



**OEM<sup>®</sup>** **OFF-HIGHWAY**



# THE LEADING RESOURCE FOR PRODUCT DEVELOPMENT TEAMS & MOBILE EQUIPMENT MANUFACTURERS

**OEM Off-Highway** is the premier resource for engineers and product development team members at mobile on and off-road equipment manufacturers. Our in-depth reporting on market trends, technology developments, engineering innovations and new product launches keeps our audience informed within a rapidly changing industry.

OEM offers the most robust mix of industry publications – including three component spec guides, custom economic data, 10 unique newsletters and six website channels. We operate the leading digital platform in the industry and are known for effectively **delivering valuable content and marketing messages across print, digital, social and video platforms.**

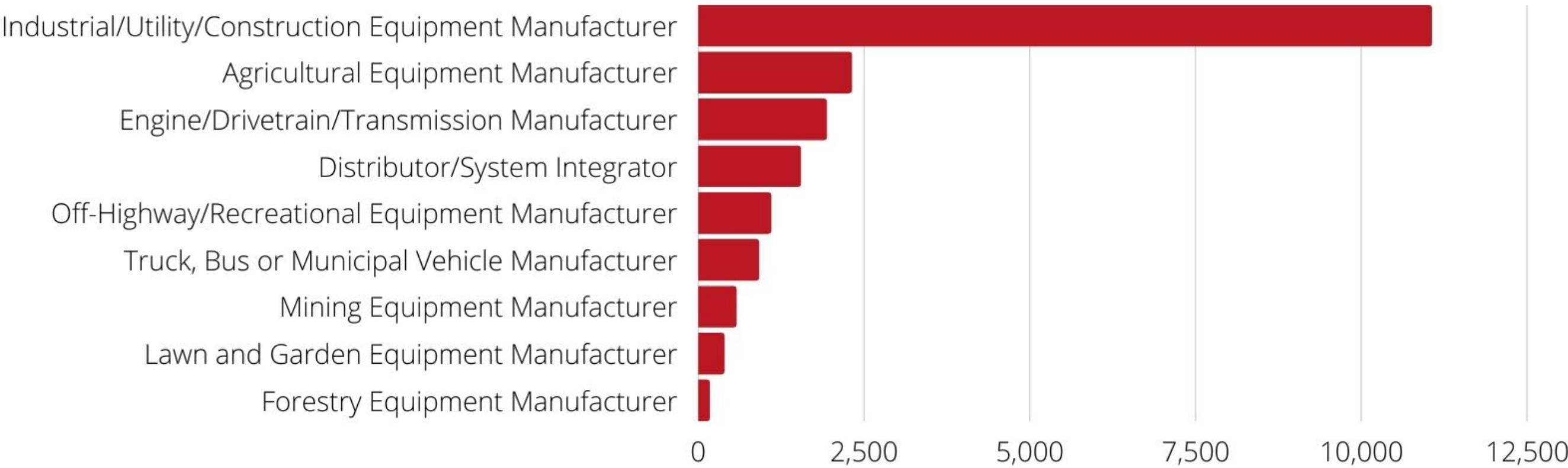




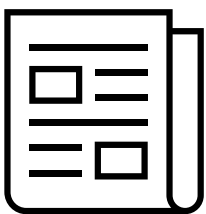
# OEM OFF-HIGHWAY REACHES

engineers and product development teams at heavy-duty mobile equipment manufacturers through a print magazine, digital newsletters, resource websites and social media channels. This allows us to provide content that is relevant to the entire industry.

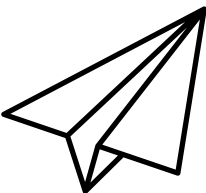
## PRINT & DIGITAL AUDIENCE BY BUSINESS & INDUSTRY



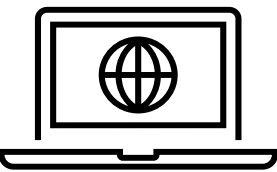
## NETWORK AUDIENCE



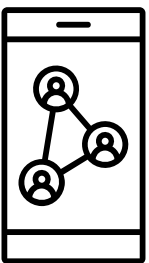
**19,005** MAGAZINE SUBSCRIBERS\*



**32,500+** NEWSLETTER SUBSCRIBERS\*



**58,200+** AVG. MONTHLY WEBSITE VISITORS\*\*



**16,900+** SOCIAL FOLLOWERS/FANS





# PRINT & DIGITAL OPPORTUNITIES

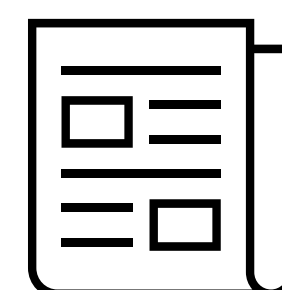






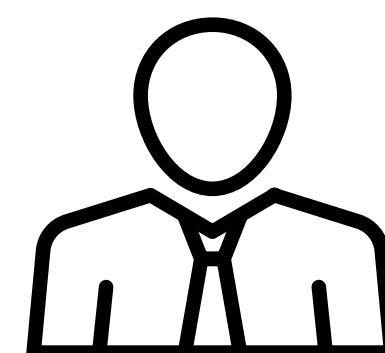
# THE PREMIER PRINT AND MULTI-MEDIA DIGITAL RESOURCE

for engineers and product development teams at mobile on- and off-road equipment manufacturers, delivering in-depth reporting on market trends, technology developments, engineering innovations, and new product and equipment launches.



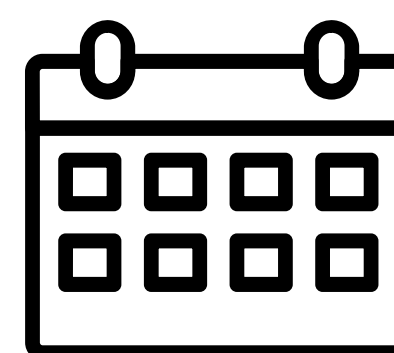
**7 ISSUES PER YEAR**

**19,005 MAGAZINE SUBSCRIBERS\***



## WHO WE REACH:

engineering, sales/marketing, corporate & operating management, and manufacturing & purchasing personnel working with the manufactures of mobile off-highway equipment



## EDITORIAL CALENDERS

**PRINT CALENDAR >>>**

**DIGITAL CALENDAR >>>**

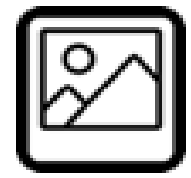


# CUSTOM PRINT OFFERINGS



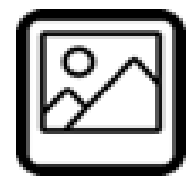
## Calendars

A useful tool for your customers while providing yearlong exposure for your brand



## Inserts

Large format space, printed on heavier paper stock making it quickly found within the issue and easily removable to save for future reference.



## Outserts

By polybagging with print, your marketing material is being delivered to a qualified audience in a high impact format. In addition to postage savings, your materials are the first readers see, even before opening the magazine.



## Cover Positions

Stand out using the magazine's best inventory – the front cover. With great retention rate, these highly effective ad units are offered in several varieties including Belly Bands, False Covers, Wraps, Bookmarks and more.



## Tradeshow Promotions

ACBM offers turnkey trade show sponsorships which are enjoyable to the attendee all while enhancing your brand and driving traffic to your booth.

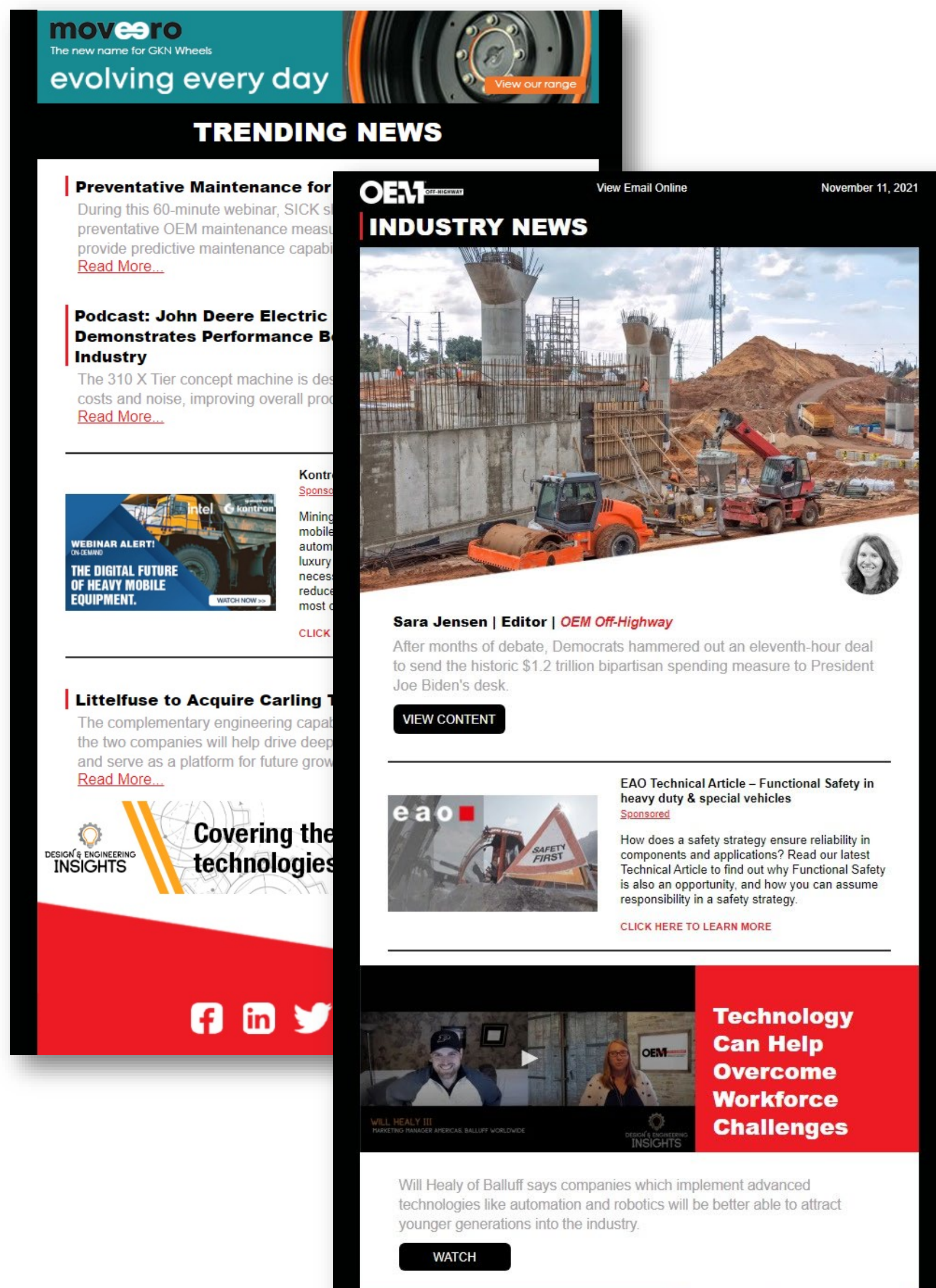


## Sponsored Content Insert

Work with editorial to develop a topic that is of high interest to our readers and is presented as an insert with sponsorship recognition and branding. Take it to the next level and turn this insert into an interactive microsite with enhanced graphics, content and tools to enhance the user experience.







# OEM OFF-HIGHWAY NEWSLETTERS



**32,500+ TOTAL SUBSCRIBERS**

See following slide for subscriber stats by individual Newsletter

We publish **10 tailored** newsletters for the OEM community, that are sent out at different frequencies – from Daily to Monthly. Each digital publication has a targeted subscriber list based on the subject matter, curated from the most relevant content on our core websites and within our print publications.

## AVAILABLE AD UNITS IN EACH ISSUE

NEWSLETTER

### LEADERBOARD

600x100 static JPG, GIF, or PNG is required (static or animated)

### SPONSORED PLACEMENT

320x180 image, 5-7 Word Headline, and 300 Character Description





# **INDUSTRY NEWSLETTERS**

## **INDUSTRY NEWS**

Reports the latest news, products and events in the industry, plus featured articles, videos and blogs to keep you in-the-know

**DEPLOYMENT:** Weekly

**SUBSCRIBERS: 24,200+**

[VIEW EXAMPLE](#)

## **EQUIPMENT MARKET OUTLOOK**

Delivers heavy-duty equipment market trends from industry-leading economic firm ITR Economics for construction, agriculture, mining, military and trucking industries, as well as domestic and foreign market analysis.

**DEPLOYMENT:** Monthly

**SUBSCRIBERS: 18,000+**

[VIEW EXAMPLE](#)

## **BREAKING NEWS**

Delivers the hottest news stories as they happen.

