

# 2011 Department of Defense Maintenance Symposium & Exhibition

November 14–17, 2011 • Fort Worth Convention Center • Fort Worth, Texas, USA

## Exhibit and Sponsor Toolkit Overview

### Promotion Tips and Tools

#### ONLINE:

- **WEBSITE**

Promote your booth and/or sponsorship presence at the DoD Symposium on your company web site by using the web banners [provided here](#).

- **EMAIL**

Send a notification to your customers of your booth and/or sponsorship presence by using the email templates provided here: [one for exhibitors](#) and [one for sponsors](#).

- **SOCIAL MEDIA**

Consider using this new trend to reach your customers and prospects.

#### NEWSLETTERS/CORPORATE PUBLICATION:

Mention your presence at the DoD Symposium in your company newsletter or the newsletters of industry-related associations or organizations with which you are involved. Or, if you have a corporate publication, again consider including information related to the DoD Symposium.

#### PROMOTIONAL MATERIALS:\*

Contact SAE to provide you with literature for public spaces such as your break areas, reception area, etc. SAE can also provide you with inserts to stuff in general office mailings, i.e. invoices, receipts. *Quantities are limited.*

\*For questions regarding this information, contact:

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### Other Opportunities:

#### EXHIBIT OR SPONSOR

Interested in additional opportunities for exposure? [Download the exhibit prospectus here](#) or the [sponsorship menu here](#).

#### ADVERTISE

Combine the power of print advertising with your onsite exhibit or sponsorship to deliver pre- and post-show visibility. [Click here for more information](#).



## **SAE Event Sales Team Contact:**

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