



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.



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.



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.



Member Education Webinars

Each program presents industry topics exclusively for AEM members.

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



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.

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
Annual Conference			
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	●	●	●
Product Safety & Compliance and Product Liability Seminars			
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	●	●	●
Statistics Conference			
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"	●	●	●
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: <ul style="list-style-type: none"> • Advocacy Newsletter (monthly to 1,000+ subscribers) • Industry Advisor Newsletter (twice-weekly to 35,000+ subscribers) 	●	●	
Sponsor logo, linking to company website, featured in: <ul style="list-style-type: none"> • Canadian Advocate Newsletter (monthly to 100+ subscribers) 	●		
Member Education Webinar Series			
Logo on event web page and event slide for approximately 8 webinars	●	●	●
Business Intelligence Equipment Market Outlook Webinars			
Logo on event web page and event slide for 4 webinars	●	●	●
Member Directory			
Level 1 enhanced listing upgrade		●	●
Level 2 enhanced listing upgrade	●		
Digital Access Advertising			
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 (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 (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 8 webinars

Business Intelligence Equipment Market Outlook Webinars

- Logo on event web page and event slide for 4 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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