



SAE 2013 Hybrid & Electric Vehicle Technologies Symposium Promotion Toolkit Overview

A brief how-to guide of promotional tips and tools for our valued members, partners and contributors



As a committee member, exhibitor, sponsor and/or participant, you have committed your support to the success of the SAE 2013 Hybrid & Electric Vehicle Technologies Symposium. As the event approaches, we encourage you to use your position and contacts to encourage 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 tailored messaging for exhibiting and sponsoring organizations.

We thank you in advance for your support, insight and leadership to this influential industry event.

Start making your own connections to the SAE 2013 Hybrid & Electric Vehicle Technologies Symposium today!

Over the past 10 years, the SAE International Hybrid & Electric Vehicle Technologies Symposium has become a renowned industry event, covering cutting-edge advancements and technological innovations and attracting leading industry professionals from across the globe.

Help promote the event and join the online industry conversation! To gain access to the social media communities already established, please visit www.sae.org/hybriddev.



To help generate further event awareness, follow these simple steps:

1. Utilize Your Email Signature

Add a call-out regarding the SAE 2013 Hybrid & Electric Vehicle Technologies Symposium to your email signature. Additional sizes of event banner advertisements can be found in Appendix A, located at the end of this document.

Example:



I'm attending! Hope to see you there.

February 19-21, 2013

Anaheim, California

www.sae.org/hybridev

2. Heighten Awareness Through Emails

External: Send a notification to your partner organizations or industry peers to encourage their participation by using the sample email template provided in Appendix B, located at the end of this document.

Internal: Pass along the information to your fellow coworkers using the sample internal email provided in Appendix B, located at the end of this document. Direct communications from fellow employees tend to be the most effective form of endorsement.

To help personalize these emails, consider adding your own personal copy to these templates that describes your involvement with the event, as well as any additional information you feel would be pertinent to the recipient.

Messaging Tips

Exhibitors and Sponsors

Consider including a message about the new products you will be showcasing at the Hybrid & Electric Vehicle Technologies Symposium. 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 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.

3. Promote Via Social Media Channels

Consider using your personal and organizational social media channels to announce your participation in the SAE 2013 Hybrid & Electric Vehicle Technologies Symposium. The outlets listed below are the primary channels SAE uses to promote the event; however, feel free to promote on any of the outlets you or your organization may have a presence on.

LinkedIn – Please note that you will need to include the link and then you will be prompted to supply a headline and body copy.

Example:

Attach this link: www.sae.org/hybridev

Headline: Join me at the SAE 2013 Hybrid & Electric Vehicle Technologies Symposium in Anaheim, CA!

Body Copy: Help celebrate the 10th anniversary of the Hybrid & Electric Vehicle Technologies Symposium! Join fellow industry leading professionals and discuss the rapidly growing hybrid and electric vehicle markets – past, present and future – and learn about cutting-edge topics and technologies.

Twitter – Please note that Twitter has an 140 character limit per tweet and to maximize event coverage, use the designated show hashtag of #SAEHybridEV.

Example:

Join me and [@insert company Twitter handle](#) at the 2013 SAE Hybrid & EV Symposium – register today [@www.sae.org/hybridev](http://www.sae.org/hybridev). See you there! #SAEHybridEV

Facebook – Please note that you will need to include the link and then you will be prompted to supply a headline and body copy.

Example:

Attach this link: www.sae.org/hybridev

Body Copy: Join me and help celebrate the 10th anniversary of SAE International’s Hybrid & Electric Vehicle Technologies Symposium! Listen to leading professionals, learn about cutting-edge topics and network with fellow industry professionals in the rapidly growing markets. Register by February 8, 2013 and save!

Messaging Tips

Exhibitors and Sponsors

Exhibiting a new product or service at the Hybrid & Electric Vehicle Technologies Symposium? 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 booth.

Presenters and Participants

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



#SAEHybridEV

You are the technology experts – continue the Hybrid & Electric Vehicle Technologies Symposium conversation by commenting and sharing posts from SAE International, your colleagues and other conference participants and attendees.