**DEPLOYMENT:** On Demand

**SUBSCRIBERS: 20,100+**

## **TECHNOLOGY NEWS TRACKER**

Aligns your brand with the latest news, market analysis, trends and more through social media exposure.

**DEPLOYMENT:** Monthly

**SUBSCRIBERS: 20,500+**

[VIEW EXAMPLE](#)





# SYSTEMS NEWSLETTERS

## ENGINE REVOLUTIONS

Features the latest news and products on the engine system and emission technology.

**DEPLOYMENT:** Bi-Monthly

**SUBSCRIBERS: 15,200+**

[VIEW EXAMPLE](#)

## THE ELECTRIC AGE

Presents news and products from the hottest technologies in the market including smart systems, sensors and electronics.

**DEPLOYMENT:** Bi-Monthly

**SUBSCRIBERS: 17,200+**

[VIEW EXAMPLE](#)

## IN THE CAB

Offers essential products and news dedicated to making the operator environment enhanced and advanced.

**DEPLOYMENT:** Bi-Monthly

**SUBSCRIBERS: 16,000+**

[VIEW EXAMPLE](#)

## DRIVETRAIN TECHNOLOGY UPDATES

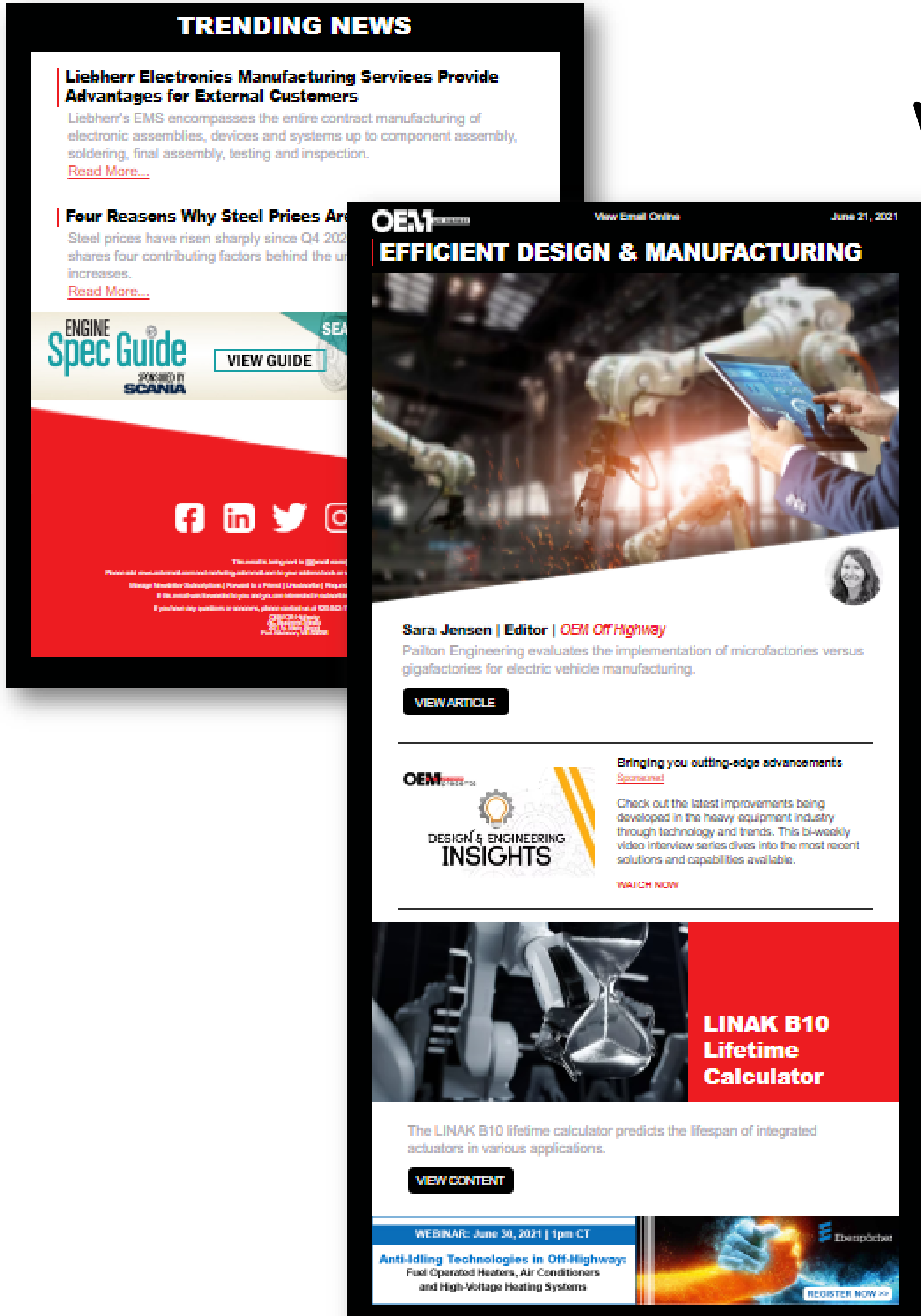
Provides the most up to date technology updates exclusively dedicated to the drivetrain system.

**DEPLOYMENT:** Quarterly

**SUBSCRIBERS: 16,300+**

[VIEW EXAMPLE](#)





## EXCLUSIVELY SPONSORED NEWSLETTERS

### EFFICIENT DESIGN & MANUFACTURING

Features software, testing and manufacturing services to get the job done more efficiently and profitably.

**DEPLOYMENT:** Sponsored

**SUBSCRIBERS: 17,100+**

[VIEW EXAMPLE](#)

### FLUID POWER PROGRESS

Focuses on fluid power specifically, technology and industry trends for both hydraulics and electro-hydraulics.

**DEPLOYMENT:** Sponsored

**SUBSCRIBERS: 16,800+**

[VIEW EXAMPLE](#)



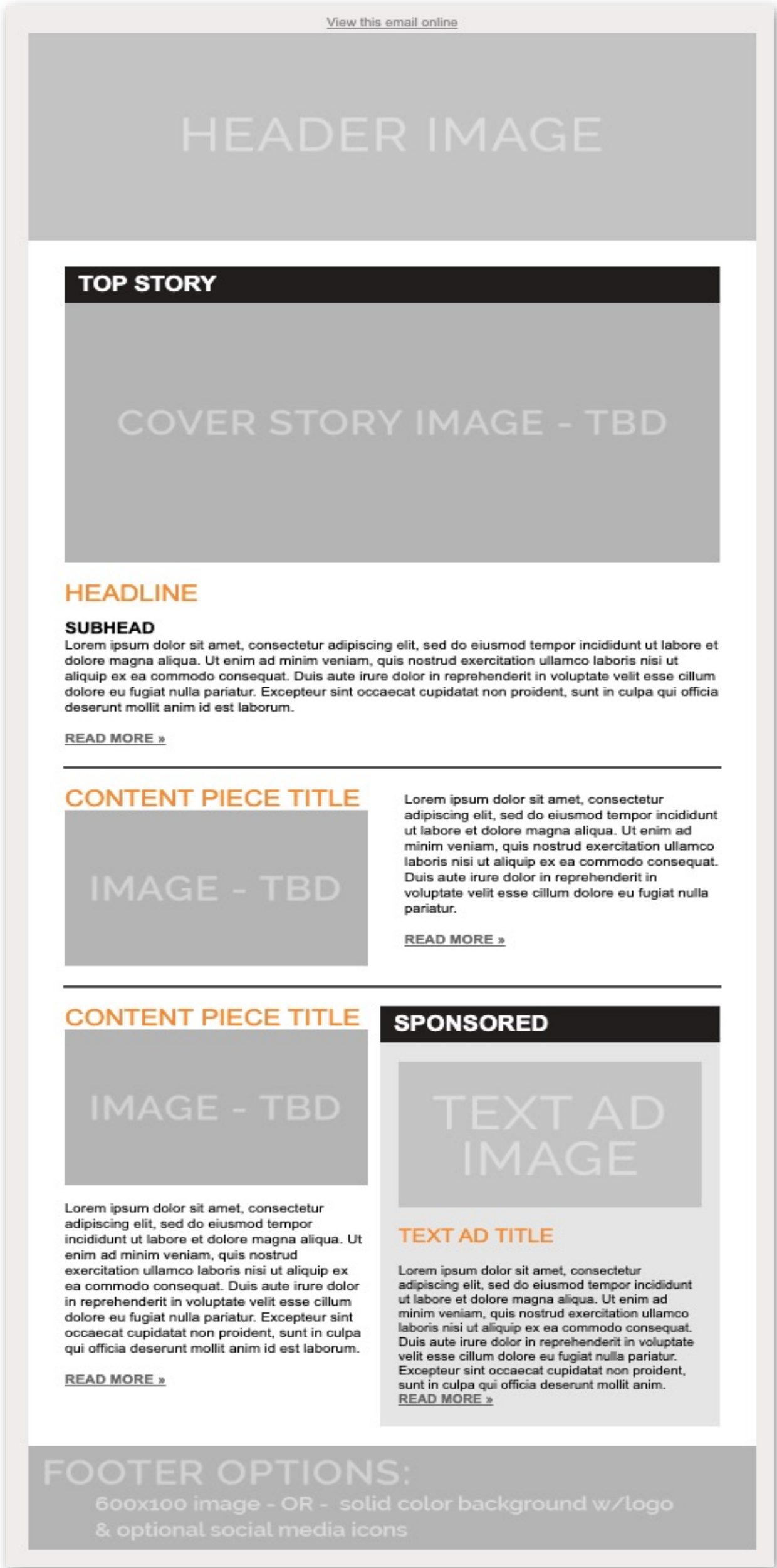
# CUSTOM NEWSLETTERS

We can produce a fully customized Newsletter for you, including content that is either written by our editorial team, provided by your team or both. These custom Newsletter mailings are intended to focus on key industry topics and subject matter that are important to the audience and align well with your brand. You will be the exclusive sponsor of each distribution.

The exact target segment for a Custom Newsletter is determined by our audience development team, based on your direction, and will influence pricing.

## PROMOTION INCLUDED IN EACH CUSTOM NEWSLETTER

- Client Provided Content: 2-3 articles with one photo per article
- Header Image: 600x200 (static JPG,GIF or PNG)
- Optional ads to include: 600x100, 300x250 or sponsored placement (static JPG, GIF, PNG)





# SOCIAL MEDIA PROMOTION

Extend your reach beyond advertising on our core websites with targeted advertising across social platforms such as Facebook, Instagram and LinkedIn. Using our proprietary 1<sup>st</sup> party subscriber data and behavioral data from our websites, we can target those same users with sponsored posts as they browse their feeds.

## BENEFITS

- Sponsored posts are data-targeted to the segment most relevant to your campaign
- One size fits all posts that can be repurposed on multiple platforms
- Ads display for users within main user feeds, right rail and within mobile apps
- Detailed performance metrics are available for all social campaigns

## FAST FACTS

- **We offer a variety of social ad unit sizes and types that reach users in-feed, side-bar and within stories.**
- On average, social extension ad campaigns receive higher click-through rates than on-site banner ads.
- About 75% of Facebook users and 60% of Instagram users visit those social platforms at least once a day.



ACBM 1<sup>st</sup> party data  
for our subscribers

Used to promote your content or  
other assets on social platforms

To the exact segment you  
wish to target



# SOCIAL MEDIA MANAGEMENT

Do you want to engage with your customers on Facebook but don't have the time or resources to manage a corporate page?

We can do this for you!

Our team are proven experts in social media management and also know how to speak directly to your target customers because they are the same people who read our publications.

**We can help you launch, manage and promote a corporate Facebook page for your brand.**

- We know your brands and have the industry knowledge to engage with fans
- We have the dedicated staff to manage your social platforms, monitor your activity and engage with followers to grow your fanbase organically.
- Under our social media management, clients have seen an average 71% increase in post engagement.



Example 1 year fan growth for a social management client



# WEBSITE BANNER ADVERTISING

We offer a variety of display banner opportunities across our core websites, with the ability to target specific sections and users depending on the goal of your campaign. These units are best used for high volume awareness campaigns and to keep your brand top-of-mind with our readers.

## STANDARD BANNER UNITS INCLUDE:

1. 970x250 Billboard
2. Leadership Package (970x90, 728x90, 300x50)
3. Rectangle Package (300x600, 300x250)
4. Native AD (1600x1050, 300x250)

## TAKEOVER DISPLAY OPTIONS:

1. 1658x1058 / 300x250 Responsive Site Skin
2. Homepage or section takeovers - based on availability

## AUDIENCE EXTENSION:

Using 1st party and behavioral user data we also have the ability to re-target our audience offsite and further extend your banner campaign.

