



# EVENTS

## SPONSORSHIP OPPORTUNITIES

### POWERFUL COMMUNICATION PLATFORM

Brand promotion - Marketing - Networking - Lead generation

CREATED BY



ORGANISED BY



[www.offhighwaybriefing.com](http://www.offhighwaybriefing.com)

[www.offhighwayconference.com](http://www.offhighwayconference.com)

# WELCOME



Chris Sleight, Managing Director,  
Off-Highway Research

Over 1 million construction machines are sold around the world each year, with a retail value in excess of US\$100 billion. It is a large and complex global industry, populated by a huge range of stakeholders from manufacturers and suppliers to distributors, dealers, aftermarket actors, financial institutions and of course an equally diverse customer base.

The global construction equipment industry continues to navigate a challenging period in the aftermath of the Covid pandemic, with more challenges ahead as it adapts to a carbon-free future.

Off-Highway Research's events in 2022 will address these issues by looking at the immediate outlook for markets and also the longer-term fundamental shifts in technology and the disruptions they will bring. Our virtual and in-person events will impart strategically significant insights to attendees.

The events and accompanying marketing activities – backed by Off-Highway Research's parent company, KHL Group – offer sponsors and supporters the opportunity of millions of impressions over the course of the year, in sustained and targeted campaigns to the most senior decision-makers in the industry.

# A GUIDE

## FOUR OFF-HIGHWAY RESEARCH EVENTS

**TUESDAY 29TH MARCH 2022**

### **OFF-HIGHWAY BRIEFING, WEBINAR**

Presenting key aspects of the global construction equipment market & exclusive first look at Off-Highway Research's updated forecasts for 2022-2026.

This is a pay to attend webinar, and includes a full research report. This is distributed post event.

**ONLINE**



**WEDNESDAY 28TH SEPTEMBER 2022**

### **OFF-HIGHWAY CONFERENCE, CHICAGO**

One day event in Rosemont/Chicago. The conference will give attendees a detailed overview of the state of the global construction equipment market, the factors which drive it and key industry issues.

This event is essential for senior management and executives at equipment manufacturers, component suppliers, aftermarket participants, stakeholders and financial institutions in the global industry.

**IN-PERSON**

Loews Chicago O'Hare Hotel

**Off-Highway  
CONFERENCE**

**TUESDAY 25TH OCTOBER 2022**

### **OFF-HIGHWAY BREAKFAST BRIEFING, MUNICH**

An outline of the current health and outlook for construction equipment markets around the world. This will include all the newly updated figures for equipment sales and production in 2021, plus the five-year outlook.

The charged for briefing is hosted on site on the second day of BAUMA Munich.

**IN-PERSON**

Bauma, Munich

**bauma**

**TUESDAY 6TH DECEMBER 2022**

### **OFF-HIGHWAY BRIEFING, WEBINAR**

Presenting the outlook for the global construction equipment industry, along with the general economic outlook and a discussion on the approaches manufacturers can take to navigate these uncertain times.

This webinar is free to attend and attracts a high volume of registrants.

**ONLINE**



# PREVIOUS SPONSORS



**Faster**<sup>®</sup>



**international  
construction**



# WHY

# SPONSOR?

## BRAND ALIGNMENT

- Unique opportunity to align your brand with globally renowned research consultancy.
- A research consultancy now in its 41st year who has worked for over 600 global industry clients.
- Associate your organisation with thought leadership in the construction equipment sector.

## BUILD NEW BUSINESS RELATIONSHIPS

- Table-top exhibition space at the in-person events.
- Meet potential new clients & existing clients.
- Lead generation from the webinars via the delegate registrant list.

## DELEGATE PROFILE

- All registrants are mid to senior level construction equipment professionals & stakeholders.
- A third of registrants from previous events had senior management job titles.
- Global registrants with over 60 countries represented.

