SAE Convergence 2012 "Partner-in-Promotion" Toolkit Overview

As an Executive Council Member, Exhibitor, Sponsor, and/or participant, you have committed your support to the success of **SAE Convergence 2012**. As the event approaches, we encourage you to use your position and contacts to promote participation both within your company and with your outside partners.

To assist you with these efforts, we have prepared a simple kit of promotion tips and tools, including specific messaging tips for exhibiting and sponsoring organizations.

We thank you in advance for your support, participation, and leadership.

Start making your own connections to SAE Convergence 2012 today!

For over 30 years, the **SAE Convergence® Conference & Exhibition** has brought together lead technology engineers, directors, and automotive executives from across the Globe to address the impact of electronics systems and the issues critical for implementing mobility electronics.

Join the conversation! To gain access to the social media community's already established for **Convergence**, please visit www.sae.org/convergence

SAE International

FOLLOW THESE SIMPLE STEPS

1. **<u>Add a call-out regarding SAE Convergence 2012 to your email signature</u>,** see the examples below:

I'M ATTENDING!
October 16-17, 2012
Cobo Center
Detroit, Michigan, USA
www.sae.org/convergence

Exhibitors and Sponsors, consider referencing your participation to customers and prospects:

Visit us at booth #XXXX
October 16-17, 2012
Cobo Center
Detroit, Michigan, USA
www.sae.org/convergence

2. **<u>Email Messaging</u>**

External: Send a notification to your partner organizations or industry peers to encourage their participation or,

Internal: Direct communications from fellow employees tend to be the most effective form of endorsement. This can be customized to add your own personal message that relates to your organization's event attendance policies.

Sample Email Templates (External and Internal)
For use in promoting/endorsing the SAE Convergence 2012

<u>EXTERNAL</u>

Dear _____

Join me at **SAE Convergence 2012**, October 16-17, 2012 at Cobo Center, Detroit, Michigan, USA. This year features a compelling line-up of keynotes, executive panel discussions, and technology sessions focusing on the most relevant issues surrounding electronics technology-safety, intelligent vehicle systems, powertrain, infotainment solutions, integration of disruptive

technology into the vehicle platform and the megatrends that will have long term effect on mobility electronics.

Event features and topics include:

- ✓ New technical sessions—Mega Trends & Disruptive Technologies
- ✓ Blue Ribbon Panel—Influencing the Future of the Automotive Industry
- ✓ The Carmakers Speak Panel
- ✓ Understanding the Next Generation of Employees (Millennials)
- ✓ Innovation Start-Up Marketplace - New in 2012
- ✓ The Future Leader Program—an exciting new program for new engineers

I encourage you and your team to participate in this event for industry professionals and practitioners to exchange ideas, share perspectives, and gain knowledge.

- Technical Expertise – The latest tools and proven solutions

- Industry Insight – Challenges and opportunities facing our industry now and in the future

- Networking – Opportunities designed to foster professional collaboration

- Exhibition – Discover the latest from around the globe

This is a must-attend conference for all professionals involved in mobility electronics – we hope to see you there!

You can increase your savings when you **pre-register by September 28, 2012**, and maximize it by becoming an SAE Member.

(Salutation)
Your Name

✓ **Messaging TIP**

Exhibitors and Sponsors

Consider including a message about the new products you will be showcasing at Convergence. Invite customers and prospects to your booth. If you are part of a technical session or panel discussion, include the session or panel name and a link.

Presenters and Participants

Be sure to include information about your particular technical session, presentation or panel. A link to the information would be helpful as would including the day and time you are presenting.

INTERNAL

Dear _____

SAE Convergence 2012 is taking place October 16-17, 2012 at Cobo Center in Detroit, Michigan, USA. As a technology professional, I encourage you to take advantage of the many benefits of attending:

- Technical Expertise – The latest tools and proven solutions
- Industry Insight – Challenges and opportunities facing our industry now and in the future
- Networking – Opportunities designed to foster professional collaboration
- Exhibition – Discover the latest from around the globe

Event features and topics include:

- ✓ New technical sessions—Mega Trends & Disruptive Technologies
- ✓ Blue Ribbon Panel—Influencing the Future of the Automotive Industry
- ✓ The Carmakers Speak Panel
- ✓ Understanding the Next Generation of Employees (Millennials)
- ✓ Innovation Start-Up Marketplace - New in 2012
- ✓ The Future Leader Program—an exciting new program for new engineers

Now is the time to make your plans to attend. Please provide your supervisor with the appropriate request for approval—you won't want to miss this event!

You can increase your savings when you **pre-register by September 28, 2012**, and maximize it by becoming an SAE Member.

To register, or to see the complete program, visit www.sae.org/convergence.

