

Guidelines for Writers and Presenters

Equipment & Tool Institute

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Your Audience

The ETI Organization

ETI is a non-profit trade association that caters to the automotive aftermarket. We promote interaction between the automobile manufacturers (OEMs) and those companies that have auto-related products and services (the aftermarket). For more specific information, read our Mission and Key Goals below.

Mission:

ETI's mission is to advance the vehicle service industry by providing technical data and open dialog between the manufacturers of transportation products, government regulators and the providers of tools, equipment and service information

Key Goals:

To advance the productivity, profitability and growth of the automotive service industry by ensuring that the nations' service bays are the best equipped, and its technicians are the most highly-trained and thoroughly-informed in the world.

To provide technical training information, as well as marketing guidance, to the end user, thus providing strength and guidance to the customer base.

To stimulate feedback from users to manufacturers, thus promoting product improvement.

To provide members and ongoing stream of current and advanced specialized technological information through planned, cooperative dialog with vehicle manufacturers.

To provide industry leadership by cooperating with legislators-and regulatory agencies-in pursuit of environmentally sound, safe and efficient programs.

Vertical Groups Within the Organization

Vertical groups are ETI's technical committees:

Collision Repair Group (CRG). Collision repair equipment including frame straightening, welding and painting equipment

Mechanical Systems Group (MSG). Involved in all non-scan tool equipment issues

MSG Subcommittees:

I/M-specifically involved in regulated I/M equipment issues

Air Conditioning

Under Car

Shop Management and Information Software Group (SMG). Electronic repair manuals and electronic shop management software

Scan Tool Group (STG). Involved in all aspects of scan tools and reprogramming tools

The Automotive Aftermarket

The automotive aftermarket is the secondary market of the automotive industry, concerned with the manufacturing, remanufacturing, distribution, retailing, and installation of all vehicle parts, chemicals, tools, equipment and accessories for light and heavy vehicles, after the sale of the automobile by the original equipment manufacturer (OEM) to the consumer, which may or may not be manufactured by the original equipment manufacturer. The aftermarket helps keep vehicles on the road by providing consumers the choice of where they want their vehicles serviced, maintained or customized.

The aftermarket encompasses parts for replacement, collision, appearance, and performance, including electric propulsion. The aftermarket provides a wide variety of parts of varying qualities and prices for nearly all vehicle makes and models on the road.

Article Guidelines

When writing your article, please keep in mind that your topic should be relevant to our membership. Articles should be no longer than 300 words. If your word count exceeds that, consider breaking it down into smaller, more manageable and targeted topics.

Send as MS Word file.

Your article may be edited for content and grammar.

Photos should be sent separately as JPEG files. Do not embed them into your article. Provide a list of captions, suitably numbered, at the end of your text.

Some ideas for PR articles about your company:

- The history of your company. When was it founded, how long has your company been in business.
Headquarter location and other major branch locations.
- What is the mission and has that changed.

- Has the company expanded? Have there been any mergers or acquisitions?
- Has your company received any special certifications, awards and/or recognition?
- What unique about your company and its products?
- In general terms, what are your company's plans for the future?

Presenter Guidelines

If you have been asked or assigned to prepare a presentation for our membership, you may have already been given a topic and a preferred speaking length. We prefer presentations that engage our highly-technical audience rather than a recitation of a slide show. Please allow time to answer questions and be prepared to lead a debate. We are happy to provide you with a list of attendees and their respective companies which should help you tailor your presentation to our audience.

Key Issues Affecting Our Membership

There are issues of high interest to our membership that will serve as good subjects for your article or presentation. If you can specifically address members of our Vertical Groups (listed above), then your article/presentation has a better chance of being accepted.

We are open to any subject matter, especially issues that are topical and timely. Here's a list of subjects that we're currently interested in:

Right to Repair
Standardizing International Regulations
Emissions Legislation
I-CAR Repair Procedures Initiative
Industry Segment Advisory Councils (ISACS)

Aftermarket Testing
End User Research
A/C Refrigerant (R1234YF)
Telematics Access
Industry Training