



Cortec Corporation European Sales and Strategy Meeting, October 10th & 11th 2008, Beli Manastir, Croatia

Hello All!

It's that time again! We are pleased to invite you to the Cortec European Sales and Strategy Meeting. This year our meeting will be held in the beautiful region of Croatia – Baranja, in the city of Beli Manastir. This will be a great opportunity for those of you who didn't have a chance to visit Cortec's newest manufacturing facility, EcoCortec, to come and witness this state of the art production.

The dates are Friday and Saturday, October 10th and 11th. We have arranged to have rooms available at the Patria Hotel in Beli Manastir and Aristos Hotel in Zagreb for Sunday evening.

A tentative agenda is attached for your review. As you can see, we will do our usual Sales & Product review and strategy discussion and seminars on the "hottest" Cortec topics.

Please confirm your hotel reservation and seminars you will attend with Ivana Radic Borsic or Dijana Zrinski. You can contact Ivana at: ivana@cortecvci.com or 385-98-267-572 or Dijana Zrinski at dijana@ecocortec.hr or 385-31-705-011.

Looking forward to seeing you there.

Sincerely,

Ivana Radic Borsic
Cortec East Europe
Zagreb
CROATIA

Cortec Corporation European Sales and Strategy Meeting

October 10th & 11th 2008

Beli Manastir, Croatia

Thursday – October 9th

4:00 PM Bus leaves Zagreb (in front of the Cathedral)

9:00 PM Reception - Hotel Patria, Beli Manastir

Friday- October 10th – EcoCortec plant

8:30 Bus leaves Hotel Patria for EcoCortec plant

9:00 Tour – EcoCortec plant

9:30 Introduction & State of the Company Address - Boris Miksic

10:00 Introduction of Attendees

10:15 Coffee Break

10:30 Sales Review and Rewards!

11:00 International Sales Strategy - progress & plan

11:30 New Product Introduction

12:30 PM Luncheon - Compliments of Cortec

1:30 European Sales & Marketing Strategy

3:00 Break

3:15 to Session I: Choice of four training sessions:

5:00 *1. MCI-Boris* *2. Basic Training/Selling - Anna*
3. Packaging - Cliff & Dario *4. Mothballing/Layup*
- Allan Durham and Ole Lillard

7:00 10th Anniversary of CorteCros party – Boris Miksic’s Eco-farm “Peach Hill”

Saturday - October 11th – EcoCortec plant

8:00 AM Bus leaves Hotel Patria for EcoCortec plant

8:30 Session II: Choice of four training sessions:

1. Additives - Anna *2. VpCI Chemistry - Dario*
3. Surface Prep/Metal Working –Cliff *4. Water Treatment-Boris*

9:30 Coffee Break - Compliments of Cortec

9:45 Session III: Choice of four training sessions:

1. Electronics/Bullfrog/Rawn –Boris *2. Military- Anna*
3. High Performance Coatings – Cliff *4. Process Industries*
- Allan Durham and Ole Lillard

