

MARKETING COMMITTEE CHARTER

INVESTMENT CASTING INSTITUTE

1. Committee Membership

- (a) **Composition.** The Marketing Committee (Committee) shall be comprised of the ICI Marketing and Member Services Coordinator, the INCAST Magazine Editor and a minimum of one Regular and two Affiliate Members.
- (b) **Chair.** The Committee is to be chaired by a member in good standing.

2. Authority

The Committee is delegated the authority to recommend direction in ICI marketing strategy and execution to the Executive Director/CEO and/or the Board of Directors. Specific areas of consideration include but are not limited to Trade Show attendance; print, online and social media exposure and advertising; the ICI Expo and Technical Conference; direct marketing.

3. Committee Meetings

The Committee shall meet a minimum of 4 times per year, and shall establish its own schedule of meetings. The Committee may also act by unanimous written consent of its members.

Notice of meetings shall be given to all Committee members. Any one or more members of the Committee may participate in a meeting of the Committee by means of a conference telephone or similar communications equipment or by electronic video screen communication as long as all persons participating in the meeting can speak to and hear each other at the same time and each member can participate in all matters before the Committee, including, without limitation, the ability to propose, object to, and vote upon a specific action to be taken by the Committee. Participation by such means shall constitute presence in person at a meeting. A majority of the members of the Committee shall constitute a quorum for a meeting and the affirmative vote of a majority of members present at a meeting at which a quorum is present shall constitute the action of the Sub-Committee. The Committee shall otherwise establish its own rules of procedure.

4. Key Responsibilities

The following responsibilities are set forth as a guide for fulfilling the Committee's purposes in such manner as the Committee determines is appropriate:

- (a) Develop, design and implement marketing initiatives conceived to support the Committee's mandate to promote the ICI and its resources, activities, and benefits to both member and non-member companies.
- (b) Support and implement marketing initiatives delegated to the Committee by the ICI Board.
- (c) Provide market guidance, direction and intelligence for brand and marketing initiatives.