# WHO

# ATTENDS?



**Sponsors will benefit from association with an event that will deliver an audience of senior management from the construction equipment industry.**

## SENIOR MANAGEMENT FROM

- Equipment Manufacturers
- Component Suppliers  
Tier 1, 2 & 3
- Financial Institutions
- Distributors
- Rental Companies
- Aftermarket suppliers

# PUBLICITY

As soon as you sign up to be a sponsor your promotion starts.

Social media posts



#OHRCONFERENCE #OHRGLOBALBRIEFING

Editorial coverage



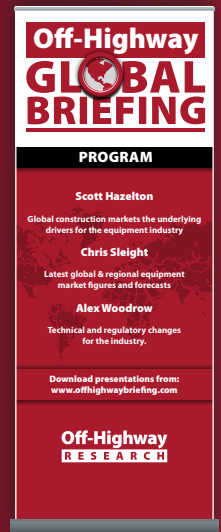
Magazine adverts



Event website



Event Promotion



Company video\*, logo and URL link



\*Lead and sole sponsors only

ONE DAY CONFERENCE, CHICAGO - WEDNESDAY 28TH SEPTEMBER 2022

€22,000  
**LEAD SPONSOR \$25,000**

## EXCLUSIVE FOR ONE SPONSOR

### PRE-EVENT:

- Prominent company logo with URL on event website
- Company promotional video on event website.
- Prominent logo on all pre-conference publicity
- Social media promotion

### POST-EVENT PUBLICITY:

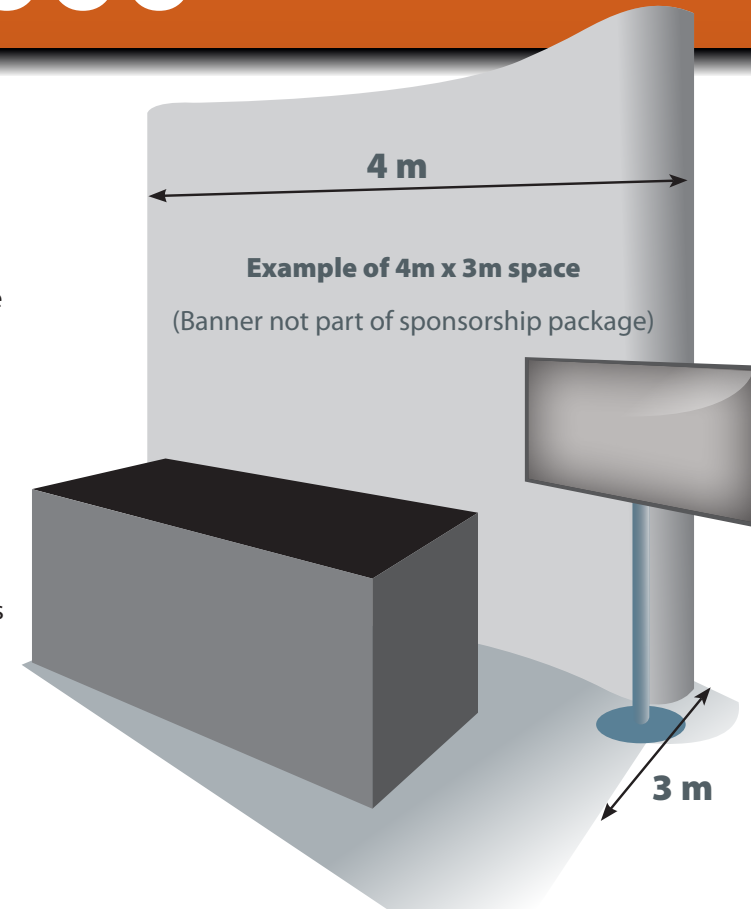
- Prominent logo on all post-conference publicity
- Prominent logo branding on post-conference videos

### POST-EVENT REPORT INCLUSIVE OF LEAD GENERATOR LIST

### TICKETS INCLUDED: 10

### DURING THE OFF-HIGHWAY CONFERENCE:

- Prominent stand position area space 4m x 3m inclusive of two table-tops, 4 chairs and flat-screen TV
- Conference programme (prominent company logo inside)
- Prominent logo on pop-up banners at the event
- Visual screening of your logo during the conference
- Premium stage branding during conference
- Break sponsor (lunch and two coffee breaks)
  - Banners at coffee stations during lunch and breaks
  - Your company logo on napkins
- Note pad and pens on conference tables (client to supply)
- Delegate bags exclusive logo branding



