



Government/Industry Meeting Promotional Toolkit

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

As a committee member, participant, exhibitor or sponsor, you have committed your support to the success of the Government/Industry Meeting. 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 the Government/Industry Meeting as valuable to industry as possible. To assist you with these efforts, we have prepared a simple kit of promotional tips and tools.

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/participating in the Government/Industry Meeting (GIM). Find us on [Facebook](#), [Twitter](#) and [LinkedIn](#) and post about your presence at this year's event! **Be sure to use #SAEGIM and @SAEIntl in your tweets!** Below are some sample posts for your use.

Facebook/LinkedIn:

- I'm attending [@SAEInternational](#)'s Government/Industry Meeting, January 22-24, 2020 in Washington, DC. Join me to discuss the synergies between government action and regulations, and technology development: [sae.org/gim](#) #SAEGIM
- Looking forward to participating in [@SAE International](#)'s "must-attend" event – the Government/Industry Meeting, January 22-24, 2020 in Washington, DC: [sae.org/gim](#) #SAEGIM
- Hear my presentation, *<insert presentation title here>*, at the [@SAE International](#) Government/Industry Meeting, January 22-24, 2020 in Washington, DC: [sae.org/gim](#) #SAEGIM
- Join me [@SAE International](#)'s Government/Industry Meeting to understand how government regulations affect future vehicle development, design and deployment: [sae.org/gim](#) #SAEGIM
- My company will be showcasing *<insert your product or service here>* [@SAE International](#)'s Government/Industry Meeting , January 22-24, 2020 in Washington, DC. Meet us there! [sae.org/gim](#) #SAEGIM
- [@SAE International](#)'s Government/Industry Meeting is the only meeting that allows critical information sharing, providing both legislative and regulatory agencies the means to properly analyze technical information prior to drafting legislation and/or regulations: [sae.org/gim](#) #SAEGIM

Twitter:

- I'm attending the [@SAEIntl](#) Government/Industry Meeting, January 22-24, 2020 in Washington, DC. Join me to discuss the synergies between government action and regulations, and technology development: [sae.org/gim](#) #SAEGIM
- The [@SAEIntl](#) Government/Industry Meeting is the only meeting that allows critical information sharing, providing both legislative and regulatory agencies the means to properly analyze technical information prior to drafting legislation and/or regulations: [sae.org/gim](#) #SAEGIM
- Join me [@SAEIntl](#)'s Government/Industry Meeting on January 22-24, 2020 to understand how government regulations affect future vehicle development, design and deployment: [sae.org/gim](#) #SAEGIM
- I'm exhibiting at the [@SAEIntl](#) Government/Industry Meeting, January 22-24, 2020 in Washington, DC. Stop by to check out our *<insert your product or service here>*: [sae.org/gim](#) #SAEGIM
- Looking forward to the technical sessions at [@SAEIntl](#)'s #SAEGIM. Will you be there? [sae.org/gim](#) #SAEGIM

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 2020 Government/Industry Meeting to your colleagues and peers in the industry.

Dear Colleague,

I look forward to participating in SAE International's [Government/Industry Meeting](#), and would like to share some exciting developments taking place in Washington, DC on January 22-24, 2020. The Government/Industry Meeting unites government policy and regulatory makers with auto industry representatives to discuss the latest technology innovations and disruptions, research, regulations, legislation, standards, and applications.

Only here can government and industry leadership participate in a neutral forum to share information to provide both legislative and regulatory bodies the means to properly analyze technical information prior to drafting legislation and/or regulations. By attending this event you will be able to participate in the discussion, gain vital insights, and develop your strategies for success.

Join me in Washington, DC on January 22-24 to connect directly to the key players driving automotive advancements, fuel technologies, and pending legislation.

[Learn More.](#)

Yours Sincerely,
YOUR NAME HERE
YOUR TITLE HERE

Email Signature

Join me at the Government/Industry Meeting on January 22-24, 2020. Learn more at sae.org/gim

Event Listing

Have a website where you can promote the Government/Industry Meeting? Please consider adding the event listing below to your website to promote the show!

SAE 2020 Government/Industry Meeting
January 22-24, 2020
Walter E. Washington Convention Center
Washington, DC USA
sae.org/gim

The Government/Industry Meeting unites government policy and regulatory makers with auto industry representatives to discuss the latest technology innovations and disruptions, research, regulations, legislation, standards, and applications. Join SAE International to participate in the discussion, gain vital insights, and develop your strategies for success. [Learn More](#)

Banner Ads

The banner ads below have been created for your use. Please link banners to sae.org/gim.



728 x 90



1200 x 300:



250 x 250