



EPRI

ELECTRIFICATION 2024

INTERNATIONAL CONFERENCE & EXPOSITION

Accelerating Together for an Electrified Future

March 12-14, 2024 | Savannah, GA



MARKETING TOOLKIT

EPRI is proud to present the Electrification 2024 International Conference and Exposition, returning on March 12-14, 2024 in Savannah, Georgia — and as always, bringing together thought leaders and innovators from across the electrification spectrum. This event is where we collaborate. This is where we get educated. This is where we advance our organizations' goals. This is where together, we get inspired and shape the future of energy.

We greatly appreciate your joining us at this event. We're asking you to help spread the word so you'll see more of your friends and colleagues next March in Savannah. This kit provides copy for your newsletter, your social media, your website, and event calendar — along with logos, graphics, banner ads, and branding guidelines. Within these guidelines, we encourage you to add your own voice and highlight your organization's role at Electrification 2024, as well as your support of our mission and the difference an electrified future will make.

Please [bookmark](#) our website; join our [mailing list](#) for updates; follow EPRI on [X \(formerly Twitter\)](#), Facebook, and [LinkedIn](#); and share any of our social media posts. Once again our official hashtag is #ElectricTogether.

Thank you for your support!
The Electrification 2024 team

MARKETING COPY

Boilerplate

EPRI's [Electrification 2024](#) International Conference and Expo returns next March 12-14, 2024, this time on the waterfront in beautiful Savannah, Georgia. On the theme of accelerating together for an electrified future, Electrification 2024 will again put you on the cutting edge of what's new and what's changed across the fields of electrification and decarbonization. Tracks cover all aspects, from electric cars, heavy trucks and buses, and low-carbon fuels; to greener buildings; industrial conversions; people and communities; the defense sector; impacts on the grid; and controlled-environment agriculture. Attend just one event that covers all these segments — designed for utilities, manufacturers, policymakers, academics, and community members. Register today and get ready to explore in depth how together we'll meet deep decarbonization targets, and achieve a clean energy transition that's focused on serving our customers.

For details, check out EPRI's official [Electrification 2024](#) website.

Calendar Listing

EVENT NAME: Electrification 2024 International Conference & Exposition

HOST: EPRI

LOCATION: Savannah Convention Center, Savannah, Georgia

DATE: March 12-14, 2024

WEBSITE: www.electrification2024.com

DESCRIPTION: EPRI's [Electrification 2024](#) conference and expo returns next March 12-14, 2024, on the waterfront in Savannah, Georgia. On the theme of accelerating together for an electrified future, it's designed to keep attendees on the cutting edge of what's new and what's changed across the fields of electrification and decarbonization. Tracks cover electric cars, heavy trucks and buses, and low carbon fuels; greener buildings; industrial conversions; people and communities; defense; the impact on the grid; and controlled environment agriculture. The event is designed for utilities, manufacturers, policymakers, academics, and community members. Details: [Electrification 2024](#).

WEB BANNER ADS

Save Images

Click on the image to launch it in a browser window. Then open the file in a PDF program and edit the footer copy appropriately. Any edits made to banners should be in Arial font. Export the banner as an image by going to *File > Export To > Image > PNG*.



Skyscraper
120 × 600 px



Wide Skyscraper
160 × 600 px



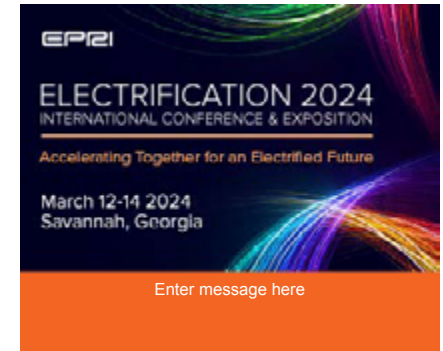
Leaderboard 728 × 90 px



Large Square 1080 × 1080 px



Large Rectangle 336 × 280 px



Medium Rectangle 300 × 250 px



Special 1 260 × 240 px



Special 2 300 × 80 px



Button 1 120 × 90 px



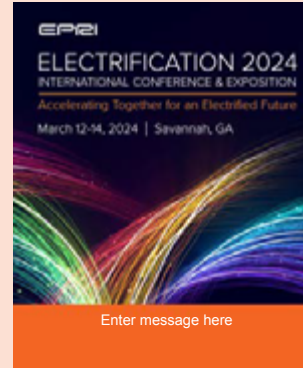
Button 2 120 × 60 px



Microbar 88 × 31 px

LINKEDIN / GENERAL MARKETING POSTS

LinkedIn posts gain the most traction when released at 9-11 AM ET Tuesday, Wednesday and Thursday, with up to three to five hashtags. Consider releasing these three posts consecutively throughout the week as detailed above. Want to recycle these posts? No problem! [Recycling posts leads to increased engagement](#), and we encourage you to post these as often as every 4 weeks to help spread the word!



Please consider adding this banner for each LinkedIn post.

Save Image

Click on the image to launch it in a browser window. Then open the file in a PDF program and edit the footer copy appropriately. Any edits made to banners should be in Arial font. Export the banner as an image by going to *File > Export To > Image > PNG*.

