISION PRESS

WKRN (ABC)

Jerry Barlar - Channel 2
441 Murfreesboro Rd
Nashville, TN 37210-2878
Ph: (615) 369-7266
Fax: (615) 244-2117

WSMV (NBC)

Mike Todd - Channel 4
PO Box 4
Nashville, TN 37202
Ph: (615) 353-2400
Fax: (615) 353-2343

WTVF (CBS)

Brian Bates - Channel 5
474 James Robertson Pkwy
Nashville, TN 37219
Ph: (615) 248-5242
Fax: (615) 248-5207

WUXP/WZTV (FOX)

Kim Kramer - Channel 17
631 Mainstream Dr
Nashville, TN 37228
Ph: (615) 259-5630
Fax: (615) 259-3962

LOCAL NASHVILLE PAPERS

Taylor Holliday, Business Editor
The City Paper (Daily)
PO Box 158434
Nashville, TN 37215-8434
Phone: (615) 298-9833
Fax: (615) 298-2780
Email: tholliday@nashvillecitypaper.com
Website: www.nashvillecitypaper.com

Bill Choyke, Business Editor
The Tennessean (Daily)
1100 Broadway
Nashville, TN 37203
Phone: (615) 259-8000
Fax: (615) 259-8093
Website: www.tennessean.com

Holly Dolloff, Manufacturing & Education
Nashville Business Journal (Weekly)
222 Second Ave. N., Ste. 610
Nashville, TN 37201
Phone: (615) 248-2222
Fax: (615) 248-6523
Website: www.nashville.bizjournals.com/nashville
Email: nashville@bizjournals.com

Bill Carey, Editor
Nashville Post (Weekly)
62 Arcade
Nashville, TN 37219
Phone: (615) 244-1300
Fax: (615) 244-1311
Website: www.nashvillepost.com

TOP TEN TRADE PUBLICATIONS METALFORM ATTENDEES READ

Brad Kuvin
MetalForming
6363 Oak Tree Blvd.
Independence, OH 44131-2556
Ph: (216) 901-8800
Fax: (216) 901-9190
E-mail: bkuvin@pma.org

James Benes
American Machinist
1300 East 9th St.
Cleveland, OH 44114-1501
Ph: (216) 931-9684
Fax: (216) 931-9524
E-mail: jbenes@penton.com

Art Brown
American Tool, Die & Stamping News
42400 Grand River Ave., Ste. 103
Novi, MI 48375-2572
Ph: (248) 347-3489
Fax: (248) 347-3492
E-mail: art@ameritool.com

Michael Chazin
FFJournal
625 N. Michigan Ave., Ste. 1100
Chicago, IL 60611
Ph: (312)654-2300
Fax: (312)654-2323
E-mail: mchazin@modernmetals.com

Mike Riley
Fabricating & Metalworking
33 Inverness Center Pkwy., Fl. 2
Birmingham, AL 35242-7639
Ph: (205)681-3393
Fax: (205)987-3237
E-mail: michael.riley@cygnuspub.com

Kate Bachman
The Fabricator
833 Featherstone Rd.
Rockford, IL 61107-6302
Ph: (815) 381-1302
Fax: (815) 381-1370
E-mail: kateb@thefabricator.com

John Mullaly
Modern Applications News
2500 Tamiami Trail N.
Nokomis, FL 34275
Ph: (941)966-9521
Fax: (941)966-2590
E-mail: jmullally@nelsonpub.com

Shauna Steigerwald
Modern Machine Shop
6915 Valley Ave.
Cincinnati, OH 45244-3029
Ph: (513) 527-8800
Fax: (513) 527-8801
E-mail: ssteigerwald@mmsonline.com

Kathleen McLaughlin
Stamping Journal
833 Featherstone Rd.
Rockford, IL 61107-6302
Ph: (815) 227-8285
Fax: (815) 484-7783
E-mail: katm@thefabricator.com

James Lorincz
Tooling & Production
6001 Cochran Rd., Ste. 104
Solon, OH 44139-3310
Ph: (440) 248-1125
Fax: (440) 248-0187
E-mail: jlorincz@nelsonpub.com

➔Please return your order to:

Precision Metalforming Association

Pam Pirogowicz
Exhibition Coordinator
6363 Oak Tree Blvd.
Independence, OH 44131
Fax: (216) 901-9190

Promote Your Participation!

