

STEPS

1. Let SAE International know you are interested!
2. Review and sign the agreement.
3. Set up a time with an SAE writer to begin development.
4. Have your organization review and sign off on the draft.
5. PDF delivered!

QUESTIONS

Contact Event Sales Manager, Arlene DiSilvio at arlene.disilvio@sae.org +1.724.772.4060



White Paper Promotion

Expand your marketing reach and reduce your overhead with a single investment in downloadable marketing assets to help fill your marketing content pipeline. For a limited time, your **Additive Manufacturing in Motion Symposium** exhibitor agreement entitles you to the production of a co-branded white paper to connect with the audiences your products are targeted toward. Increase awareness of your products in new markets, or help your new products get launched into your existing market.

How is this white paper different than other sponsored white papers?

About 41% of engineers are skeptical about white papers they receive directly from a sponsor. Pairing your organization with the reputation of SAE International as an unbiased third-party who is endorsing the quality of the content, your marketing content will be read with confidence and trust. Improve your lead generating campaigns with content engineers want to download.

Whenever possible, mentions of your product will be interwoven within the narrative linking it back to the technology being covered, but in a non-product centric manner. Focusing on the technology, rather than the product, builds trust in a potential buyer and helps qualify your leads.

Who writes the paper?

SAE International assumes the development and production of the white paper freeing up your resources to focus on other matters important to you. Our in-house experts can work with one of your technical staff to choose aligned SAE publications to use in the creation of a white paper, interview your staff to create a white paper centered on something unique to your organization, or expand upon some content you may already have.

How will the white paper be distributed?

This is the best part. SAE will host the white paper on sae.org as a free download as well as on the popular SAE MOBILUS™ platform which is accessed by aerospace and automotive OEMs, Tier 1- Tier 3 suppliers, government, and academic institutions. White papers will also be distributed through SAE newsletters, campaigns around certain technology verticals, and conferences. As a sponsor, you also have access to distribute the white paper through your own marketing channels.