# ONE DAY CONFERENCE, CHICAGO - WEDNESDAY 28TH SEPTEMBER 2022

## ASSOCIATE SPONSOR

**\$10,000** €8,300

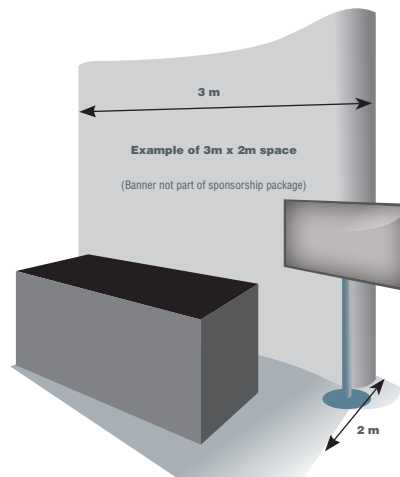
### SPONSORS NOT LIMITED

#### PRE-EVENT:

- Prominent company logo with URL on event website.
- Prominent logo on all pre-conference publicity
- Social media promotion

#### DURING THE OFF-HIGHWAY CONFERENCE:

- Prominent stand position area space 3m x 2m inclusive of table-top, 2 chairs and flat-screen TV
- Conference programme (prominent company logo inside)
- Logo on pop-up banners at the event
- Visual screening of your logo during the conference
- On stage branding during conference
- Promotional gift in delegate bag (client to supply)



#### POST-EVENT PUBLICITY:

- Prominent logo on all post-conference publicity
- Logo branding on post-conference videos

**POST-EVENT REPORT INCLUSIVE OF LEAD GENERATOR LIST**

**TICKETS INCLUDED: 5**

## SUPPORTING SPONSOR

**\$6,000** €5,300

### EXCLUSIVE FOR 8 SPONSORS

#### PRE-EVENT:

- Company logo with URL link event website.
- Company logo on all pre-conference publicity
- Social media promotion

#### DURING THE OFF-HIGHWAY RESEARCH CONFERENCE:

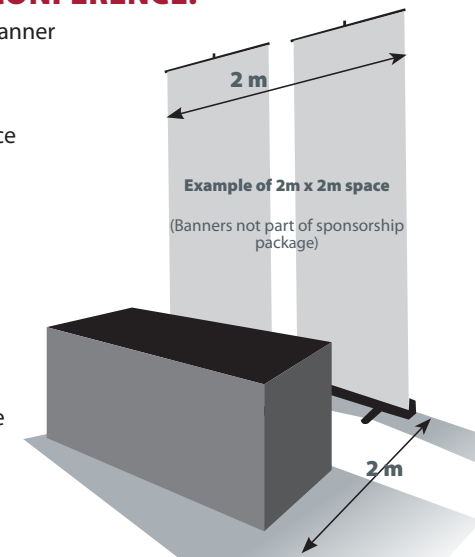
- Table-top display, inclusive of 2 chairs and space for 2m banner
- Conference programme (company logo inside).
- Logo on pop-up banners at the event
- Shared visual screening of your logo during the conference

#### POST-EVENT PUBLICITY:

- Logo on all post-conference publicity
- Logo branding on post-conference videos

**POST-EVENT REPORT (DOES NOT INCLUDE LEAD GENERATOR LIST)** \*upgrade to associate sponsor to receive lead generator list

**TICKETS INCLUDED: 2**



# WEBINARS - 29TH MARCH AND 6TH DECEMBER 2022

## LEAD SPONSOR

**\$10,000** €9,000

### EXCLUSIVE FOR 1 SPONSOR

- Branding pre & post marketing (see page 6/7)
- Prominent logo during event (background)
- Company mention at beginning of webinar by Moderator
- Company mention at closing of webinar by Moderator
- Lead Generator – contact details of registrations (GDPR allowing)
- Exclusive branding on post webinar research report, email and video to registrants