The screenshot shows the OEM Off-Highway website interface. At the top, there's a navigation bar with the OEM logo and various menu items like Market Analysis, Spec Guides, Trends, Videos, Podcast, Events, Advertise, Magazine, and Directory. Below this is a secondary navigation bar with categories: Engines, Drivetrains, Fluid Power, Electronics (highlighted), Operator Cab, and Engineering & Manufacturing. A large grey box labeled "970x90 Super Leaderboard" is positioned below the navigation. The main content area features a breadcrumb trail: HOME | ELECTRONICS | POWER SYSTEMS | BATTERIES, CAPACITORS. The headline reads "Proterra and Komatsu Collaborate to Electrify Underground Mining Machines". The subtext states: "Under the collaboration, Proterra will supply its H Series battery system technology to Komatsu for the development of battery-electric LHDs, drills and bolters for underground hard rock mining." The date is "October 26, 2021" and it's attributed to "From Proterra Inc.". Below the text are social media icons for email, Facebook, LinkedIn, and Twitter. A large image of a yellow underground mining machine is shown. To the right of the machine is a grey box labeled "300x250". Below the machine image, there's a caption: "Proterra Inc. and Komatsu have announced a collaboration to electrify next-generation underground mining machines using Proterra's". To the right of the machine image, there's a section titled "Latest in Batteries, Capacitors" with a subtext: "Custom Engineered Liquid Level Solutions For Specialized Applications" and the date "November 1, 2021". A small "Sponsored" label is also present.



# NATIVE CONTENT UNITS

Seamlessly place your message within our on-site editorial content using our native ad platform. These native ad placements are designed to match the look, feel and function of our site's most valuable content, without looking like a traditional ad.

Native ad units rotate within our editorial content in **two different ad sizes and locations**.

1. The larger native ad will always appear on the right-hand side as the page loads
2. The smaller native ad will appear under the "related" column on an article's landing page

## Recommended



Engines

### Electrification is Becoming Mainstream, but There is Still a Place for Engines

Improvements in technology have increased the use of electrification but there will remain a need for engines in many applications.

Sara Jensen

November 2, 2021



Agriculture

### Winners Announced for Tractor of the Year 2022

The annual award honoring agricultural equipment innovation was presented to John Deere, New Holland Agriculture and Reform.

Sara Jensen

October 22, 2021

## Native Display Ad



Sponsored

### Custom Engineered Liquid Level Solutions For Specialized Applications

Precise level detection for demanding transportation applications, including fuel tanks and hydraulics. UL, UL Haz Loc, CSA, and NSF...

November 1, 2021

## BENEFITS

- Target your ad based on channel category
- Appears anywhere that targeted channel content does across the website
- Addresses inherent limitations with traditional ads such as ad block and ad fraud
- Ad click-through links to your website or to designated Sponsored Content assets
- Receive on average, 8,000-10,000 impressions per month
- Tracks the success of your campaign through real-time reporting platform
- Full control over your creative throughout the entire campaign



# **PODCAST**

Podcasts offer a unique experience to provide valuable, in-depth information and create a deeper relationship with our subscribers. With smartphones being the primary source of engagement, it's easy for people to listen on morning commutes, during exercise and even while on the jobsite!

**We offer a few ways you can connect with your target audience via on-demand podcasts:**

## **1. SPONSOR AN EDITORIAL PODCAST**

- Sponsorship recognition by the host at the start and the end of the podcast as well as in the podcast description
- Up to a 30-second mid-roll ad spot read by the host

## **2. INDIVIDUAL SPONSORED PODCAST**

- Create an educational, thought leadership and non-commercial podcast hosted in partnership with an ACBM editor
- Podcast will be recorded as a discussion with your SME providing talking points to our editor for reference
- 30-second ad at the end of the podcast

## **3. SPONSORED PODCAST SERIES**

- A 6-part series of educational, thought leadership and non-commercial podcast
- Published every other week for three months
- Podcasts will be recorded as a discussion with your SME providing talking points to our editor for reference
- 30-second ad at the end of the podcast
- Edited podcasts are up to 30 minutes in length



## **OEM INDUSTRY UPDATE**

This podcast is a weekly roundup of the latest technology, industry, and market news for the equipment design and development industry.

**[SAMPLE: LISTEN HERE](#)**




# DEDICATED EMAILS

One of the most impactful ways to communicate the value of your products and services directly to our audience is through a dedicated html email. This venue gives you ample space to showcase important imagery, marketing copy and the specific call-to-actions you wish to communicate to potential customers.





Leverage our database of over 55,000 available recipients that can be mailed to as an entire group or segmented to reach target sub-groups.

## EACH DEDICATED EMAIL WILL INCLUDE:

1. Pre-designed, HTML email message with all included images/copy/links
2. Subject line
3. Pre-header
4. ACBM team will oversee testing, Q/A, send and full reporting for each mailing



### Full-Power Full-Time: Variable Speed Engine Innovation



#### ADVANCED INSTRUMENTATION ENGINE & MACHINE MONITORING DISPLAY TRENDS



Engine monitoring displays are designed to continually check the status and health of a vehicle or machine. They are equipped with powerful designs and an innovative range of software platforms and tools created to offer a superior user experience. Utilizing these sophisticated systems necessitates a review of budget, staffing and resources to ensure successful integration.

This paper, **Trends in Advanced Engine & Machine Monitoring Displays**, will provide readers with a business case to choose the right engine monitoring display to fit their needs.

