



# 2025 MEMBER-TO-MEMBER SPONSORSHIP PACKAGES

Grow sales by increasing  
your company's brand  
visibility with AEM Members  
throughout the year.

# EDUCATION & EVENTS



## Upcoming AEM Education & Events

Tie your brand to our expert knowledge and networking events that help members adapt and prepare for future growth.



## Market Share Statistics Annual Conference

September 23-25, 2025  
Milwaukee, WI

The Market Share Statistics Annual Conference is an opportunity for market data professionals from all over to discuss concepts, enhance skills, learn best practices, extend their knowledge, collaborate with industry peers, refine ideas and build their network.



## Annual Conference

November 19-21, 2025  
Aventura, FL

The Annual Conference is the place for member executives to examine what is ahead for their organization and the equipment manufacturing industry.



## Product Safety & Stewardship Conference

April 28 - May 1, 2025 | Nashville, TN

The Product Safety & Stewardship Conference continues to be the industry's only annual conference that brings heavy equipment manufacturers, value chain partners, and subject matter experts together to participate in a unique educational opportunity where members gather insights into today's compliance environment.



## Business Intelligence Equipment Market Outlook Webinars

May 8, 2025 | August 7, 2025 |  
November 6, 2025

Stay on top of emerging trends with our quarterly Business Intelligence webinars. Our experts break down industry issues and pinpoint crucial changes in the landscape to help inform your company's strategy.



## Member Education Webinars

Each program presents industry topics exclusively for AEM members.

Jan. 30, 2025	May 22, 2025	Sept. 18, 2025
Feb. 27, 2025	June 12, 2025	Oct. 16, 2025
March 20, 2025	July 17, 2025	Dec. 11, 2025

## Other Sponsorship Opportunities Include:

- Member Directory Enhanced Listing Upgrades
- Digital Access Advertising Campaigns
- Member Communications Opportunities (newsletters, websites, E-blasts, etc.)

# SPONSORSHIP PACKAGES

	PLATINUM	GOLD	SILVER
<b>Annual Conference</b>			
30-second provided video, played once	●	●	
Logo on event web page, event slide, and registration web page	●	●	●
Post-event attendee list (opt-ins only) including company name and attendee name and title	●	●	●
<b>Product Safety &amp; Compliance and Product Liability Seminars</b>			
2-minute General Session welcome & company introduction by Seminar's speaker	●		
30-second provided video, played once	●	●	
Logo on event web page, event slide, and registration web page	●	●	●
Post-event attendee list (opt-ins only) including company name and attendee name and title	●	●	●
<b>Statistics Conference</b>			
30-second provided video, played once	●	●	
Logo on event web page, event slide, and registration web page	●	●	●
Post-event attendee list (opt-ins only) including company name and attendee name and title	●	●	●
Logo on sign "lunch brought to you by"	●	●	●
<b>Member Communications</b>			
AEM Advisor feature article: CEO interview/member spotlight written by AEM Advisor editorial staff (35,000+ subscribers) with AEM LinkedIn post (18,000+ followers)	●		
AEM member spotlight video: CEO interview/member spotlight professionally produced and interviewed onsite at Annual Conference promoted in AEM industry advisor (35,000+ subscribers) and AEM LinkedIn post (18,000+ followers)	●		
Sponsor logo, linking to company website, featured in: <ul style="list-style-type: none"> <li>• Advocacy Newsletter (monthly to 1,000+ subscribers)</li> <li>• Industry Advisor Newsletter (twice-weekly to 35,000+ subscribers)</li> </ul>	●	●	
Sponsor logo, linking to company website, featured in: <ul style="list-style-type: none"> <li>• Canadian Advocate Newsletter (monthly to 100+ subscribers)</li> </ul>	●		
<b>Member Education Webinar Series</b>			
Logo on event web page and event slide for approximately 8 webinars	●	●	●
<b>Business Intelligence Equipment Market Outlook Webinars</b>			
Logo on event web page and event slide for 4 webinars	●	●	●
<b>Member Directory</b>			
Level 1 enhanced listing upgrade		●	●
Level 2 enhanced listing upgrade	●		
<b>Digital Access Advertising</b>			
AEM.org-based remarketing campaign (200,000 impressions/one month campaign)	●	●	

## SPONSORSHIP PACKAGES

### PLATINUM LEVEL \$35,000 (Valued at \$65,000+)

Limited to 2 Sponsors

The highest-value integrated marketing package to reach every AEM member audience segment multiple times per year

#### Gold & Silver Packages

- All Gold & Silver Packages include:

#### Product Safety Partnership Conference

- 2-minute General Session welcome & company introduction by Seminar's speaker.

#### Member Communications

- AEM Advisor feature article: CEO interview/member spotlight written by AEM Advisor editorial staff (35,000+ subscribers) with AEM LinkedIn post (18,000+ followers)
- AEM member spotlight video: CEO interview/member spotlight professionally produced and interviewed onsite at Annual Conference promoted in AEM industry advisor (35,000+ subscribers) and AEM LinkedIn post (18,000+ followers)
- Sponsor logo, linking to company website, featured in:
  - Advocacy Newsletter (monthly to 1,000+ subscribers)
  - Canadian Advocate Newsletter (monthly to 100+ subscribers)
  - Industry Advisor Newsletter (twice-weekly to 35,000+ subscribers)

#### Member Directory

- Level 2 enhanced listing upgrade

**SOLD**

## SPONSORSHIP PACKAGES

### **GOLD LEVEL** ~~\$25,000~~ **NOW \$20,000!** (Valued at \$50,000+)

Limited to 3 Sponsors

A high-visibility, multi-channel marketing package to reach every AEM member audience segment throughout the year.

#### **Silver Package**

- All Silver Package inclusions

#### **Annual Conference**

- 30-second provided video, played once

#### **Product Safety & Stewardship Conference**

- 30-second provided video, played once

#### **Member Communications**

- Sponsor logo, linking to company website, featured in:
  - Advocacy Newsletter (monthly to 1,000+ subscribers)
  - Industry Advisor Newsletter (twice-weekly to 35,000+ subscribers)

#### **Digital Access Advertising**

- AEM.org-based remarketing campaign (200,000 impressions/one month campaign)

## SPONSORSHIP PACKAGES

# SILVER LEVEL ~~\$15,000~~ NOW \$12,000! (Valued at \$30,000+)

Limited to 5 Sponsors

A comprehensive sponsorship package to elevate your brand visibility at AEM member events.

### Annual Conference

- Logo on event web page, event slide, and registration web page
- Post-event attendee list (opt-ins only) including company name and attendee name and title

### Product Safety & Stewardship Conference

- Logo on event web page, event slide, and registration web page
- Post-event attendee list (opt-ins only) including company name and attendee name and title

### Statistics Conference

- Logo on event web page, event slide, and registration web page
- Post-event attendee list (opt-ins only) including company name and attendee name and title
- Logo on sign "lunch brought to you by"

### Member Education Webinar Series

- Logo on event web page and event slide for approximately 85 webinars

### Business Intelligence Equipment Market Outlook Webinars

- Logo on event web page and event slide for 42 webinars

### Member Directory

- Level 1 enhanced listing upgrade

## TARGETED SPONSORSHIP OFFERINGS

Don't want to commit to a package? Reach over 10,000 AEM members through targeted sponsorship opportunities.

### **AEM Advisor Feature Article** \$3,000

Limited to 6 sponsors

- CEO interview/member spotlight written by AEM Advisor editorial staff promoted in AEM Industry Advisor (35,000+ subscribers) and AEM LinkedIn post (18,000+ followers)

### **AEM Member Spotlight Video** \$3,000

Limited to 6 sponsors

- CEO interview/member spotlight professionally produced and interviewed onsite at Annual Conference promoted in AEM industry advisor (35,000+ subscribers) and AEM LinkedIn post (18,000+ followers)

### **Digital Access Advertising** Inquire for pricing

- AEM.org-based remarketing campaign (200,000 impressions/one month campaign)

## CONTACT US

Contact your AEM Account Success Advisor to talk about the best sponsorship package to meet your business goals.

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