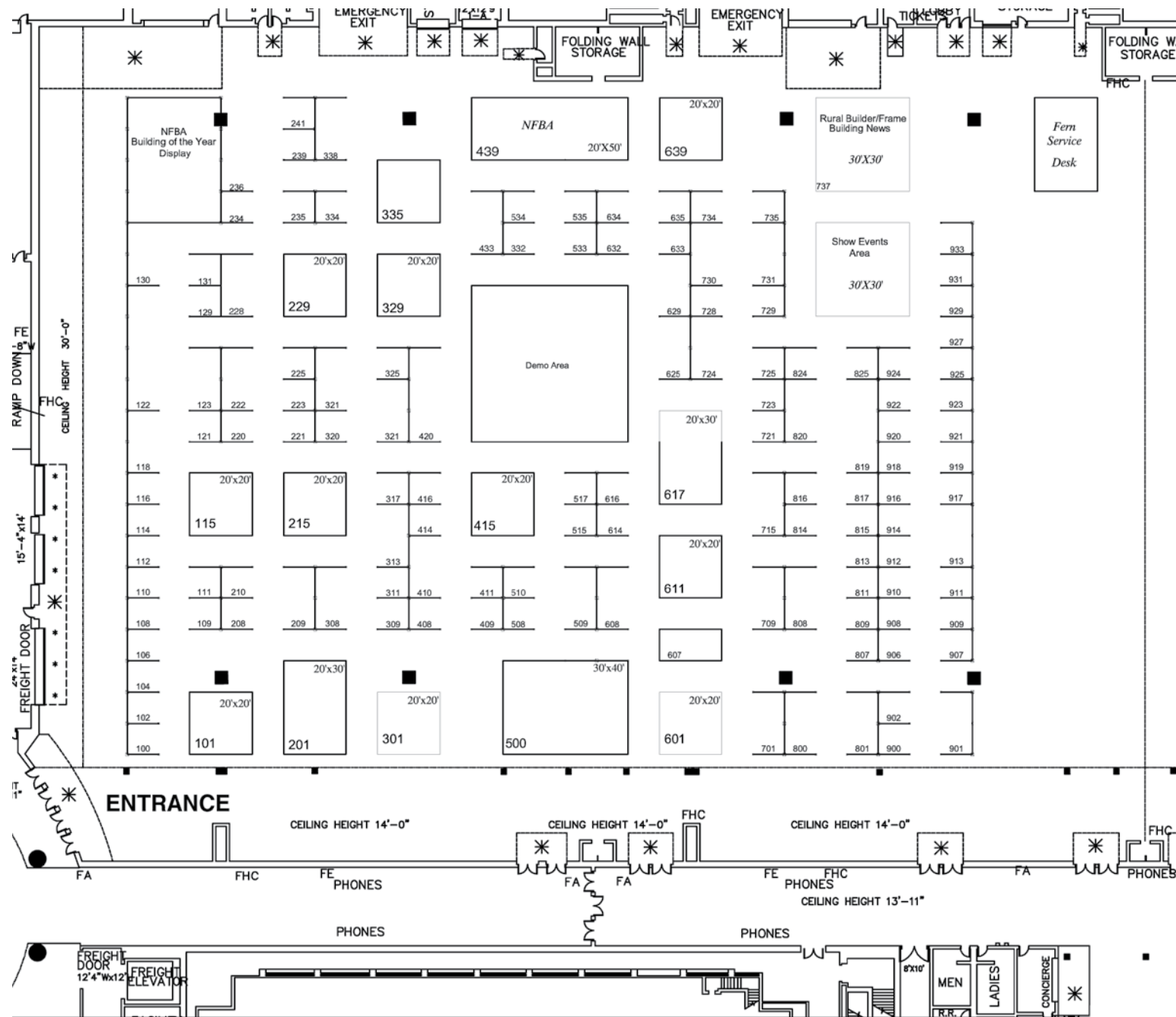


AMERICA'S CENTER

ST. LOUIS, MO • FEB. 29 – MARCH 2, 2012

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2012 Frame Building Expo

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POST-FRAME BUILDERS MEET AT THE EXPO

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REACH YOUR MARKET IN RURAL BUILDER AND FRAME BUILDING NEWS:

Our 30,000 targeted subscribers are involved in a variety of building projects!

- POST FRAME • METAL FRAME • STUDWALL**
- 62% Residential Building Construction
 - 61% Commercial/Industrial-Type Buildings
 - 46% Agricultural Buildings

YOU'LL REACH YOUR MARKET AT THE FRAME BUILDING EXPO:

- 92% of attendees purchase materials/equipment for their company
- 71% of attendees are owner/president of their company
- 59% of attendees are post frame builders



GREAT EXPO PROMOTION OPPORTUNITIES

Promote your product services to the entire town & country construction market and boost traffic to your booth! **Our Total Marketing Package includes:**

- **FREE Product Profile listing** in Rural Builder AND Frame Building News. This listing will include **your booth number and a photo of your product.**
- **FREE listing** in Rural Builder AND Frame Building News **list of exhibitors.** This listing appears in the Expo preview issue and includes your booth number. **Attendees will plan ahead to visit your booth!**
- As part of the package, exhibitors agree to fulfill a minimum advertising requirement (1/4 page b&w) in *Rural Builder* or *Frame Building News*. **Your ad will reach 30,000 targeted subscribers!**
- **PLUS!** Frame Building Expo exhibitors will receive a **FREE listing on the NFBA website** at www.nfba.org

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- | | | | |
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FI-FOIL
FILC DD MENGES
GENERAL PANEL CORP
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GLASTEEL
GRABBER CONSTRUCTION PRODUCTS
GRABER POST BUILDINGS, INC.
GRK FASTENERS
GUARDIAN BUILDING PRODUCTS, INC
H & H METAL PRODUCTS, INC.
HARDSTEEL BUILDINGS
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UNITED STEEL SUPPLY LLC
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|--|---|---|---|

EXHIBIT SALES & CONTACTS

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