Leading the industry for 40 years, the SAE Brake Colloquium & Exhibition (BRAKE) has been the forum for industry experts to learn about advancements in brake systems and friction materials in North America. BRAKE offers networking opportunities for individuals to come together and make first-hand connections with leaders in the brake community, all while exploring the science and technology of brakes. Join us for this 3.5-day event that covers the newest developments in brake materials, components, systems, testing, modeling and aftermarket solutions for the light, medium duty and commercial vehicle segments.

Over 300 individuals are creating one exceptional program that brings experts throughout the brake industry to address technical advancements and offer insights that are critical to the growth of the industry. Be a part of these important conversations as the entire technical brake community collaborates to overcome the biggest global challenges facing the industry today and tomorrow.

OFFICIAL SAE SOCIAL MEDIA CHANNELS

Announcements and content will be shared across the official SAE International social media channels. We encourage you to tag and follow these accounts when promoting your content.
SAMPLE POSTS

Promote your conference programming at Brake Colloquium & Exhibition. We encourage you to use the examples below, but feel free to use your own language to build excitement and let your followers know you will be a conference partner at Brake 2022! Brake promotions will use #BRAKE22 across all social media platforms for attendees, exhibitors, and members of the media to easily interact and engage with content, announcements, and promotions.

#BRAKE22

Employee/Committee Member Social Media Copy:

Join us September 25-28, 2022 at @SAEIntl's #BRAKE22. Join in on the conversations on the newest developments in brake materials, components, systems, testing, modeling and aftermarket solutions for the light, medium duty and commercial vehicle segments. Register here: https://sae.to/BrakeRegister

Exhibitor/Sponsor Social Media Copy:

Are you looking for an opportunity to network with experts throughout the brake industry to address technical advancements & offer critical insights? Look no further than the @SAEIntl's BRAKE. As an [EXHIBITOR OR SPONSOR], [COMPANY NAME] is looking forward to creating powerful partnerships with thought leaders across the industry. Join us September 25-28, 2022: https://sae.to/brake

Speaker Social Media Copy:

I'm excited to collaborate with industry professionals on the latest cutting-edge brake technologies at @SAEIntl's BRAKE 2022. Join me on September 25-28, where I'm speaking on [TOPIC]: https://sae.to/brake
SOCIAL MEDIA IMAGES

You can find custom social media images to use in your promotions here.

SOCIAL MEDIA POSTS

We are a conference partner for the @SAEIntl's #BRAKE22. Learn more: https://sae.to/brake

We can't wait to connect with you during the incredible networking opportunities at #BRAKE22! Register today: https://sae.to/BrakeRegister

#BRAKE22 is celebrating its 40th anniversary & we are thrilled to be a conference partner. Register now: https://sae.to/BrakeRegister