

SAE 2013

www.sae.org/nvc

Noise and Vibration Conference and Exhibition

May 20-23, 2013 • DeVos Place Convention Center • Grand Rapids, Michigan, USA

SAE International

SAE 2013 Noise and Vibration Conference and Exhibition 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 Noise and Vibration Conference and Exhibition. 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 Noise and Vibration Conference and Exhibition!

As the only event dedicated to mobility noise, vibration and harshness in North America, the biennial conference brings together leading industry professionals from around the world to learn about, present and display the latest technologies surrounding NVH and sound quality issues related to design, engineering and testing.

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/nvc.



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

1. Utilize Your Email Signature

Add a call-out regarding the SAE 2013 Noise and Vibration Conference and Exhibition 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.

May 20-23, 2013

Grand Rapids, Michigan

www.sae.org/nvc

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 Noise and Vibration Conference and Exhibition. 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 Noise and Vibration Conference and Exhibition. 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/nvc

Headline: Join me at the SAE 2013 Noise and Vibration Conference and Exhibition in Grand Rapids, Michigan!

Body Copy: Experience the SAE 2013 Noise and Vibration Conference and Exhibition, the only mobility noise, vibration and harshness (NVH) event of its kind in North America. Held biennially, this conference brings together leading professionals from around the world to learn about, present and display the latest technologies surrounding NVH and sound quality issues related to design, engineering and testing.

Twitter – Please note that Twitter has an 140 character limit per tweet.

Example:

Join me and [@insert company Twitter handle](#) at the SAE 2013 Noise and Vibration Conference and Exhibition – register today @ www.sae.org/nvc. See you there!

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/nvc

Body Copy: Join me at the SAE 2013 Noise and Vibration Conference and Exhibition in Grand Rapids, MI. Learn from leading professionals as they present and display the latest technologies surrounding NVH and sound quality issues related to design, engineering and testing. Register by April 27, 2013 and save \$100!

Messaging Tips

Exhibitors and Sponsors

Exhibiting a new product or service at the Noise and Vibration Conference and Exhibition? 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 Noise and Vibration Conference and Exhibition. 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.



You are the technology experts – continue the Noise and Vibration Conference and Exhibition 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 Noise and Vibration Conference and Exhibition 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 Noise and Vibration Conference and Exhibition!

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 Noise and Vibration Conference and Exhibition on May 20-23, 2013 at the DeVos Place Convention Center in Grand Rapids, Michigan. This year's three-day event will bring together leading professionals from around the world to discuss and explore the latest technologies surrounding noise, vibration and harshness (NVH) and sound quality issues related to design, engineering and testing.

This year's keynote speakers will include Bernard Challen, engineering consultant and inaugural recipient of the SAE International Ralph K. Hillquist NVH Lifetime Achievement Award and Alexandre Nunes, senior manager at General Motors Proving Grounds, Brazil. They will focus on automotive NVH career needs and NVH development, emerging markets, challenges and rewards, respectively.

The event agenda will also examine innovations and advancements in:

- Engine/Powertrain/Drivetrain
- Heavy Vehicle and Vehicle Exterior
- Numerical Methods
- NVH Measurement
- Passive and Active NVH Control
- Standards, Process and Perspectives
- Vehicle Subsystem NVH
- Commercial and Specialty Vehicles

I encourage you and your team to participate in this event for automotive, commercial vehicle and aerospace industry professionals. Exchange ideas, share perspectives and gain industry knowledge at this must-attend conference for all professionals involved in NVH sectors of their industries. 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/nvc. To take advantage of early savings, register by April 27, 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),

Experience the only dedicated mobility noise, vibration and harshness (NVH) event in North America! The SAE 2013 Noise and Vibration Conference and Exhibition will be taking place on May 20-23, 2013. Join me at the DeVos Place Convention Center in Grand Rapids, Michigan for this three-day event covering the latest technologies surrounding NVH and sound quality.

As a colleague and fellow industry professional, I encourage you to take advantage of the many benefits of attending this event. This year's keynote speakers will include Bernard Challen, engineering consultant and inaugural recipient of the SAE International Ralph K. Hillquist NVH Lifetime Achievement Award and Alexandre Nunes, senior manager at General Motors Proving Grounds, Brazil. They will focus on automotive NVH career needs and NVH development, emerging markets, challenges and rewards, respectively.

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- Numerical Methods
- NVH Measurement
- Passive and Active NVH Control
- Standards, Process and Perspectives
- Vehicle Subsystem NVH
- Commercial and Specialty Vehicles

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 biennial 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/nvc. To take advantage of early savings, register by April 27, 2013, and don't forget to download SAE International's new event mobile app.

Insert salutation,
Insert your name