

SAE 2013 **AEROTECH** CONGRESS / EXHIBITION

September 24-26, 2013 ▪ Montreal, Canada



Hosted by:

BOMBARDIER
the evolution of mobility

SAEInternational

SAE 2013
**AERO
TECH**
CONGRESS /
EXHIBITION

Exhibitor Promotion Toolkit Overview

As we enter the critical months leading up to the event, we urge you to reach out to your business contacts and colleagues to encourage participation, both within your company and with your outside partners.

To assist you with this endeavor, we have prepared a simple kit of (5) promotional tips and tools. We hope you will use this information as presented, or as an inspiration for your own ideas.

We thank you in advance for your ongoing support and efforts to make the SAE 2013 AeroTech Congress & Exhibition a success. We look forward to seeing you on the show floor!

Join the conversation! To gain access to the social media communities already established for SAE 2013 AeroTech, please visit www.sae.org/aerotech.



#SAEAeroTech

FOLLOW THESE 5 SIMPLE STEPS FOR ADDED SUCCESS!

- 1.** Add a call-out regarding SAE 2013 AeroTech to your email signature (including the event URL: <http://www.sae.org/aerotech>).

Example:

We're Exhibiting!
[SAE 2013 AeroTech Congress & Exhibition](http://www.sae.org/aerotech)
September 24-26, 2013
Montréal, Quebec, Canada
Palais des congrés de Montréal

- 2.** Email a PDF of the SAE 2013 AeroTech full page ad (within the promotion toolkit package) to colleagues and industry business contacts to let them know you're exhibiting at this event.
- 3.** Post blurbs in your social media groups to help promote your exhibit at SAE 2013 AeroTech... i.e. connections on LinkedIn or groups you belong to in LinkedIn, friends on Facebook, followers on Twitter, etc.

LinkedIn – First provide the link and then you will need to supply a headline and body copy.

Example:

Attach this link:
<http://www.sae.org/aerotech>

Headline:
We're exhibiting at SAE 2013 AeroTech

Body Copy:
Join us at SAE 2013 AeroTech! A must-attend for the aerospace engineering community, this event represents an unparalleled opportunity to explore new technology through both technical sessions and the an exciting exhibition. Visit our booth on the show floor! Register today!

Twitter – 140 character limit for entire post (please use the hashtag #SAEAeroTech where appropriate.)

Example:

Join **@YOURCOMPANY** at our exhibit at SAE 2013 AeroTech! Register today at www.sae.org/aerotech!
Hope to see you there! #SAEAeroTech

Facebook– First provide the link and then insert a blurb of copy.

Example:

Attach this link:
<http://www.sae.org/aerotech>

Body Copy:
Join us at SAE 2013 AeroTech! A must-attend for the aerospace engineering community, this event represents an unparalleled opportunity to explore new technology through both technical sessions and the an exciting exhibition. Visit our booth on the show floor! Register today!

4. Blog about SAE 2013 AeroTech and why you chose to exhibit...if you don't have a blog, perhaps consider starting one!
5. Ask your PR/Marketing department to help assist with promotion. Or, if you'd prefer, please provide us with a contact in your PR/Marketing department. We'd be more than happy to be in contact with them!

Thank you for taking the time to review this simple (5) step kit of promotional tips and tools. In addition to this information within this promotional toolkit, you will find the following:

- Various SAE 2013 AeroTech print ad sizes and web banners—to use as you would like throughout your own promotional campaign
 - The official SAE 2013 AeroTech Exhibit Prospectus
 - Email templates for both internal and external audiences

If you have any promotional questions or if you would like to receive event posters or more specific collateral items, please contact:

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