



Cryogenic Society
of America, Inc.

Corporate Sustaining Member Benefits



*Get connected to
the cryogenic community
worldwide.*



Why You Should be a Member of CSA

Any organization working in extremely low temperature science and technology should be a member of the Cryogenic Society of America. Through your active participation in CSA you can enhance the visibility of your organization, become part of an influential international network of professionals for mutual growth and support, and make a contribution to the pool of knowledge and expertise in cryogenics.

What you should know about CSA

The Cryogenic Society of America is a not-for profit organization whose mission is to:

- Encourage the dissemination of information about low temperature processes and techniques.
- Create interdisciplinary networking for individuals and companies concerned with the applications of low temperature technology.
- Promote research and development of low temperature processes through meetings, professional contacts, papers, reports, seminars, webinars and publications.
- Increase public awareness of the usefulness of cryogenic technology in everyday life.

Where CSA gets its funding

All funding to support the Cryogenic Society's operations are generated by membership dues and advertising fees. We receive no funding from any governmental body.

Why active involvement in CSA is vital

Our members are the CSA. They become part of a team. Without active participation by our members, there is no CSA. Your editorial contributions, your expertise, your participation in cryogenic events around the world, your ideas on what else might be needed, your advertising dollars, and your loyal support make CSA a viable organization.



The benefits of your active participation in the society come right back to you in increased visibility and opportunities for growth. Share your vision. Dream big dreams. Inspire others and together create new realities. Our influence in all areas of cryogenic applications has grown throughout the world. Through your active involvement in CSA your company can grow by getting your name and expertise known in our very select community.

When to join CSA's corporate family

There is no better time than right now to join as a Corporate Sustaining Member of the Cryogenic Society. Our membership has grown and so has our global presence. CSA is a worldwide organization in reach but small enough to provide personal attention to all of our Corporate Sustaining Members.





How to Benefit from Your Corporate Membership

The simple act of joining CSA places your organization among the leaders in the field of low temperature technology. This fact alone will provide you with additional exposure and name recognition around the world.

There is expertise within the society's member organizations that you may find beneficial to your enterprise. Get to know the other corporate members and their specialization. You may find some synergy that could prove mutually beneficial.

1 Connect with influential people

Through CSA you are able to reach a diverse, highly educated and influential group with a broad range of job titles, functions, responsibilities and expertise. We know these professionals network; they trust their network and rely on their network. (see page: 6)



2 Advertise cost-effectively to a select audience

Cold Facts magazine in print and online delivers a unique audience that is hard to engage any other way. These are people who have the authority to say yes to your proposition. Corporate Members receive a **25% discount off** published ad rates. This is a significant cost savings to our Corporate Members and provides them with an affordable way to advertise their company and products to a singular community.



3 The right location for your business

Corporate Sustaining Members are listed alphabetically above non-member organizations in both the online and print version of the Buyer's Guide. Their listings are expanded and detailed with products and services information, logo and direct links to their own website. CSMs are able to list their company in up to 12 product/service categories.

4 One-on-one marketing

More than 3,000 purchasing decision-makers and buying influences have asked to receive email announcements and advertising from CSA. Your email ad gets exclusive attention. Corporate Members get a **15% discount** to reach this select audience.



5 Advertise to a qualified audience

As a Corporate Sustaining Member you can place a leaderboard ad in one or more available categories in the online Buyer's Guide at a big discount. Your sales message works for you 24/7, and it speaks to visitors who have qualified their interest in your products by visiting your category in the CSA Buyer's Guide.



6 Build name brand exposure worldwide

As a Corporate Sustaining Member your company name appears in every issue of *Cold Facts* magazine distributed through the mail, posted online and handed out at conferences, courses and seminars. Your company name also appears on CSA banners at major international conferences. All at no extra cost.

7 Spotlight on Sustaining Member

In each *Cold Facts* magazine we set aside editorial space for news and updates on our Corporate Member companies. Spotlights are highlighted in the table of contents in every issue of *Cold Facts*. (see page 5 for e)



8 Help Wanted

Corporate Members post Want Ads FREE on the CSA website under Cryo Careers. This section of the site is quite popular and draws engineers, physicists, technicians and others looking for jobs. Want Ads also appear in *Cold Facts* magazine.

9 Educational Advantages

Members receive discounts on CSA short courses in conjunction with major international conferences as well as early registration opportunities when space is limited. Members also get discounts on webinars.



10 Special marketing opportunities

Our Corporate Members get special rates to promote their company and products through CSA at cryogenic conferences, Space Cryogenics Workshop and other events around the world. These are great opportunities for networking and business development.

11 Highlight your expertise

Our audience is continually searching for new and better solutions. A white paper provides the opportunity to highlight your technology, service, methodology and approach to solving a specific problem. Every organization has a success story that others will find noteworthy and that may influence their buying decisions. CSA can help develop your story.



12 Newsflash & CryoChronicle mailings

CryoChronicle is CSA's monthly e-newsletter focused on cryogenics and superconductivity with up-to-date information on research projects, developments and events in the field, plus news on products, companies and the national labs. Newsflashes, emailed several times per month, keep members, advertisers and readers informed on a variety of CSA-related topics.

13 Corporate Directory

Our Corporate Members **are** the CSA. We list them separately in recognition of their commitment. They play an important role in research, development and commercial applications of low temperature technology and processes. They are the go-to enterprises in this specialized field. www.cryogenicsociety.org/about_csa/corporate_directory





What our Corporate Members Say about CSA

Here are just a few remarks from some of our Corporate Members about how they see the value of their membership in CSA.

It continues to be a great pleasure and privilege for me to be associated with CSA, in large part because of the tireless, selfless and unwavering dedication of the organization.