Now is the time to begin promoting your participation in METALFORM Nashville! You should automatically receive 100 VIP tickets. If needed, you may order additional VIP tickets, at no cost to you, to distribute them to your customers and prospects. Each will save your customer the entrance fee of \$40.

- ✓ Designed for easy handling, the ticket can be conveniently used as a self-mailer, sent in a #10 envelope or personally passed out to your customers.
- ✓ More than one-third of attendees attribute attending METALFORM to receiving a personal invitation from an exhibitor!
- ✓ Gather your current and potential customer lists and start your promotional efforts today!

Additional quantity: 0 100 0 200 0 300 0 400 0 500 0 over 500 _____
Specify

Contact Name: _____ Phone: (_____) _____

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Country (if other than United States): _____

Please note, company names or messages are not printed on these tickets.

Orders will be fulfilled on a first-come, first-serve basis, while quantities last.

➡ Deadline: January 9, 2006

The information provided here will be used to complete your Show Directory listing, which will also be available online at www.metalform.com.

You can also complete this form online! Visit www.metalform.com, click on METALFORM Nashville show, then "Exhibitors", then "Marketing Opportunities".

1. Company name and address as it will appear in the directory:

Company Name: _____

Address: _____

City, State, Zip Code: _____

Phone: (____) _____ - _____ *(please list one number only)*

Fax: (____) _____ - _____ *(please list one number only)*

Web: _____

Company E-mail: _____

Does your company plan to introduce a new product or service at METALFORM? Yes No

2. Describe specific information about your company (limited to 250 characters, including spaces and punctuation): _____

3. You can continue description above, or describe specific products, equipment or services (limited to 250 characters, including spaces and punctuation): _____

4. From the reverse side of this form, please list any applicable product categories below: (Please type or print neatly)

Code: _____	Code: _____	Code: _____
Code: _____	Code: _____	Code: _____
Code: _____	Code: _____	Code: _____
Code: _____	Code: _____	Code: _____
Code: _____	Code: _____	Code: _____
Code: _____	Code: _____	Code: _____
Code: _____	Code: _____	Code: _____

5. This form approved by: (Name) _____ Date: ____/____/____

PMA Use Only Date Received: ____/____/____ Comments: _____ <small>MF03FM01</small>

Fax to Pam Pirogowicz at 216-901-9190. Thank you!
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Show Directory Product Categories

This is the product category listing from which you select the categories which best describe what your company will be exhibiting at METALFORM Nashville. Please use this list for Section 4 on your Show Directory Listing Form.

