



October 29-31, 2019 | Novi, MI

# Innovations in Mobility

A REVOLUTIONARY TRANSFORMATION

## Innovations in Mobility

### Promotional Toolkit

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

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As an executive committee member, exhibitor, sponsor or participant, you have committed your support to the success of SAE International's Innovations in Mobility. As the event approaches, we encourage you to use your position and contacts to garner participation both within your company and with your outside partners to help us make Innovations in Mobility as valuable to industry as possible.

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

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

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## Social Media

Are you active on social media? Let your colleagues and peers know that you are attending Innovations in Mobility. Find us on [Facebook](#) and [Twitter](#) and post about your presence at this year's event. Be sure to use #SAEIIM and [@SAEIntl](#) in your tweets! Below are some sample posts for your use.

### Facebook:

#### EXAMPLES FOR AMBASSADORS AND SUPPORTERS:

- Attend [SAE International's](#) Innovations in Mobility and develop a personalized learning experience! 5 concurrent tracks and programming from 8 previous SAE events provides unlimited opportunities. Learn more: [sae.org/iim](#)
- [SAE International's](#) Innovations in Mobility explores the evolving mobility sector. [Learn more](#) about the event and make plans to join us Oct. 29-31, 2019 in Novi, MI.
- [SAE International's](#) Innovations in Mobility features speakers from the Center for Automotive Research, Department of Energy, Ford, GM, Oak Ridge National Laboratory, Segway, ZF and more. Explore the technical program at [sae.org/iim](#).
- Why should you attend [SAE International's](#) Innovations in Mobility? Gather critical insights on the current and future state of the mobility industry and understand where we're headed! [sae.org/iim](#)

#### EXAMPLES FOR SPONSORS/EXHIBITORS:

- **(Company name)** will be exhibiting at [SAE International's](#) Innovations in Mobility, October 29-31, 2019, in Novi, MI! Register for the event at [sae.org/iim](#) and make sure to visit us at booth **(booth number)**.
- Interested in **(Insert topic/product)**? Attend [SAE International's](#) Innovations in Mobility event in Novi, MI, to learn more about our latest products and services. Register now at [sae.org/iim](#).
- Come see what the future of mobility looks like! **(Company name)** will be **(exhibiting at/sponsoring)** [SAE International's](#) Innovations in Mobility. Learn more at [sae.org/iim](#)
- As a sponsor of [SAE International's](#) Innovations in Mobility, **(Insert company)** can't wait to collaborate on emerging technologies for the mobility industry. Learn more about the event at [sae.org/iim](#).

#### EXAMPLES FOR ATTENDEES:

- Do business with leading automakers, understand where the industry is moving and connect with technology innovators at [SAE International's](#) Innovations in Mobility. [sae.org/iim](#)
- [SAE International's](#) Innovations in Mobility includes programming from **8 previously held events**, plus hot new technology topics. Learn more: [sae.org/iim](#)
- I'm attending [SAE International's](#) Innovations in Mobility, October 29-31, 2019 in Novi, MI! Join me – [sae.org/iim](#)

- [SAE International's](#) Innovations in Mobility features 5 concurrent technical tracks. Choose the sessions that are right for you and create a completely customizable learning and networking experience. [sae.org/iim](#)
- [SAE International's](#) Innovations in Mobility is the place to discover what's hot in the automotive mobility industry. There's no better event for education, networking, and cross-industry collaboration. [sae.org/iim](#)
- Looking forward to participating in [SAE International's](#) "must-attend" event, Innovations in Mobility on October 29-31, 2019. [sae.org/iim](#)

## Twitter:

### JOIN THE CONVERSATION WITH #SAEIIM

#### EXAMPLES FOR AMBASSADORS AND SUPPORTERS:

- We are thrilled to announce our support of [@SAEIntl'](#)s Innovations in Mobility. Learn about the revolutionary transformation taking place in the industry here. [sae.org/iim](#) #SAEIIM
- [@SAEIntl'](#)s #SAEIIM is revolutionizing the mobility industry. Featuring 5 concurrent tracks, you can choose the sessions that are right for you. Create a completely customizable learning and networking experience. [sae.org/iim](#)
- I'm attending [@SAEIntl'](#)s Innovations in Mobility, October 29-31, 2019, in Novi, MI. Join me – [sae.org/iim](#) #SAEIIM
- What are the emerging trends within the mobility industry? Get the full picture at [@SAEIntl'](#)s Innovations in Mobility [sae.org/iim](#) #SAEIIM
- Don't miss #SAEIIM on October 29-31, 2019, in Novi, MI. Industry experts will be on-hand to discuss #SmartCities, #Electrification, #AutonomousVehicles, and more. [sae.org/iim](#)
- [@SAEIntl'](#)s Innovations in Mobility co-locates 8 past SAE events and explores #propulsion, #materials, #infrastructure, #smartmobility, and #manufacturing. Get the full picture at [sae.org/iim](#)

#### EXAMPLES FOR SPONSORS/EXHIBITORS:

- **(Company name)** will be exhibiting at [@SAEIntl'](#)s Innovations in Mobility this October. Register now: [sae.org/iim](#) #SAEIIM
- What are the emerging trends for **(insert topic)**? Visit our booth **(booth number)** at [@SAEIntl'](#)s Innovations in Mobility to get the full picture. Learn more [sae.org/iim](#)
- Interested in **(Insert topic/product)**? Attend [@SAEIntl'](#)s Innovations in Mobility on October 29-31, 2019 and visit us at booth **(booth number)**. Learn more today [sae.org/iim](#) #SAEIIM

Also, be sure to [LIKE us on Facebook](#) and [join our LinkedIn group](#) to get up to the minute information and engage with our followers.

## **Email / LinkedIn**

Please consider using the message below to promote your participation at our Innovations in Mobility event to your colleagues and peers in the industry.

As an [insert role – i.e. attendee, exhibitor, organizer] of/at SAE International's 2019 Innovations in Mobility event, I'd like to share some exciting developments taking place on October 29-31, 2019, in Novi, MI.

For the first time ever, SAE international brings together the programming from **8 previously held events**, plus hot new technology topics, to create a revolutionary mobility event. As an attendee, **5 concurrent tracks** allow you to choose the sessions that are right for you and create a completely customizable learning and networking experience!

The event co-locates:

- ADAS to Automated Driving Symposium
- Co-Optimization of Fuels and Engines Symposium
- Additive Manufacturing Symposium
- Augmented and Virtual Reality Symposium
- Engine and Materials Convergence Conference
- Range Extenders Symposium
- Automated and Connected Vehicle Systems Testing Symposium
- Transmission and Driveline Technologies Symposium

There's no better event for education, networking, cross-industry collaboration, generating new leads and closing new business. I hope you'll consider joining me in Novi, MI. [Learn More](#).

### **Event Listing**

Have a website where you can promote Innovations in Mobility? Please consider adding the event listing below to your website.

**Innovations In Mobility** | October 29-31, 2019

Suburban Collection Showplace

Novi, MI

[sae.org/iim](http://sae.org/iim)

SAE International's Innovations in Mobility event brings together the programming from **8 previously held events**, plus hot new technology topics, to create a revolutionary mobility event. As an attendee, **5 concurrent tracks** allow you to choose the sessions that are right for you and create a completely customizable learning and networking experience. By attending this event, you will have the opportunity to network and interact with leading mobility providers, among other established automotive experts. [Learn More](#).

## Banner Ads

The banner ads below have been created for your use. Please link banners to [sae.org/iim](http://sae.org/iim).

300 x 250:



640 x 240:



1200 x 300:

