



2027 AEM MOMENTUM PARTNERS

The AEM Momentum Partner
program is more than a
sponsorship package—it's a
partnership platform.

AEM MOMENTUM PARTNERS

One investment. Year-round opportunities to build momentum.

The AEM Momentum Partner program connects your brand with equipment manufacturers through the events, education, and communications they rely on throughout the year.

EACH PARTNERSHIP PACKAGE INCLUDES

Every AEM Momentum Partner package combines opportunities across **Education & Events** and **Member Communications & Recognition**, creating year-round visibility with AEM members. Choose the partnership level that aligns with your goals, then enhance your investment with discounted add-on opportunities.

Education & Events **3-4**

A presence at conferences, regional events, member education webinars and business intelligence webinars.

Member Communications & Recognition **5**

Brand recognition in newsletters, social media, and the member directory.

Optional Add-Ons & Targeted Offerings **6-7**

Additional sponsorship, advertising, and content opportunities available individually or at preferred partner pricing.

CHOOSE YOUR PACKAGE

» **PREMIER PARTNER \$35,000** (Valued at \$65,000+)

Limited to 2 Partners

The most comprehensive package, delivering the highest level of visibility, engagement and thought leadership opportunities across AEM's programs, communications and events.

» **FEATURED PARTNER \$25,000** (Valued at \$50,000+)

Limited to 3 Partners

A robust year-round package that combines high-impact event visibility, member communications and content opportunities.

» **SUPPORTING PARTNER \$15,000** (Valued at \$30,000+)

Limited to 5 Partners

A strong foundation for companies looking to increase brand awareness and demonstrate support for the AEM member community.

EDUCATION & EVENTS

2027 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 | Product Liability Seminars

April 19 - 22, 2027, Bloomington, MN

The industry's only conference that brings heavy equipment manufacturers, value chain partners, and subject matter experts together for a unique educational opportunity focused on today's compliance environment.



AEM Momentum Events

Regional events that bring members together for networking, industry insights, and meaningful connections with peers and AEM leadership.

Dallas, TX in February 2027

Toronto, Canada in August 2027

Chicago, IL in October 2027



Market Share Statistics Fall Meetings & Forum

September 21 - 23, 2027

Milwaukee, WI

An invite-only event where market data professionals come together to share best practices, enhance their skills, exchange ideas, and build valuable industry connections.



Business Intelligence Equipment Market Update Webinars

Quarterly in 2027

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.



AEM Annual Conference

November 9 - 11, 2027

Frisco, TX

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



Member Education Webinars

Each webinar presents industry topics exclusively for AEM members.

Jan. 2027

Feb. 2027

March 2027

April 2027

May 2027

June 2027

July 2027

Aug. 2027

Sep. 2027

Oct. 2027

EDUCATION & EVENTS

Annual Conference

	PREMIER	FEATURED	SUPPORTING
NEW! Inclusion on the Momentum Partner page within the conference mobile app	●	●	●
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	●	●	●
30-second provided video, played once at conference	●	●	

Product Safety & Stewardship Conference | Product Liability Seminars

NEW! Inclusion on the Momentum Partner page within the conference mobile app	●	●	●
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	●	●	●
30-second provided video, played once at conference	●	●	
2-minute general session welcome and company introduction by an event speaker	●		

Market Share Statistics Fall Meetings & Forum

NEW! One registration handout for the registration packet	●	●	●
Logo on sign "lunch brought to you by"	●	●	●
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	●	●	●
30-second provided video, played once at meeting	●	●	

AEM Momentum Events

NEW! Logo on event web page and event slide for approx. 3 regional events	●	●	●
NEW! Post-event attendee list (opt-ins only) including company name and attendee name and title, after each event	●	●	
NEW! Opportunity to attend and set up a table display at each event, subject to venue availability; travel cost not included	●		

Member Education Webinar Series

Logo on event web page and event slide for approximately 10 webinars	●	●	●
NEW! Post-event attendee list (opt-ins only) including company name and attendee name and title, after each webinar	●	●	

Business Intelligence Equipment Market Update Webinars

Logo on event web page and event slide for 4 webinars	●	●	●
NEW! Post-event attendee list (opt-ins only) including company name and attendee name and title, after each webinar	●	●	

MEMBER COMMUNICATIONS & RECOGNITION

Member Communications

	PREMIER	FEATURED	SUPPORTING
NEW! Logo, linked to company's listing in the Member Directory, included on the AEM Momentum Partner landing page on aem.org	●	●	●
NEW! Logo on AEM Momentum Partner sign, displayed at all in-person AEM events and conferences	●	●	●
NEW! Sponsor featured on one social media announcement post, acknowledging all AEM Momentum Partners for the year	●	●	●
Sponsor logo, linking to company's listing in Member Directory, featured in: • <i>Advocacy Report</i> Newsletter (monthly to 700+ subscribers) • <i>AEM Industry Advisor</i> Newsletter (twice-weekly to 16,000+ subscribers) • <i>Canadian Advocate</i> Newsletter (monthly to 100+ subscribers)	●	●	
NEW! Partner Perspective Article Exclusive in <i>AEM Industry Advisor</i> • A solution-focused thought leadership article, subject to review and editing by AEM editorial staff. • Article shared as lead in the <i>AEM Industry Advisor</i> (16,000+ subscribers) and on AEM social media channels (65,000+ followers)	●	●	
Feature Article in <i>AEM Industry Advisor</i> • CEO interview and/or member spotlight feature written by AEM editorial staff • Article shared as lead in the <i>AEM Industry Advisor</i> (16,000+ subscribers) and on AEM social media channels (65,000+ followers)	●		
NEW! Spotlight on social media, featuring your company, services, and areas of expertise	●		

