



## SAE International's Thermal Management Systems Symposium Promotional Toolkit

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

As an exhibitor, sponsor or attendee, we'd like to thank you for your support to the success of the Thermal Management Systems Symposium. As the event approaches, we encourage you to use your position and contacts to spread awareness and garner participation from both within your company and with your outside partners. **Remember, your help makes this event 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.**

## Social Media

Are you active on social media? Tell your friends and colleagues you are attending the Thermal Management Systems Symposium (TMSS). Find us on [Facebook](#) and [Twitter](#) and post about your presence at this year's event. Be sure to use #SAETMSS and @SAEIntl in your tweets and utilize our event graphics in your posts. Below are some sample posts for your use.

### Facebook:

- I'm attending [SAE International's \(TAG\)](#) Thermal Management Systems Symposium, Oct. 15-17 in Plymouth, MI! Join me – [sae.org/tmss](http://sae.org/tmss)
- [SAE International's \(TAG\)](#) Thermal Management Systems Symposium is the premier event dedicated covering the most critical information impacting thermal management today. [sae.org/tmss](http://sae.org/tmss)
- Looking forward to participating in [SAE International's \(TAG\)](#) Thermal Management Systems Symposium on Oct. 15-17! [sae.org/tmss](http://sae.org/tmss)
- Excited to hear Ted Miller of Ford Motor Company ([TAG](#)) deliver his keynote address at [SAE International's \(TAG\)](#) Thermal Management Systems Symposium this Oct. 15-17!
- If you're involved in thermal management systems, you can't miss [SAE International's \(TAG\)](#) #SAETMSS this Oct. 15-17!
- Why should you join me at [SAE International's \(TAG\)](#) Thermal Management Systems Symposium?
  1. Learn from leading experts from the United States, Europe, and Asia
  2. Discuss valuable solutions and strategies for navigate current thermal management requirements and regulations.
  3. Discover the latest innovations in climate, air conditioning, refrigerant, and thermal management.

Sign up today to join me in Plymouth, Michigan! [sae.org/tmss](http://sae.org/tmss)

- Join me at [SAE International's \(TAG\)](#) Thermal Management Systems Symposium to explore the latest regulatory impacts and applications to reduce emissions, improve the cabin environment, and increase overall vehicle performance. [sae.org/tmss](http://sae.org/tmss)

### Twitter:

- I'm attending [SAE International's \(TAG\)](#) Thermal Management Systems Symposium, Oct. 15-17 in Plymouth, MI! Join me – [sae.org/tmss](http://sae.org/tmss)
- [SAE International's \(TAG\)](#) TMSS discusses ground vehicle thermal management technologies. Join me in Plymouth, MI this fall! [sae.org/tmss](http://sae.org/tmss)
- Join me at #SAETMSS on Oct. 15-17 in Plymouth, MI! @SAEIntl [sae.org/tmss](http://sae.org/tmss)

- Looking forward to the technical sessions at #SAETMSS. Will you be there? @SAEIntl [sae.org/tmss](http://sae.org/tmss)

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**

Please consider using the message below to promote your participation at the SAE 2019 Thermal Management Systems Symposium to your colleagues and peers in the industry.

Dear colleague,

As an **<Insert role: attendee, organizer, presenter, etc.>** at the [2019 SAE Thermal Management Systems Symposium](#), I'd like to share some exciting developments taking place on October 15-17 in Plymouth, Michigan. TMSS is the premier convening point for forward-thinking engineers, executives, OEMs, and academia to collaborate and hear presentations on a range of the latest developing technologies, regulations, and applications for thermal management systems.

TMSS covers the latest and most critical need-to-know information impacting global thermal management today and in the future. By attending this event, you will have the opportunity to network and interact with innovation trendsetters, thermal management experts and regulators alike, all while learning and discussing the latest challenges impacting the industry.

#### **By joining me at the event, you will:**

- Acquire practical knowledge about the latest thermal management technologies and regulations in the industry
- Interact with key players and experts in the field through networking opportunities designed to foster professional collaboration
- Gain new skills through interactive presentations and demonstrations from industry thought leaders
- Exchange ideas with engineers, business professionals, executives, students and professors from Tier 1 suppliers, OEMs, chemical companies, and academia from around the world

Join me on October 15-17 in Plymouth, MI. [Learn More](#).

**<Insert email signature here>**

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

## **Event Listing**

Have a website where you can promote TMSS? Please consider adding the event listing below to your website to promote the show!

2019 SAE Thermal Management Systems Symposium

October 15-17, 2019

Plymouth, Michigan, USA

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

The SAE 2019 Thermal Management Systems Symposium is the premier convening point for forward-thinking engineers, executives, OEMs, and academia to collaborate and hear presentations on a range of the latest developing technologies, regulations, and applications for thermal management systems. TMSS covers the latest and most critical need-to-know information impacting global thermal management today and in the future. [Learn More.](#)

## Banner Ads

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

120 x 240:



640 x 240:



1200 x 300:

