



A global Leader bringing value to ALL stakeholders in the construction community.



No other entity brings to market the breadth and detail of our liaison program.

Definition

Formare Technica, Ltd can assist your organization in getting your product information directly to those who need it. Our staff of competent technical, sales and marketing resources can place you immediately in front of those relationships that are asking for product specifications.

Our Services

- Business Development Consulting**
 - Business Model Analysis
 - Marketing Strategy
 - Sales Planning
 - Customer Analysis

- Marketing Program Assistance**
 - Recognized Branding
 - National Advertising
 - Web Content Development
 - Newsletter Development
 - Collateral Development

- Sales Training**
 - Consultative Training Program to Penetrate the A.C.E. Community
 - Sales Tools Development
 - Sales Collateral Development
 - Joint Customer Visits and Coaching
 - Incentive Plan Development
 - Sales Contests and Programs

- Lead Generation**
 - Architect and Engineering Penetration Program
 - National or Regional Project Listings Service



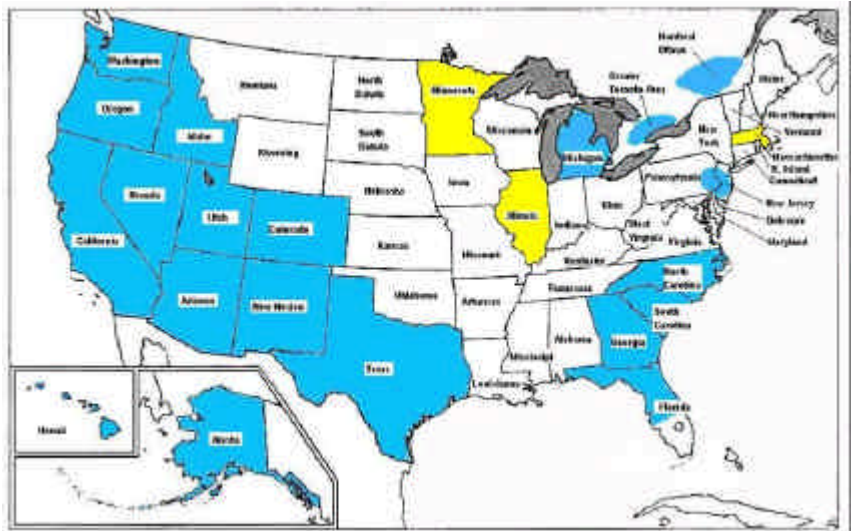
Scope of Program

Formare Technica can place your company and products directly in the hands of architects and engineering firms throughout the US and Canada. Our direct marketing force has access to over 8,000 firms and more than 70,000 architects. Our approach is informative in nature where your value proposition is given to a guaranteed number of firms per month. Follow-up requests are managed through a web site interface. You are immediately able to track your leads and the progress of your marketing representative through this real-time web interface.

With access to 70,000+ Architects your product will be specified more often.

Washington
 Oregon
 Alaska
 Hawaii
 California
 Idaho
 Nevada
 Utah
 Colorado
 Arizona
 New Mexico
 Texas
 Michigan
 Pennsylvania
 North Carolina
 South Carolina
 Georgia
 Florida

Demographic Reach



Investment

Region	Cities	Calls /Mo.	Reps	Firms	Investment Per Month
UNITED STATES					
Northwest	Seattle, Tri-Cities, Salem, Eugene, Portland	40	1	450	
Alaska	Anchorage, Fairbanks, Juno	40	1	220	
Hawaii	Oahu, Maui, Hawaii, Kauai	40	1	24	
Idaho/Utah	Salt Lake, Provo, Boise,	40	1	450	
Nevada	Las Vegas, Havasu, Laughlin	40	1	260	
Northern California	San Jose, San Francisco, Oakland	80	2	1100	
Southern California	LA, Orange County, San Diego County, Inland Empire	100	3	1400	
Central California	Sacramento, Reno, Central Valley	40	1	550	
Arizona & New Mexico	Greater phoenix area, Albuquerque, Santa Fe	40	1	485	
Colorado	Greater Denver Area, Colorado Springs, Vale	40	1	550	
North Texas	Dallas and Panhandle	40	1	500	
Texas	Houston, San Antonio	40	1	500	
Michigan	Troy, Detroit, Ann Arbor, Flint, Lansing	40	1	650	
Georgia	Atlanta, Savannah, Macon	40	1	650	
North and Central Florida	Orlando, Tampa, Daytona Beach, Jacksonville	40	1	550	
North & South Carolina	Charlotte, Raleigh, Columbia, Greensboro	40	1	650	
Pennsylvania	Philadelphia, Allentown, Atlantic City	40	1	625	
CANADA					
Ontario	Toronto, Hamilton, London, Windsor	40	1	625	

NOTE: Rates quoted above are based on a one year commitment. Upon contract signing, Formare Technica will meet with your company resources to develop your value proposition and message. In addition, your organization will access real-time progress and leads through our web interface.

www.formare-technica.com

www.projcom.org

development@formare-technica.com 3 of 3



A complete service offering with measurable metrics for success. No one brings more value to market -
for you...

Lead Generation

Formare Technica's A&E Program generates leads for projects as the result of our daily contact with the A.C.E. community. Once this information is given, our marketing reps immediately enter the information into our leads database. By purchasing access to this information, your sales force will become aware of projects at all stages of the planning and construction process.

Sample Lead Information

1. Company
2. Address
3. Telephone Number
4. Fax
5. Primary contact and title
6. Date of Contact
7. Project Owner/Company
8. Project Type
9. Description
10. Location,
11. Stage in planning or construction

Lead Generation Sample



INQUIRY FOR BENDHEIM
3/13/2003 9:51:09 AM

1. BENDHEIM

ARCHITECT:
GONZALES ARCHITECTS, IRVING *
67A WATER STREET
SAN FRANCISCO, CA 94133
Phone: (415) 776-8065
Fax: (415) 928-5152
Primary Contact: IRVING GONZALES
Last Contacted: STEVEN LEE & KAREN CHAN

INQUIRY:
2/13/2003
Bendheim Brochure - Send
Core Sample Box - Send
Quickship Packet - Left
Quickship Sample Box - Send

COMMENTS:
WIAG.

STEVEN LEE HAS A CURRENT NEED USING
WIAG59(?).
HIS NEEDS ARE FOR 17'H X 8'W WITH A 2" RETURN.
HAS QUESTION ABOUT THE FRAMING.
PLEASE CONTACT.
FAXED QUESTION REQUEST.

MAY SPECIFY ON: