

TUESDAY 17TH NOVEMBER, 2020

10:00 EST, 15:00 (UK), 16:00 (CET)

SPONSORSHIP OPPORTUNITIES

FREE WEBINAR

SUPPORTED BY MEDIA PARTNERS

khl
WEBINAR

DPI
DIESEL PROGRESS INTERNATIONAL

international
construction

SPONSORSHIP OPTIONS

LEAD SPONSOR

\$9650 / €8200

LIMITED TO 1 SPONSOR

- Sector Exclusivity – no competitor to be involved in webinar
- Part of pre & post marketing (see page 3)
- Visible logo during event
- Mention by host during webinar
- Contact details of registrants (GDPR permitting)
- Branding on post webinar research report
- Exclusive branding on post webinar e-mail and video to registrants

For more information or to book your package, please contact Simon Battersby
Tel: +44 (0) 1892 786 232 or e-mail: simon.battersby@offhighwayresearch.com

NB sponsor positions sold on first booking basis. The event will be limited to a maximum 5 sponsors.

SUPPORTING SPONSOR

\$3300 / €2800

LIMITED TO 5 SPONSORS

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- Visible logo during event
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- Contact details of registrants (GDPR permitting)

BENEFITS

BRAND PROMOTION

Sponsors can expect their brand to receive **251,000+ impressions** from pre and post webinar promotion – see page 3

LEAD GENERATION

To join the webinar all registrants need to consent to have their details passed onto Sponsors. Under General Data Protection Regulation (GDPR) this is permitted once a Sponsor has been confirmed.

BRAND RECOGNITION

Based on early registration numbers we expect the number of registrants to be about 1,000. Sponsors will benefit from branding on the visible backdrop:

THE PANEL

Chris Sleight – Managing Director, Off-Highway Research

Carl Gustaf Göransson – Former Global President Construction for CNH Industrial

Yelena Shulyatyeva – Senior U.S. Economist Bloomberg Economics New York

The discussion will be moderated by **Chris Sleight**, Managing Director, Off-Highway Research



WEBINAR MARKETING PLAN

Off-Highway Research is hosting this November webinar as a follow-up to our previous successful in-person briefings at ConExpo and Bauma. Our reputation within the sector for delivering events with valuable industry insight and market forecasts combined with working alongside targeted strategic media partners will drive registrations. Sponsors will benefit from association with an event that will deliver an audience of senior executives from the industry.

EXPECTED NUMBER OF IMPRESSIONS (MINIMUM)

						
Social	Remarketing	e-Cast	Newsletters	Website	Webinar Audience	Total Impressions
30,000	50,000	40,000	60,000	100,000	1,000	251,000

WEBINAR CONTENT INCLUDES:

- Latest equipment market figures & forecasts
- Assessing the impact of Covid-19
- Construction market drivers