4. Highlight Information in Existing Marketing Materials

Promote the SAE 2013 Hybrid & Electric Vehicle Technologies Symposium in your company newsletters or corporate publications. Also, consider using newsletters of industry-related associations or organizations with which you are involved as another promotional vehicle. You can use the event web banners attached in this PDF, or we would be happy to provide an ad, just contact the marketer listed below.

5. Involve PR and Marketing Teams

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 contact them directly!

6. Capitalize on Exhibit and Sponsorship Opportunities

Are you exhibiting/sponsoring? Get the attention of your target audiences and put your products and services directly in front of the highly specialized professionals who will be attending.

Thank you for taking the time to review these simple steps of promotion tips, tools and ideas!

If you have promotional questions, additional ideas or if you would like to receive specific marketing materials other than those included in this document, please contact:

Gillian Moore – PR & Social Media Coordinator
MarketSpace Communications on behalf of SAE *International*[®]
Phone: 724-778-9933 x328
Email: gmoore@marketspacecom.com

We look forward to seeing you at the SAE 2013 Hybrid & Electric Vehicle Technologies Symposium!

Appendix A – Banner Ads

To use one of these image files, select the banner, right click over the image, select “save as” and then specify the file type as “jpg.”



Appendix B – Sample Email Templates

External Sample

Good (morning, afternoon or evening) (insert recipient's name),

I hope that you will join me in attending the SAE 2013 Hybrid and Electric Vehicle Technologies Symposium on February 19-21, 2013 at the Hilton Anaheim in California. This year's program marks the 10th anniversary of this influential industry event and will take a comprehensive, unique look at the rapidly growing fields – past, present and future – and focus on the latest technologies and advancements in the hybrid and electric vehicle markets.

This year's well-known speakers and industry leaders, including Shinichi Abe of Toyota, Dan Sperling of the Institute for Transportation Studies, Tom Cackette, formerly of the California Air Resources Board and Aaron Robinson of Car & Driver, will be providing insight on a plethora of timely topics, including:

- Energy storage
- Battery technology
- Plug-in technology
- Utility preparedness
- Field testing
- Fuel cells
- Regulations and standards

I encourage you and your team to participate in this event for industry professionals and practitioners to exchange ideas, share perspectives and gain industry knowledge. This is a must-attend conference for all professionals involved in the hybrid and electric vehicle sectors – I hope to see you there!

To learn more about the program, register as an attendee, sponsor the event or stay up-to-date with highlights and special events, visit www.sae.org/hybridev. To take advantage of early savings, register by February 8, 2013, and don't forget to download SAE International's new event mobile app.

Insert salutation,
Insert your name

Internal Sample

Good (morning, afternoon or evening) (insert recipient's name),

The industry leading SAE International Hybrid & Electric Vehicle Technologies Symposium will be taking place on February 19-21, 2013 at the Hilton Anaheim in California. This year's program marks the 10th anniversary of this influential industry event and will take a comprehensive, unique look at the rapidly growing fields – past, present and future – and focus on the latest technologies and advancements in the hybrid and electric vehicle markets.

As a colleague and fellow industry professional, I encourage you to take advantage of the many benefits of attending this event. This year's well-known speakers and industry leaders, including Shinichi Abe of Toyota, Dan Sperling of the Institute for Transportation Studies, Tom Cackette, formerly of the California Air Resources Board and Aaron Robinson of Car & Driver, will be providing insight on a plethora of timely topics, including:

- Energy storage
- Battery technology
- Plug-in technology
- Utility preparedness
- Field testing
- Fuel cells
- Regulations and standards

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

To learn more about the program, register as an attendee, sponsor the event or stay up-to-date with highlights and special events, visit www.sae.org/hybridev. To take advantage of early savings, register by February 8, 2013, and don't forget to download SAE International's new event mobile app.

Insert salutation,
Insert your name