Post 1

We're ⚡energized ⚡ about Electrification 2024: Join Us!

At **[Company/Organization Name]**, **[we're]** **[I'm]** proud to be a **[sponsor]** **[speaker]** **[exhibitor]** **[attendee]** of the Electrification 2024 International Conference & Exposition, hosted by EPRI March 12-14 in Savannah, GA #ElectricTogether #Electrification2024

The conference will address the latest questions on electrifying numerous industry sectors, and explore the answers to help advance electrification initiatives and create sustainable solutions. For more information, check out the agenda: www.electrification2024.com/program

⚡Register today ⚡ to accelerate together for an electrified future

@EPRINews #ElectricTogether
#ElectrifyEverything www.electrification2024.com

Post 2

Want unparalleled access to industry influencers, compelling and insightful agenda sessions, a comprehensive exposition, and multiple networking functions?

[We're] **[I'm]** proud to **[sponsor]** **[speak as part of]** **[exhibit at]** **[attend]** ⚡Electrification 2024 ⚡ #ElectricTogether #Electrification2024 #ElectrifyEverything

Come join us for a program that covers industrial electrification, decarbonized transportation, smart buildings, community impacts, national defense, low carbon fuels, grid impacts, and indoor/controlled environment agriculture. www.electrification2024.com/program

You will have continuous opportunities to learn, share and connect in person with fellow industry professionals, ⚡Register today ⚡www.electrification2024.com/registration

@EPRINews #ElectricTogether
#ElectrifyEverything
www.electrification2024.com

Post 3

We can't wait to meet you in person at upcoming ⚡Electrification 2024 ⚡!

As a **[sponsor]** **[speaker]** **[exhibitor]** **[attendee]**, Electrification 2024 helps **[us]** **[me]** stay at the forefront of how we access our energy. Connect with us at the conference and help expand electrification's significant benefits.

Interested? For full details, including agenda, registration, exhibit, and sponsorship opportunities, visit www.electrification2024.com.

⚡Register today ⚡ to accelerate together for an electrified future.
www.electrification2024.com/registration
@EPRINews #ElectricTogether
#ElectrifyEverything

Post 4

#ElectricTogether is not just a slogan — at Electrification 2024 we're diving deep into how our electrified future can deliver economic benefits to empower local communities and uplift all segments of society.

As a **[sponsor]** **[speaker]** **[exhibitor]** **[attendee]**, Electrification 2024 helps **[us]** **[me]** see the full picture of electrification and how it will help us solve global challenges like climate change while reducing inequities at the community level.

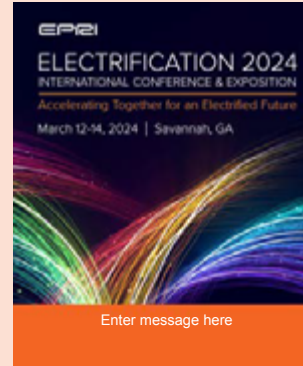
For more information, check out the agenda: www.electrification2024.com/program

⚡Register today ⚡ to accelerate together for an electrified future for an electrified world tomorrow

@EPRINews #ElectricTogether
#ElectrifyEverything
www.electrification2024.com

TWITTER POSTS

Twitter posts gain the most traction when released between 9-11 AM ET or between 6-9 PM ET. Consider releasing these three posts consecutively throughout the week during the times above. Want to recycle these posts? No problem! [Recycling posts leads to increased engagement](#), and we encourage you to post these as often as every 4 weeks to help spread the word!



Please consider adding this banner for each Twitter post. Up to 4 images can be added to each post, so we encourage you to add both this banner and an image of your organization.

Save Image

Click on the image to launch it in a browser window. Then open the file in a PDF program and edit the footer copy appropriately. Any edits made to banners should be in Arial font. Export the banner as an image by going to *File > Export To > Image > PNG*.

Post 1

[We're] [I'm] proud to [sponsor] [speak at] [exhibit at] [attend] @EPRINews' Electrification 2024! #ElectricTogether

Tracks cover industry, transportation, buildings, communities, defense, electrofuels, transmission, and agriculture. Register today at [electrification2024.com](https://www.electrification2024.com)

Post 2

[We're] [I'm] ⚡energized ⚡ to [sponsor] [speak at] [exhibit at] [attend] @EPRINews' Electrification 2024 conference March 12-14 in Savannah, GA. Connect with other leaders working to #electrify and #decarbonize our society. Register today! #ElectricTogether [electrification2024.com](https://www.electrification2024.com)

Post 3

This year [we are] [I am] thrilled to [sponsor] [speak at] [exhibit at] [attend] @EPRINews' Electrification 2024! Come connect in person with the leaders working for a future of #electrification and #decarbonization. ⚡Register today ⚡ #ElectricTogether [electrification2024.com](https://www.electrification2024.com)

Post 4

[We're] [I'm] proud to [sponsor] [speak at] [exhibit at] [attend] @EPRINews' Electrification 2024 conference March 12-14 in Savannah, GA. This year's program includes a new track on how electrification can empower local communities and uplift society equitably. #ElectricTogether [electrification2024.com](https://www.electrification2024.com)