Being a Corporate Sustaining Member has been a constant reminder of the importance of cryogenics and cryogenics as a facilitator of new technologies, space research and basic physics research.

It is a benefit to be in association with esteemed scientists and leading firms that comprise the Corporate Sustaining Members.

As a team, the Cryogenic Society simply does a great job keeping me informed.

In addition to both print and online branding opportunities, our corporate membership has helped us build and maintain lasting relationships with other authority figures within the cryogenics community and stay informed of new developments.

I have spent a lot of time with the Buyer's Guide. Invaluable!

CSA is a great portal into the cryogenic market. You will learn the players, get the right information and build relationships. Greatest benefit is Cold Facts.

You do such a good job for all of us involved. It's great that CSA's influence is growing! It's so important to know just the right people!

We got the best results of any e-direct ads we have ever done through CSA's Opt-in program. A perfectly targeted audience for our product.



A Sampling of Your CSA Connections

Reach influential people

Reach influential people involved in cryogenics worldwide. Readers of *Cold Facts* magazine and visitors to our website are a very diverse group with a broad range of job titles, functions and responsibilities. We know from experience that these people do network, rely on their network and trust their network:

- President
- Worldwide General Manager, Helium
- Director of Process Development
- Senior Project Engineer
- Technical Director
- Consultant Metallurgist
- Professor in a cryogenics curriculum
- Chairman
- Chief Executive Officer
- Manufacturing Representative
- Director of Marketing
- Business Owner
- Consulting Engineer
- Technician
- Sales Executive/Marketing Executive
- Laboratory Director



Applications in Cryogenics

Looking for new market opportunities? Check out the list of market segments benefiting from cryogenic technology. Here may be a new opportunity for growth and profitability, a chance to meet new people, make new connections.

- Superconductivity (high & low temperatures)
- Magnetic Refrigeration
- Air Separation
- Fluid Storage and Transfer Systems
- Cryogenic Wind Tunnels
- Aerospace Applications
- Cryobiology
- Medical Applications
- Cryosurgery
- Food Freezing
- Communications
- Medical Applications
- Research at National Labs
- Physics Machines
- Transportation Systems
- In-Transit Refrigeration
- Automotive Fuel Applications
- Renewable Energy Sources & Utilization



- Cryo-Refrigeration
- Liquefied Natural Gas (LNG)
- Cryogenic Grinding (particle size reduction)
- Reclamation of Waste Materials
- Astrophysics
- Liquid Helium Applications
- Cryotreatment of Metals
- Entertainment Industry
- Magnetic Energy Storage
- First Responders
- Mine Safety

Reach global corporations involved in cryogenic applications

Listed below are only a few of the corporations you will reach with advertising in *Cold Facts* magazine and through the CSA website:

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| <ul style="list-style-type: none"> • Active Space Technologies • Advanced Magnet Lab • Aerospace Corporation • AGA Gas • Air Products & Chemicals • Airco • Alcoa • Ametek • Ball Aerospace & Technologies • Boeing Defense & Space Group • Boeing Phantom Works • Brunswick Corporation • Cargill Inc. • Carl Zeiss, Inc. • Chevron • Cisco Systems • Corning Inc. • DuPont • Eli Lilly & Company • Emerson • Exxon Mobile Corporation |           | <ul style="list-style-type: none"> • GE Global Research • General Atomics • General Dynamics • Goodrich Corporation • Goodyear Tire & Rubber Company • Hamilton Sundstrand • Hewlett Packard • Honeywell Hymatic • Hughes • IBM Corporation • ITT Corporation • Lockheed Martin Corporation • Northrop Grumman Corporation • Oil & Natural Gas Corporation • Parker Hannifin Corp. • Praxair Inc. • Pratt & Whitney Rocketdyne • Raytheon Company • Rockwell Automation • Schlumberger Limited • Seagate Technology |
|--|--|--|

- Siemens Magnet Technology
- SpaceX
- Superconductor Technologies Inc.
- Toshiba Corporation



- TRW Automotive
- United Space Alliance
- United Technologies Corporation
- Westinghouse Electric Corporation

Reach Government Research Laboratories

This is a partial list of government research facilities that come to the Cryogenic Society to find products and services they need to do their work.

- Air Force Research Laboratory, U.S.
- Ames Laboratory
- Argonne National Laboratory
- Brookhaven National Laboratory
- Canadian Space Agency
- CERN
- NASA
- National High Magnetic Field Laboratory
- European Space Agency
- Fermi National Accelerator Laboratory



- Glenn Research Center
- Goddard Space Flight Center
- Jet Propulsion Laboratory (U.S.)
- Langley Research Center
- Los Alamos National Laboratory
- Marshall Space Flight Center
- National Institute of Standards and Technology (NIST)
- Oak Ridge National Laboratory
- Stanford Linear Accelerator Center
- U.S. Department of Energy (DOE)

Reach academic institutions with cryogenic research programs

The following are just a few of the university research laboratories that depend on CSA to keep them informed, and we depend upon these institutions to contribute to the worldwide body of knowledge in cryogenic applications.

- Boston University
- California Institute of Technology
- Columbia University
- Cornell University
- Florida State University
- Georgia Institute of Technology
- Harvard University
- Johns Hopkins University
- Massachusetts Institute of Technology
- Michigan State University



- Stanford University
- University of California-Berkeley
- University of Michigan
- University of Wisconsin-Madison
- Yale University
- Institut für Festkörperphysik (Austria)
- KIT, Karlsruhe Institute of Technology
- University of Tokyo
- Technion-Israel Institute of Technology (Israel)
- University of Twente (Netherlands)