- Key differences between monitoring displays
- Software development options
- Skills and staffing requirements

[View Paper Now »](#)

Sponsored By:





# LEADERS IN OFF-HIGHWAY

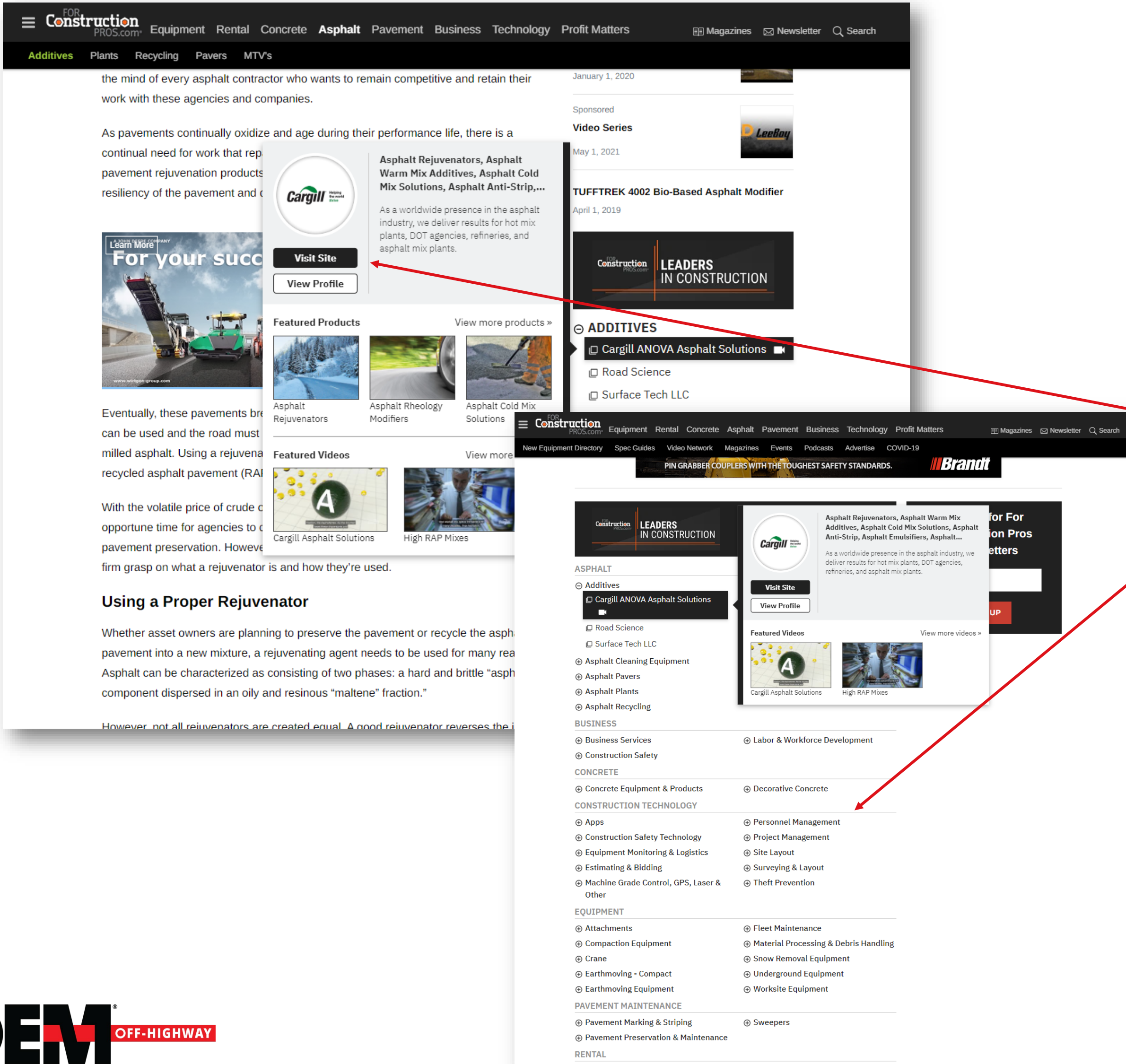
Leaders in the Off-Highway program aligns your company listing and profile within key topics and editorial content on OEMOffHighway.com Stay in front of end-users as they're browsing for solutions year-round.

## PROGRAM DETAILS

- Accessible link to Leaders in Off-Highway profiles on OEMOffHighway.com
- Contextually triggered company name link on category and article pages where your company is associated with content
- Pop-up data card displays your logo, featured products, featured videos, a link to your profile and a direct link to your website
- Client controlled customizable content areas
- Company name and link on the Leaders in Off-Highway main directory listing page
- Company Engagement Report

## PARTICIPATION REQUIRES (1 OF THE FOLLOWING):

- Print ad placements ≥ 3 Full Page per calendar year
- \$30,000 or more digital spend
- Direct Leaders in Off-Highway placement for 12 months





# PRODUCT SHOWCASE

## VIDEO PRODUCT SHOWCASE

Showcase your product or video in a shared deployment monthly to the full opt-in subscriber list. Each advertiser receives a product image, company logo and product description.

## EACH PRODUCT SHOWCASE WILL INCLUDE:

1. Product / Video Name
2. Company Name
3. Product / Video Image
4. Maximum of 500 characters of copy
5. Click thru URL for the product image, video, logo, and button




OFF-HIGHWAY


Global product development solutions for mobile OEMs

PRODUCT SHOWCASE



WATCH THE VIDEO TO LEARN MORE →





NEW




Rugged Seats For Rugged Applications

Concestric International offers a comprehensive line-up of seats, from static to full suspension types. We offer models for every market segment from AGG to ZTRG and everything in between... even custom-made designs. For more than 25 years, our seats have been quality-tested and field-proven time and time again. Contact us today for more information!

Click Here To Learn More

Planning for the Future by Siemens

Top Performing companies tend to be visionary and consequently enjoy higher revenue growth and profit margins. Their plans can be a leading indicator of what you should consider as you develop product and production strategies. Which technologies are leading companies adopting? What steps do they take to be successful? What should you consider for your company?

Download Now

Anti-Idling Tech for Off-Highway

{Webinar Alert} Anti-idling heating and cooling system technologies provide many benefits including reduced fuel consumption and emissions. Selecting the right technology for an application is vital to achieving these benefits. Last chance to register!

Register Now!

APS connectors – from Cannon

Cannon's APS Series is a full plastic harsh environment connector solution available in 1 to 51-way variants. Optimized for off-highway applications, the series features a proven tapered coupling design with reliable sealing up to IP68K, and multiple cable and coding options. Compact, lightweight, easy to assemble, cost-effective, and ultra-reliable, you can rely on APS when it matters most.

Click for more information

Introducing MP Filtri's new ICM 4.0

MP Filtri's latest ICM 4.0 features a reliable in-built 300-FI hub – enabling users to track the performance and contamination levels of every single machine in real-time. It has predictive maintenance technology safeguards, enhances productivity, and reduces both costs and unplanned downtime. It offers fast, customizable test results with the ability to adjust to your personal specification.

MP Filtri's new ICM 4.0

John Deere Electronic Solutions

Our family of reconfigurable displays give you the flexibility to control your equipment. In addition to featuring a rugged IP65 rating and vivid sunlight readable display, we provide the processing power and a variety of size options to suit your specific needs. Program your application using Cook™ software or simply leave it to us. How can we help your machine partner better with your customer?

