



Promotional toolkit

As an executive committee member, exhibitor, sponsor and/or participant, we invite you to reach out to your business contacts and colleagues to encourage participation and to support the success of the SAE Waste Heat Recovery Symposium (WHR) taking place on May 23-24 2018 in Haifa, Israel.

To assist you with this endeavor, we have prepared a simple kit of promotional tips and tools. We thank you in advance for your support, insight and leadership to this influential industry event.

EMAIL SIGNATURES

Add a call-out regarding the SAE Waste Heat Recovery Symposium (WHR) to your email signature (including the image below and the URL: <https://www.sae.org/attend/waste-heat-recovery/>)

I'M ATTENDING

[SAE WHR Symposium](#)

Haifa, Israel



SOCIAL MEDIA

Post blurbs in your social media channels to help promote your participation, sponsorship, or exhibit.





WASTE HEAT RECOVERY SYMPOSIUM

23-24 May 2018 | Haifa, Israel

Twitter

Examples of tweets for SPEAKERS:

- I will be speaking at @SAEIntl #WHR18 in May! [sae.org/attend/waste-heat-recovery](https://www.sae.org/attend/waste-heat-recovery)
- Attend my @SAEIntl #WHR18 session [insert session title] in May, in Haifa, Israel, to find out more about [insert topic]. [sae.org/attend/waste-heat-recovery](https://www.sae.org/attend/waste-heat-recovery)
- Planning my @SAEIntl #WHR18 session [insert session title]—what do you want to know about [insert topic]? [sae.org/attend/waste-heat-recovery](https://www.sae.org/attend/waste-heat-recovery)

Examples of tweets for EXHIBITORS:

- [Company name] will be exhibiting at @SAEIntl #WHR18 in May. Register now and visit us! [sae.org/attend/waste-heat-recovery](https://www.sae.org/attend/waste-heat-recovery)
- Interested in [insert topic/product]? Attend @SAEIntl #WHR18 in May and visit us at booth [booth number] [sae.org/attend/waste-heat-recovery](https://www.sae.org/attend/waste-heat-recovery)

Facebook

As the world's largest social network, Facebook is the best platform for sharing highly visual content such as photo, videos and news articles.

Examples of posts for SPEAKERS:

- I will be speaking on [insert topic] at the [@SAEInternational](https://www.sae.org/attend/waste-heat-recovery/) Waste Heat Recovery Symposium in May 23-24. Join me for a one-day symposium focusing on the latest advancements and techniques available for more environmental-friendly and efficient engines. Find out more at <https://www.sae.org/attend/waste-heat-recovery/>
- I will be presenting [insert title] at the [@SAEInternational](https://www.sae.org/attend/waste-heat-recovery/) Waste Heat Recovery Symposium in May 23-24 in Haifa, Israel. Register if you are interested in [insert a compelling message from your presentation]. You can learn more about the symposium at <https://www.sae.org/attend/waste-heat-recovery/>

Examples of posts for EXHIBITORS:

- [Company name] will be presenting [insert topic/product] at the [@SAEInternational](https://www.sae.org/attend/waste-heat-recovery/) Waste Heat Recovery (WHR) Symposium in May 23-24, in Haifa, Israel. The WHR symposium will feature a one-day programme with high level presentations, networking events, and live demonstrations from the trade exhibition. See more at <https://www.sae.org/attend/waste-heat-recovery/>



WASTE HEAT RECOVERY SYMPOSIUM

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- We are excited to be exhibiting at [@SAEInternational](https://www.sae.org/attend/waste-heat-recovery/) Waste Heat Recovery Symposium in May 23-24 in Haifa, Israel. <https://www.sae.org/attend/waste-heat-recovery/> We hope to see you there!

LinkedIn

How to use it?

1. Post a note on your profile
 - a. Type up to 600 characters in the activity box near your photo
 - b. Select option to share via 1) Public and Twitter; 2) Public; 3) Connections
 - c. Be sure to include a link to [sae.org/attend/waste-heat-recovery](https://www.sae.org/attend/waste-heat-recovery/)

Example for SPEAKERS:

I will be presenting [insert title/topic] at the [SAE](https://www.sae.org/attend/waste-heat-recovery/) Waste Heat Recovery (WHR) Symposium next 24 May in Haifa, Israel. Attend the [event/session] if you are interested in [insert a compelling message from your presentation]. You can learn more about the symposium at <https://www.sae.org/attend/waste-heat-recovery/>

Example for EXHIBITORS:

[Company name] will be exhibiting at the [SAE](https://www.sae.org/attend/waste-heat-recovery/) Waste Heat Recovery (WHR) Symposium next 24 May in Haifa, Israel. You might consider attending if you are interested in [insert a compelling message about your products]. You can learn more about the symposium at <https://www.sae.org/attend/waste-heat-recovery/>

2. Start a discussion in your groups

Example for SPEAKERS:

I have been selected to speak at the [SAE](https://www.sae.org/attend/waste-heat-recovery/) Waste Heat Recovery Symposium on May 23-24 in Haifa, Israel. <https://www.sae.org/attend/waste-heat-recovery/>
My topic is [insert title, or shorter description]. I hope to see you there!

Example for EXHIBITORS:

We are excited to be exhibiting at the [SAE](https://www.sae.org/attend/waste-heat-recovery/) Waste Heat Recovery (WHR) Symposium on May 23-24 in Haifa, Israel. <https://www.sae.org/attend/waste-heat-recovery/>
[Company name] will be [insert a compelling message about your products]. We hope to see you there!



3. Query interest or ask for input in the other related LinkedIn groups

Example for EXHIBITORS:

During the [SAE](#) Waste Heat Recovery (WHR) Symposium on May 23-24 in Haifa, Israel, [Company name] will be exhibiting [insert a compelling message about your products]. Let me know of your interest in this area using the comments section below. sae.org/attend/waste-heat-recovery

BLOG

Blog about SAE Waste Heat Recovery Symposium and why you chose to participate:

The SAE Waste Heat Recovery Symposium, will take place on May 23-24 in Haifa, Israel and will feature a one-day focused forum through which participants will explore the latest advancements and techniques available for more environmental-friendly and efficient engines. Save the date and learn more about the symposium at sae.org/attend/waste-heat-recovery

NEWSLETTERS/CORPORATE PUBLICATIONS

Promote the SAE Waste Heat Recovery Symposium in your company newsletter, corporate publication, or company website. Also, consider using newsletters of industry-related associations or organisations with which you are involved as another promotional vehicle.

Please include the information below:

The SAE Waste Heat Recovery Symposium, will take place May 23-24 in Haifa, Israel. join leading industry experts as they discuss the latest types of propulsion technologies such as internal combustion engine, hybrid electric, plug-in hybrid electric, range-extended electric, fuel cells, and more. Save the date and learn more about the symposium at sae.org/attend/waste-heat-recovery.

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