11:00 Roundtable Discussion

12:30 PM Luncheon – Hotel Patria - Compliments of Cortec

1:30 Leaving for Kopacki rit, Nature Park

6:00 Dinner at World Famous Kopacki Rit Lodge

Sunday- October 12th

9:00 AM Bus leaving from Hotel Patria to Zagreb

Choose one seminar per session

Seminar Registration

Name: _____ Company: _____

Please return this form by June 9th, 2008

Friday, Oct 10 th , 2008 (EcoCortec plant)		
Location	Session I	Seminar
3:15-5:00 p.m.		
Area 1	<input type="checkbox"/>	<p>MCI®: Marketing, Sales Strategy & Technical - Boris Miksic</p> <p><i>How to increase your profitability through better MCI® marketing and sales strategy will be discussed to help you maximize your time and profit. We will discuss the benefits of the MCI® products, competition and several scenarios concerning Engineers, Ready-Mix Producers and Contractors. This technical session will discuss the process of corrosion of metals in concrete and how MCI® Admixtures, Surface Treatment, and Repair Products can help control this damaging process.</i></p>
Area 2	<input type="checkbox"/>	<p>Cortec® Basic Training - Anna Vignetti</p> <p><i>This course is meant to give you a good basic foundation to build your Cortec® product sales. With this, you will know about Cortec®, the competition, VpCIs in the industries we work in and also where to find the information! We keep it simple, practical and successful!</i></p>
Area 3	<input type="checkbox"/>	<p>Packaging Review and Basics for Cortec® VpCIs - Cliff & Dario Dell'Orto</p> <p><i>A foundation in packaging chemistry, concepts and solutions is critical for understanding the benefits of VpCI technology in general. This session will describe the benefits, applications and basic technology behind VpCI packaging as well as relating it to customer needs and sales strategies. A major focus of this session will be answering the fundamental questions "How does Cortec VpCI packaging work?" and "How does Cortec technology differ from the competition?".</i></p>
Area 4	<input type="checkbox"/>	<p>VpCI Lay-up, Preservation, Mothballing - Allan Durham and Ole Liland</p> <p><i>One of Cortec's® greatest sales growth areas is in the temporary and permanent lay-up of equipment and facilities. This practical, hands on course will have you understanding what "mothballing" really is with Cortec® products. Come learn about the one and only of its kind preservation for lay up.</i></p>
Saturday, Oct 11 th , 2008 (EcoCortec plant)		
Location	Session II	Seminar
8:30-9:30 a.m.		
Area 1	<input type="checkbox"/>	<p>VpCI Additives - Anna Vignetti</p> <p><i>Cortec® has the best VpCI masterbatch concentrates and additives for the production of films, coatings, metalworking, cleaning and other polymers in the business! For those who have a potential customer for VpCI additives, this is the course for you.</i></p>
Area 2	<input type="checkbox"/>	<p>Cortec® VpCI Chemistry - Dario Dell'Orto</p> <p><i>This presentation will be teaching a "layman's" approach to Vapor phase Corrosion Inhibitors. This class is a must for new and old members of the Cortec® Corporation. Don't let the chemistry confuse you, come to this session and obtain a simple and clear answer on how, what, when, where, and why VpCIs work.</i></p>

Area 3	<input type="checkbox"/>	Surface Preparation/Metalworking – Cliff <i>This session will cover the basics in surface preparation/metalworking. The focus will be on Cortec's® star products and applications as well as our successes in the field. Also focused will be on Cortec's new products in this line, along with the top performing products.</i>
Area 4	<input type="checkbox"/>	Water Treatment & Process -Boris Miksic <i>A very specialized area for specialized sales people. From water treatment to oil processing, let the experts tell you how Cortec® has already been successful in this product area and how we will get the sales really going! Also, get introduced to a great "new" line of lay-up products!</i>
Saturday, Oct 11 th , 2008 (EcoCortec plant)		
Location	Session III	Seminar
9:45-11:00 p.m		
Area 1	<input type="checkbox"/>	Electronics / Bullfrog / Rawn - Boris Miksic <i>Product training as well as selling strategies into OEM and Maintenance driven markets. Learn how to identify the correct product system for a specific application. Emphasis on identifying the application and getting the sale using a "pull through" technique. Cross-selling for new business opportunities.</i>
Area 2	<input type="checkbox"/>	Military-Anna Vignetti <i>VpCI products began in the preservation of military equipment, vehicles and weaponry. Selling to the military is a whole new dimension in sales. Come to learn how our experts sell to the military and Cortec's® plan for a new military sales program. View a Milcorr shrink wrap demonstration.</i>
Area 3	<input type="checkbox"/>	High Performance Coatings Basics - Cliff <i>Here is a good general overview of Cortec 's® coatings. You'll also see a good hands-on demonstration to help you in your sales efforts. Our coatings have been developed for a variety of conditions. Let us tell you about them and take the mystery out of application!</i>
Area 4	<input type="checkbox"/>	Process Industries - Allan Durham and Ole Lilland <i>Oil, gas and petrochemicals remain the largest potential market for VpCI technology. This session will focus on opportunities in this vast market.</i>

Cortec Corporation's European Sales and Strategy Meeting

October 10th & 11th, 2008

Beli Manastir, Croatia

Yes, I will be attending the Cortec European Sales Meeting!

Name: _____

Company: _____

(Please make a duplicate copy if registering more than one attendee)

We would be happy to make your hotel reservations for you!

Hotel not needed

Please fully complete and fax this Registration Form:

Address: _____

Credit Card Type: _____ Exp. Date ____/____/____

Credit Card Number: _____

Credit Card Holder's Name: _____

Please register me at **Patria Hotel** (+385 31 710 710 - www.hotelpatria.hr)

I will need reservations for:

Thursday, October 9th Single @ €40 + tax _____ # of rooms

Friday, October 10th Single @ €40 + tax _____ # of rooms

Saturday, October 11th Single @ €40 + tax _____ # of rooms

_____ Other

Please register me at **Aristos Hotel** (+385 1 6695 900 - www.hotel-aristos.hr)

I will need reservations for:

Sunday, October 12th Single @ €135 + tax _____ # of rooms

_____ Other

Please FAX or e-mail this information to Ivana Radic Borsic

Deadline for registration is: June 09th, 2008

Phone: (+385 1 4854 486) FAX: (+385 1 4854 501) E-mail: ivana@cortecvci.com