Learn about the family

Isuzu Helping Reduce OEM Design Time

New generator set Power Units ready to bolt onto your generator applications. These are 4J-Series 1800 rpm EPA Tier 4 certified Power Units that can be standard or custom to meet OEM requirements. A compact design with SCR over the flywheel offers quiet, eco-friendly and fuel efficient dependability while reducing design engineering development time for faster project turn-around to save engineering resource costs.

Click Here For More Information

© 2021 All rights reserved, AC Business Media.



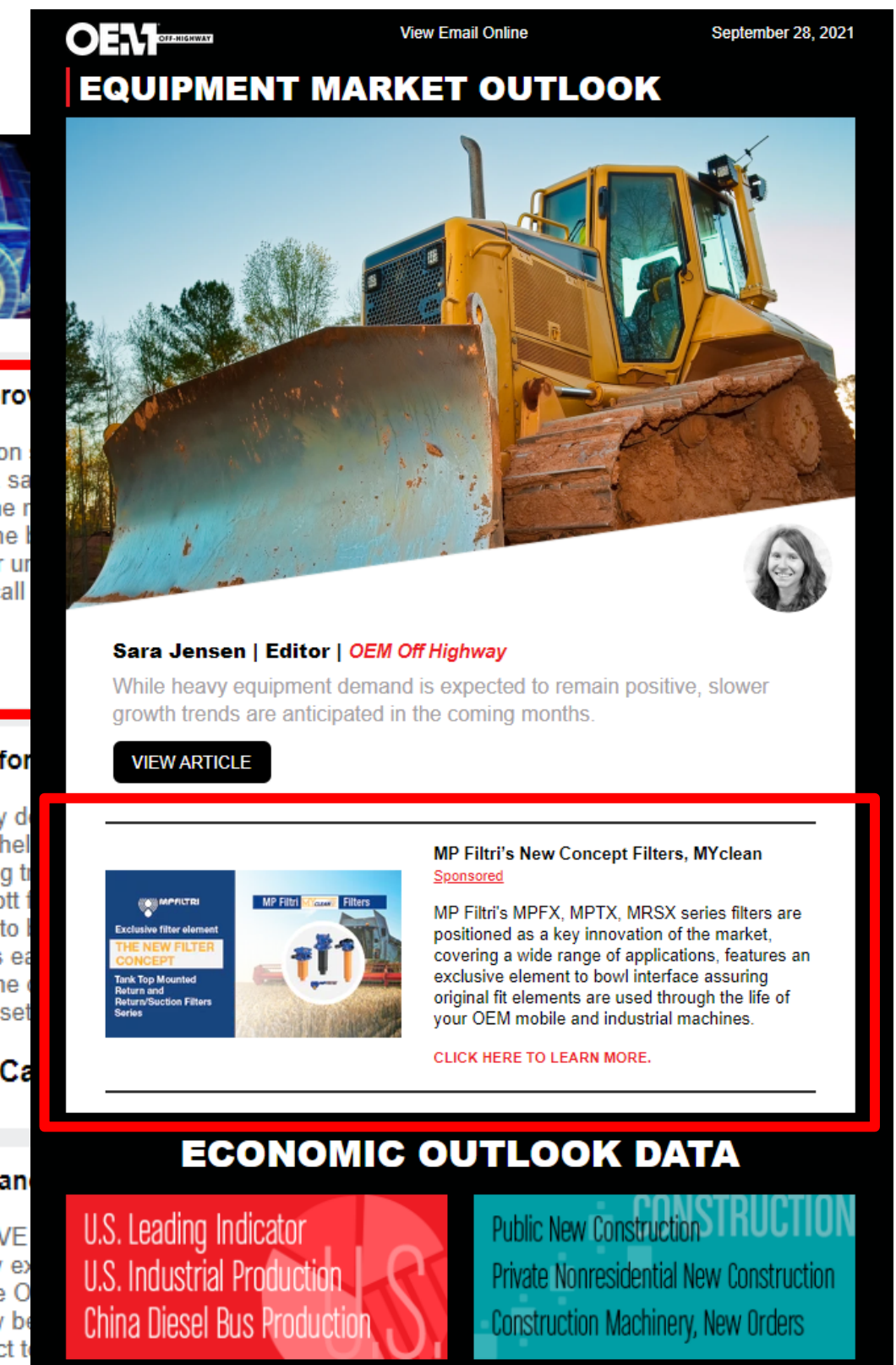
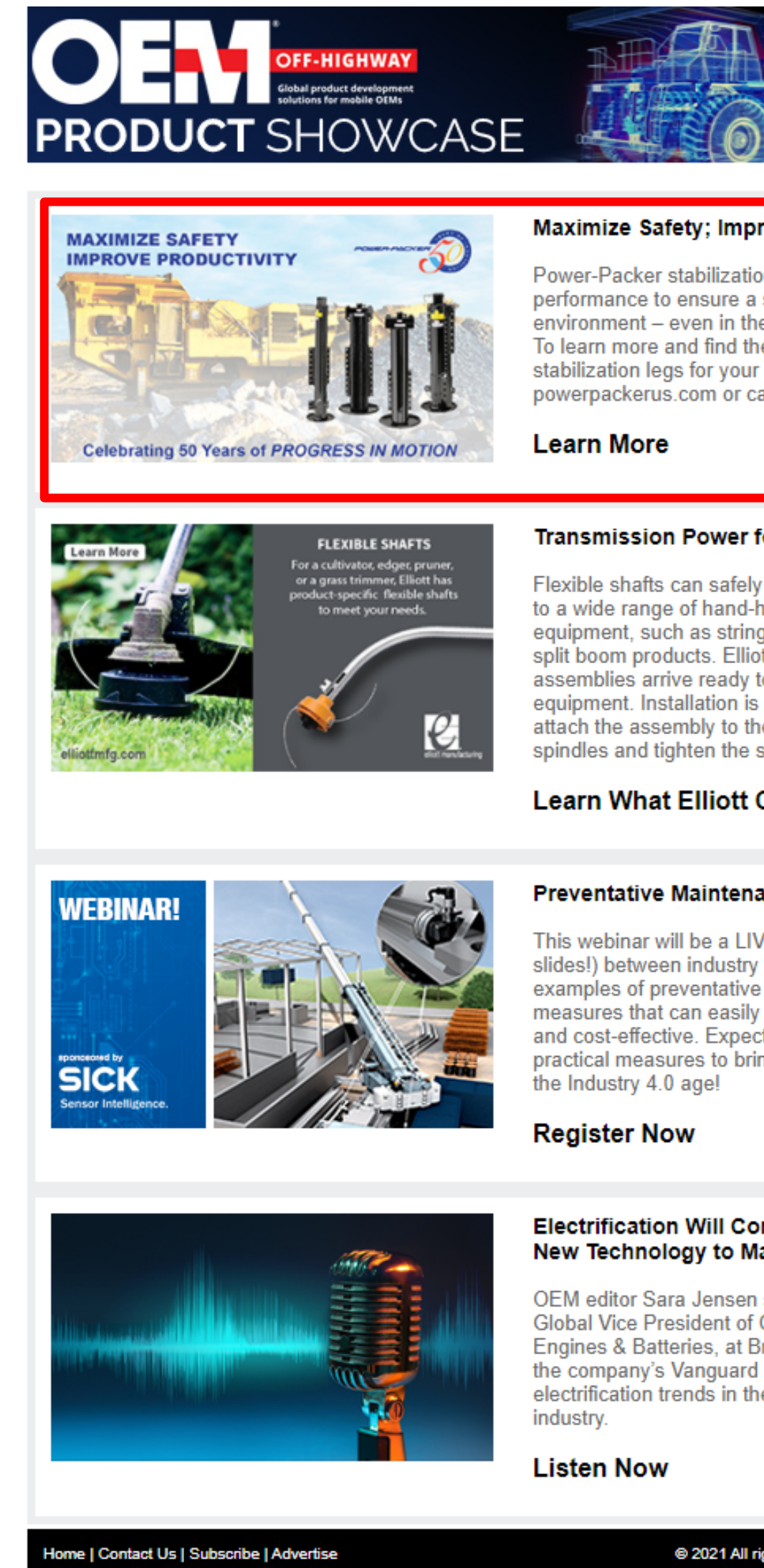
# PRODUCT SHOWCASE+