AIREJE	Air Ejection Equipment	LIGHTC	Light Curtains & Safety Equipment	PRSTUR	Presses, Turret
ASSEMB	Assembly Machines & Accessories	LOADMO	Load Monitors	PRTAAA	Programmable Controls & Switches
ASSOCI	Associations	LOOPCN	Loop Controls	PRTABB	Proximity Switches
AUTNUT	Automatic Nut Feeder	LUBAPP	Lubricant Applicators/ Systems	PUBLIC	Publications
AUTPRE	Automation in the Press	LUBFRM	Lubricants, Forming	PULMAC	Pulley Machines
BEVELG	Beveling Machine	LUBRCY	Lubricants, Recycling	PUNCHD	Punch & Die Grinders/ Sharpeners
BUSDEV	Business Development	MACHMO	Machine Monitors	PUNCHM	Punching Machines & Nibblers
CARBID	Carbides and Ceramics	MACHMT	Machinery Mounts	QDCACC	Quick Die Change Accessories
CLAMPS	Clamps/Clamping Systems	MACHMV	Machinery Moving & Erecting	QDCENG	Quick Die Change Engineering
CLENOS	Cleaning Systems (Non- Solvent/Aqueous)	MACHUS	Machinery, Used	ROBOTS	Robotics & Automation
CLESOL	Cleaning Systems (Solvent)	MAHAND	Material Handling Equipment	ROLLBE	Roll Bending
CLINCH	Clinching/Fastening Systems	MEASUR	Measuring & Inspection Equipment	ROLLFO	Roll Forming
CLUSTE	Cluster Coils	METFIN	Metal Finishing	RUSTIN	Rust Inhibitors
CLUTCH	Clutches and Brakes	METALS	Metal Services	SAFEQP	Safety Equipment
COATED	Coated Metals	METALU	Metals, Aluminum Alloys	SAFFLO	Safety Floor Matting
COILEN	Coil End Joiners	METCRH	Metals, Cold Rolled Sheet Steel	SAFLOC	Safety Lockouts
COILHA	Coil Handling Equipment	METCRS	Metals, Cold Rolled Strip	SCRAPB	Scrap Buying Specialists
COILPR	Coil Processing Equipment	METCOP	Metals, Copper & Copper Alloys	SCRAPC	Scrap Choppers
COILSL	Coil Slitting Lines	METEXO	Metals, Exotic Alloys	SCRAPP	Scrap Processing Equipment
COILST	Coils, Traverse Wound	METHRS	Metals, Hot Rolled Sheet Steel	SENSOR	Sensors
COMPHS	Computer Hardware, Software & Services	METNIC	Metals, Nickel & Nickel Alloys	SERVOD	Servodrives
CONBLA	Contract Blanking	METSPE	Metals, Special Products	SHEARS	Shears
CONMAC	Contract Machining	METSTN	Metals, Stainless Steel	SIGANL	Signature Analysis
CONMFR	Contract Manufacturer	METTIT	Metals, Titanium	SLIDES	Slide Forming & Spring Machines
CONVEY	Conveyors	MOTCON	Motion Control	SPCGAG	SPC Gauging
COORDN	Coordinate Measuring Machines	NITROG	Nitrogen Die Cylinders	SPINFM	Spin Forming Machines
CUSMOL	Custom Molding	NOISCO	Noise Control Enclosures	STRAIT	Straighteners
DATACO	Data Collection	OPTSEN	Optical Sensing/Gauging Systems	SYSTEM	Systems Integration
DEBURR	Deburring Machinery	PARTTR	Part Transfers	TAPPIN	Tapping Machinery & Equipment
DIECOA	Die Coatings and Finishes	PARTSS	Parts Straighteners	TOOLCT	Tool Coatings
DIECOM	Die Components	PERFOR	Perforating Punches & Dies	TOOLST	Tool Steels
DIECUS	Die Cushions	PLASCU	Plasma Cutting	TOOLIN	Tooling
DIEHAN	Die Handling Equipment	PLATRO	Plate Rolls	TOOLPB	Tooling, Press Brake
DIEPRO	Die Protection Equipment	PLATNG	Plating Services	TOOLTP	Tooling, Turret Press
DIEPUN	Die Punches	PRSBRA	Press Brakes	TOOLUR	Tooling, Urethane
DIESET	Die Sets	PRSCNT	Press Controls	TRAINI	Training Systems
DIESPR	Die Springs	PRSCUC	Press Counter Balance Controller	TUBEPR	Tube and Pipe Processing
DRAWFM	Drawforming	PRSCOU	Press Counter Balances	TUBEEN	Tube Bending
ENGSER	Engineering Services	PRSFER	Press Feed Robots	UNCOIL	Uncoiling/Coiling Equipment
ENVIRO	Environmental & Industrial Hygiene Products	PRSFED	Press Feeds	UNDERH	Under-the-Hook Equipment
FASTEN	Fasteners & Related	PRSFEE	Press Feeds, Electronic	VALVSA	Valves, Press Safety
FINANC	Financial Services	PRSFLO	Press Load/Unload Systems	VALVPR	Valves, Proportional
FINISH	Finishing	PRSFMA	Press Management Automation	VIBNOI	Vibration/Noise Control Products & Machine Mounting Systems
FRMFLA	Forming & Flanging Machines	PRSFRE	Press Rebuilding	VISSYS	Vision Systems
GALVAN	Galvanized Sheet	PRSMBE	Presses, Bending	WASTTR	Waste Treatment & Disposal
HEATTR	Heat Treating	PRSDRA	Presses, Deep Drawing	WELDIN	Welding Equipment & Supplies
INDIEAS	In Die Assembly	PRSMBL	Presses, Fineblanking	WELDTD	Welding Tool & Die
INCTAP	In Press Tapping Mechanism	PRSMCY	Presses, Hydraulic	WIREDM	Wire EDM
INSURA	Insurance	PRSMDD	Presses, Hydroforming	WIREMA	Wire Forming Machinery
IONITR	Ion Nitriding	PRSMEC	Presses, Mechanical		
LABELG	Labeling	PRSPNE	Presses, Pneumatic		
LASERS	Lasers	PRSSER	Presses, Servo		
LEVELE	Levelers	PRSSLI	Presses, Slide Forming		
		PRSTRA	Presses, Transfer		