*NB sponsor positions sold on first booking basis.*

## SUPPORTING SPONSOR

**\$3,500** €3,000

### EXCLUSIVE FOR 5 SPONSORS

- Branding pre and post marketing (see page 6/7)
- Logo on background, shared with other supporter sponsors
- Shared company mention at beginning of webinar by Moderator
- Shared company mention at closing of webinar by Moderator
- Lead Generator – contact details of registrations (GDPR allowing)



**SOLE SPONSOR** €8,300  
**\$10,000**

**EXCLUSIVE FOR 1 SPONSOR**

**PRE-EVENT:**

- Prominent company logo with URL link on event website
- Company promotional video on event website
- Prominent logo on all pre-conference publicity including email blast to drive registration
- Social media promotion to drive registration

**POST-EVENT PUBLICITY:**

- Prominent logo on all post-conference publicity
- Logo branding on post-conference videos

**POST-EVENT REPORT INCLUSIVE OF LEAD GENERATOR LIST**

**DURING THE OFF-HIGHWAY BREAKFAST BRIEFING**

- Exclusive sponsor and branding
- Logo on pop-up banners at the event
- Visual screening of your logo during the conference
- Logo on pop-up banners at the event
- Coffee and breakfast branding
  - Banners at breakfast and coffee stations
  - Your company logo on napkins
- Note pad and pens (client to supply)
- Opportunity to supply promotional material for all delegates

**TICKETS INCLUDED: 10**



## EVENT CONTACTS

### SPONSORSHIP

Simon Battersby  
Tel: +44 (0)1892 786232  
simon.battersby@offhighwayresearch.com

### SPONSORSHIP

Bridget Leary  
Tel: +44 (0)1892 786220  
bridget.leary@offhighwayresearch.com

### CONFERENCE

Chris Sleight  
Tel: +44 (0)1892 786205  
chris.sleight@offhighwayresearch.com

### EVENTS DIRECTOR

Murray Pollok  
Tel: +44 (0)1505 850 043  
murray.pollok@khl.com

### EVENTS DIRECTOR

Saara Rootes  
Tel: +44 (0)1892 786243  
saara.rootes@khl.com

### EVENT & DELEGATE INFORMATION

Gabby McNamara  
Tel: +44 (0)1892 786 271  
gabby.mcnamara@khl.com

## GLOBAL SALES REPRESENTATIVES

### USA

Alister Williams  
Tel: +1 312 860 6775  
alister.williams@khl.com

### USA

Josh Kunz  
Cell: +1 262 444 1737  
josh.kunz@khl.com

### USA

Thomas Kavooras  
Cell: +1 847 609 4393  
thomas.kavooras@khl.com

### ITALY, BENELUX & SCANDINAVIA

Roberta Prandi  
Tel: +39 0464 014421  
roberta.prandi@khl.com

### GERMANY, FRANCE & SWITZERLAND

Gabriele Dinsel  
Tel: +49 711 3416 74 71  
gabriele.dinsel@khl.com

### GERMANY, SPAIN, UK, PORTUGAL & AUSTRIA

Petra Kaiser  
Tel: +49 711 3416 7472  
petra.kaiser@khl.com

### CHINA

Cathy Yao  
Tel: +86 (0)10 6553 6676  
cathy.yao@khl.com

### JAPAN

Michihiro Kawahara  
Tel: +81 (0)3 3212 3671  
kawahara@rayden.jp

### KOREA

Alister Williams  
Tel: +1 312 860 6775  
alister.williams@khl.com

CREATED BY

**Off-Highway**  
**RESEARCH**

ORGANISED BY

**khl**  
**EVENTS**

[www.offhighwaybriefing.com](http://www.offhighwaybriefing.com)  
[www.offhighwayconference.com](http://www.offhighwayconference.com)