



Tuesday 28th September

🕒 10.00am (EST) 🕒 3.00pm (UK) 🕒 4.00pm (CET)

SPONSORSHIP OPPORTUNITIES

SUPPORTED BY



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MEDIA PARTNERS



EXPAND YOUR REACH PROMOTE YOUR BRAND

Sponsorship of Off-Highway Research's webinars provides a cost-effective, lead-generating platform designed to generate new sales opportunities for our sponsors in addition to increasing product and brand awareness.'

Off-Highway Research is hosting two additional webinars in Q3 and Q4 2021. Both are a follow-up to our previous successful webinars in November 2020 and March 2021.

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.

Please contact Simon Battersby to secure brand placement or for additional information
Tel: +44 (0)1892 786232 or e-mail: simon.battersby@offhighwayresearch.com

NB sponsor positions sold on first booking basis.

BENEFITS

BRAND PROMOTION

Sponsors can expect their brand to receive **150,000+ impressions** from pre and post webinar promotion – see page 4/5

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.

DELEGATE PROFILE

All registrants will be mid to senior level construction professionals. A quarter of registrants from the previous webinar had senior management job titles, such as CEO, President, General Manager and Managing Director.

BRAND RECOGNITION

Based on early registration numbers we expect the number of registrants to be about **200**. Sponsors will benefit from branding on the visible backdrop:

**Off-Highway
GLOBAL
BRIEFING**

WEBINAR

 **Tuesday 28th September**
⌚ 10.00am (EST) ⌚ 3.00pm (UK) ⌚ 4.00pm (CET)

- Industry rebound in 2021 & impact supply shortages
- Updated forecasts for 2021-2025
- Exclusive post-event report

Media Partners
  

**REGISTER
NOW**

SPONSORSHIP OPTIONS

LEAD SPONSOR

\$10,000 | €8,200

EXCLUSIVE FOR 1 SPONSOR

- Sector Exclusivity – no competitor to be involved
- Part of pre & post marketing (see page 4/5)
- Visible logo during event
- Company mention by host during webinar
- Contact details of registrants (GDPR permitting)
- Exclusive branding on post webinar research report, email and video to registrants
- Twenty webinar tickets for clients prospects or staff worth \$3,600 / €3,000
- Additional discounted webinar tickets

SUPPORTING SPONSOR

\$3,450 | €2,800

LIMITED TO 5 SPONSORS

- Part of pre & post marketing (see page 4/5)
- Logo on background, shared with other supporter sponsors
- Shared company mention by host
- Contact details of registrants (GDPR permitting)
- Five webinar tickets for clients/prospects or staff worth \$900 / €750
- Additional discounted webinar tickets

BECOME A
SPONSOR FOR BOTH
SEPTEMBER AND
NOVEMBER WEBINARS
AND RECIEVE A
REDUCED RATE

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THE PANEL

CHRIS SLEIGHT – Managing Director, Off-Highway Research

SHI YANG – Director of Research, Off-Highway Research China

SAMIR BANSAL – General Manager, Off-Highway Research India

Moderated by **CHRIS SLEIGHT**, Managing Director, Off-Highway Research

Off-Highway
GLOBAL
BRIEFING



MARCH 2021 WEBINAR STATISTICS

KEY FACTS



REGISTERED
DELEGATES

184



TOTAL OVERALL
ATTENDEES

147



MAX CONCURRENT VIEWS

142



REGISTERED COMPANIES

101

REGIONAL BREAKDOWN



TOTAL COUNTRIES
REPRESENTED

25



THE AMERICAS INCLUDING
REST OF THE WORLD

10

EUROPE

15



MARCH 2021 WEBINAR STATISTICS

First look at updated forecasts for the global construction equipment industry

Chris Sleight
Managing Director,
Off-Highway Research

Shi Yang
Director of Research in China,
Off-Highway Research

Samir Bansal
General Manager,
Off-Highway Research India

TUESDAY 30TH MARCH, 2021 – 10:00 (EST) | 15:00 (UK) | 16:00 (CET)

Will the post-Covid rebound deliver record equipment sales?

With a remarkable surge in the Chinese construction equipment market last year and demand rebounding strongly in the rest of the world, 2021 could see record global construction equipment sales.

Join the Off-Highway Global Briefing webinar for a review of 2020 and an exclusive first look at Off-Highway Research's updated forecasts for 2021-2025.

Key content will include:

- Latest global and regional equipment market figures and forecasts
- Assessment of the impact of Covid-19
- Discussion of the market drivers which will influence future growth

The registration fee includes an exclusive post-webinar report worth US\$250 detailing the key data and discussion points.

Speakers will include:

- **Samir Bansal**, General Manager, Off-Highway Research India
- **Shi Yang**, Director of Research, Off-Highway Research China
- **Chris Sleight**, Global Managing Director, Off-Highway Research

Learn the latest outlook and prospects for the global construction and construction equipment industry from world-renowned experts, and use these to inform your plans for the year ahead.

[Book Now »](#)

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Guarantee your place NOW: <https://buff.ly/37M0rHY>

Supporting sponsors - Carlisle Brake & Friction and Goetze Srl

#OHR #OffHighwaysGlobalBriefing #KHLwebinars
#globalconstruction #constructionequipment

Briefing on key aspects of the global construction equipment market, with a focus on major regions

REGISTER TODAY

Webinar - Tuesday 30th March 2021, 10:00 EST, 15:00 UK, 16:00 CET

- Review of 2020 & impact of Covid
- Latest forecasts for 2021-2025
- Exclusive post-event report

SPEAKERS

CHRIS SLEIGHT, Managing Director, Off-Highway Research
SHI YANG, Director of Research in China, Off-Highway Research
SAMIR BANSAL, General Manager, Off-Highway Research India

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PRE-EVENT MARKETING



ECASTS
(DELIVERED)

90,070

OPENS

27,133

CLICKS

5,803



NEWSLETTER
(IMPRESSIONS)

178,804



KHL WEBSITE PROMOTION
(ADVERT IMPRESSIONS)

146,005

SOCIAL MEDIA *PRE & POST EVENT



FACEBOOK
(IMPRESSIONS)

1,458



LINKEDIN
(IMPRESSIONS)

1,267



TWITTER
(FOLLOWERS)

3,107



TOTAL EXPOSURE

+5,800

Off-Highway Research will be holding another webinar Tuesday 30th November 2021. For more information on how to sponsor either webinar or to receive a reduced rate for both webinars please contact: **Simon Battersby**: Tel: +44 (0) 1892 786 232 or e-mail: simon.battersby@offhighwayresearch.com