(Salutation)
Your Name

3. Social Media

Consider using your connections on LinkedIn, Twitter, and Facebook to announce your participation in **SAE Convergence 2012**!

LinkedIn – First provide the link and then supply a headline and body copy.
Example:
Attach this link: http://www.sae.org/convergence
Headline: Join me at SAE Convergence 2012
Body Copy:
For over 30 years, the SAE Convergence Conference & Exhibition has brought together lead technology engineers, directors, and automotive executives from across the Globe to address the impact of electronics systems and the issues critical for implementing mobility electronics.

Twitter: 140 character limit for entire post (please use the hashtag #SAEConvergence where appropriate)
Example:
Join me and @COMPANY_TWITTER_HANDLE at SAE Convergence 2012 – register today at www.sae.org/convergence . Hope to see you there! #SAEConvergence

Facebook – First provide the link and then the copy.
Example:
Attach this link: http://www.sae.org/convergence
Body Copy:
Join me at the SAE Convergence 2012! Convergence brings together lead technology engineers, directors, and automotive executives from across the Globe to address the impact of electronics systems and the issues critical for implementing mobility electronics. **Register by September 28, 2012, 2012 to save!**

✓ **Messaging TIP**

Exhibitors and Sponsors

Exhibiting a new product or service at Convergence? Discussing it in your social media and other networking posts? Be sure to mention to prospects and customers that they can see the product at your Convergence booth.

Presenters and Participants

Here is another opportunity to let your colleagues and connections know you are presenting at Convergence. Be sure to include information about your particular technical session, presentation or panel. A link to the information would be helpful as would including the day and time you are presenting.

#SAEConvergence

You are the technology experts—continue the **Convergence** conversation by commenting and forwarding posts from SAE International, your colleagues, and other **Convergence** participants, council members and attendees!

View and share SAE Convergence 2012 videos! http://video.sae.org/event/2012/convergence/

4. Newsletters/Corporate Publications

Promote **SAE Convergence 2012** in your company newsletter, corporate publication, or company website. Also, consider using newsletters of industry-related associations or organizations with which you are involved as another promotional vehicle. You can use the event banners included in this PDF, or we would be happy to provide an ad, just let us know.

5. Use your own PR and Marketing

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 happy to work with them!

6. <u>Promoting your exhibit/sponsorship is an essential part of *your* marketing plan.</u>

Are you exhibiting/sponsoring? **Get the Attention of Your Target Audience!** Put your products and services directly in front of the highly specialized professionals who will be attending **Convergence**.

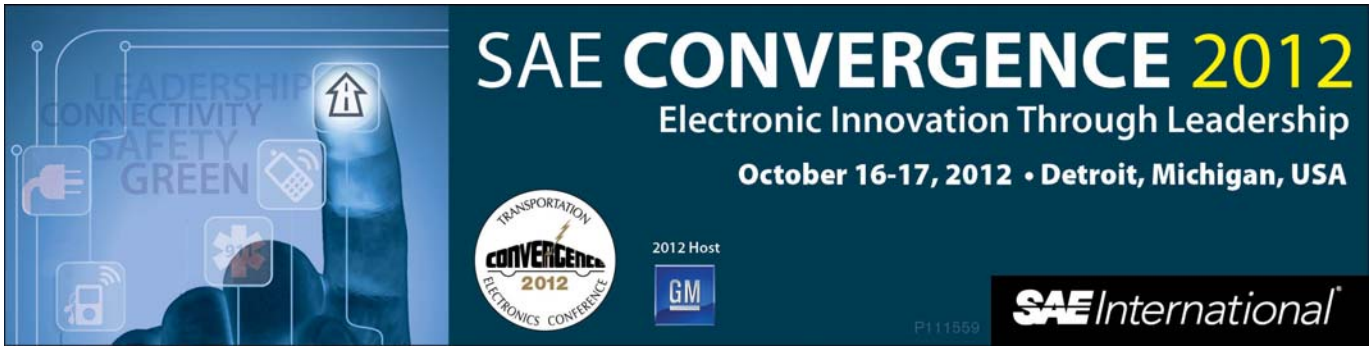
Thank you for taking the time to review these simple steps of promotion tips and tools. Additionally, attached to this PDF package you will find various ads to use throughout your own promotional campaign.

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

Gina Crawford– Marketing Supervisor
SAE *International*®
400 Commonwealth Drive, Warrendale, PA 15096
Phone: 724-772-8530
Email: gcrawford@sae.org

We look forward to seeing you at SAE Convergence 2012!

To use one of these image files or any of the image files in this PDF—select the banner, right click, select "save as" and then the file type jpeg.



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Electronic Innovation Through Leadership
October 16-17, 2012 • Detroit, Michigan, USA
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