Member Directory

NEW! Company logo featured on home page of Member Directory	●	●	●
NEW! Recognition as an AEM Momentum Partner on company's directory listing	●	●	●
Standard listing upgrade		●	●
Enhanced listing upgrade	●		

Digital Access Advertising

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

Tie your brand to the communications, resources, and industry insights that keep AEM members informed, connected, and engaged throughout the year.



AEM Member Directory

An online resource that helps AEM members discover and connect with member companies across the equipment manufacturing industry.



AEM Industry Advisor

Delivered directly to subscribers' inboxes twice a week, the award-winning newsletter provides the timely information equipment manufacturers need to grow their businesses and improve profitability.

OPTIONAL ADD-ONS & TARGETED OFFERINGS

Looking for more flexibility?

These featured opportunities are available as à la carte options for companies that want to reach AEM members through targeted sponsorship placements. Companies that select an AEM Momentum Partner package may also add select opportunities at a discounted rate to further extend their visibility and engagement.

Partner Perspective | Article Exclusive in *AEM Industry Advisor*

MEMBER PRICE | \$3,000 per article

AEM MOMENTUM PARTNER PRICE | \$1,500 per article

Position your company as a trusted expert by contributing a thought leadership article to *AEM Industry Advisor*. This solution-focused content opportunity allows companies to share practical insights, address member challenges, and demonstrate expertise in a way that builds credibility beyond traditional advertising.

Article will be featured in the lead spot in the *AEM Industry Advisor* (16,000+ subscribers) and shared on AEM social media channels (65,000+ followers).

Digital Access Advertising Inquire for pricing

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

Title Sponsor | AEM Momentum Events

MEMBER PRICE | \$6,000

AEM MOMENTUM PARTNER PRICE | \$3,000

The Momentum Event sponsor will be the title sponsor for all AEM Momentum Events in the year of sponsorship.

Sponsorship Includes

- Verbal recognition at each event
- Option to provide a giveaway at the event
- Title sponsor logo featured in the "Know Before You Go" email to registrants
- Title sponsor logo featured on the web page for each event
- Title sponsor logo featured on signage at each event
- Opportunity to play a 30-sec provided video during lunch
- Opportunity to attend and set up a table display at each event, subject to venue availability; travel cost not included
 - *If able to travel, the representative will have the opportunity to introduce the event speaker using a provided script*
- Attendee list (opt-ins only) including company name and attendee name and title, provided before and after each event

OPTIONAL ADD-ONS & TARGETED OFFERINGS

Title Sponsor | Business Intelligence Equipment Market Update Webinars

MEMBER PRICE | \$15,000

AEM MOMENTUM PARTNER PRICE | \$10,000

The Equipment Market Update Webinar sponsor will be the title sponsor for all quarterly webinars in the year of sponsorship. These webinars are an exclusive member benefit—accessible only to representatives of AEM's 1,100+ member companies.

Webinars Per Year: **4** | Average Registrations Per Webinar: **200**

Sponsorship Includes

- Title sponsor logo on emails to promote each webinar
- Title sponsor logo exclusive on the first slide of each webinar PowerPoint
- Verbal recognition as the title sponsor at the start of each webinar (shared by moderator)
- Title sponsor logo under "Brought to you by" on the Business Intelligence webinar web page
- Opportunity to play a 30-sec provided video prior to the start of the webinar
- Company name referenced on thank you email to all webinar registrants
- Post-event attendee list (opt-ins only) including company name and attendee name and title, after each webinar

Title Sponsor | Member Education Webinars

MEMBER PRICE | \$10,000

AEM MOMENTUM PARTNER PRICE | \$6,000

The Member Education Webinar sponsor will be the title sponsor for all Member Education webinars during the year of the sponsorship.

Webinars Per Year: **10+** | Average Registrations Per Webinar: **100**

Sponsorship Includes

- Title sponsor logo on emails to promote each webinar
- Title sponsor logo exclusive on the first slide of each webinar PowerPoint
- Verbal recognition as the title sponsor at the start of each webinar (shared by moderator)
- Title sponsor logo featured on the web page for each webinar event web page
- Opportunity to play a 30-sec provided video prior to the start of the webinar
- Company name referenced on thank you email to all webinar registrants
- Post-event attendee list (opt-ins only) including company name and attendee name and title, after each webinar

CONTACT US

Contact your AEM Account Success Advisor to identify the sponsorship package that best supports your business goals.

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