## Showcase your product with multiple touch points.

Product Showcase+ features your product offering to our online subscribers in several ways.

## EACH PRODUCT SHOWCASE+ INCLUDES:

- 1x Placement in a Monthly Product Showcase Email
- 1x Placement in a select Newsletter Sponsored Product
- 1x Native Placement on OEMOffHighway.com
- 10,000 Native Extension Impressions featuring your product
- 10,000 Social Extension Impressions featuring your product





# SOCIAL SIMULCAST

(LIVE STREAM)

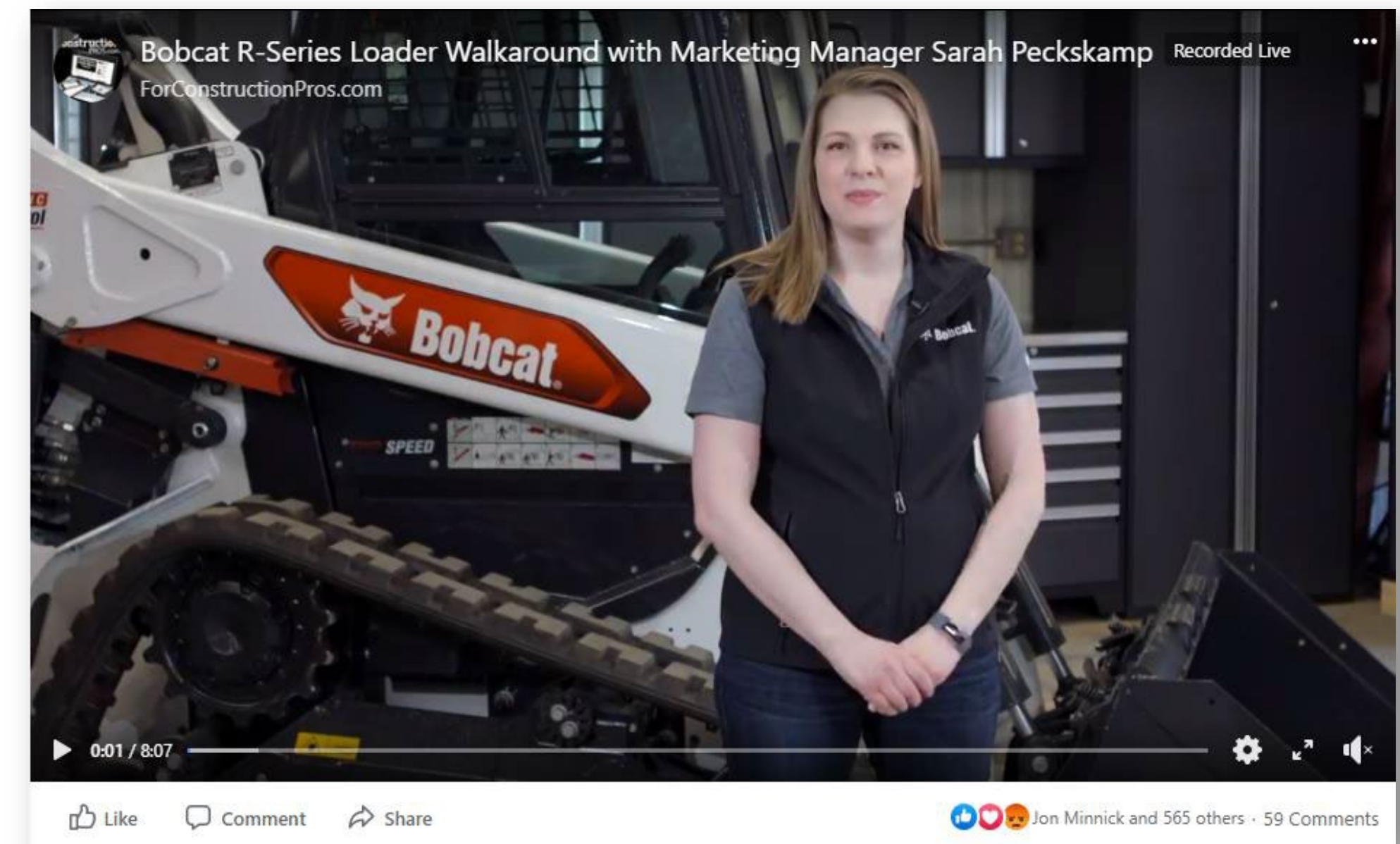
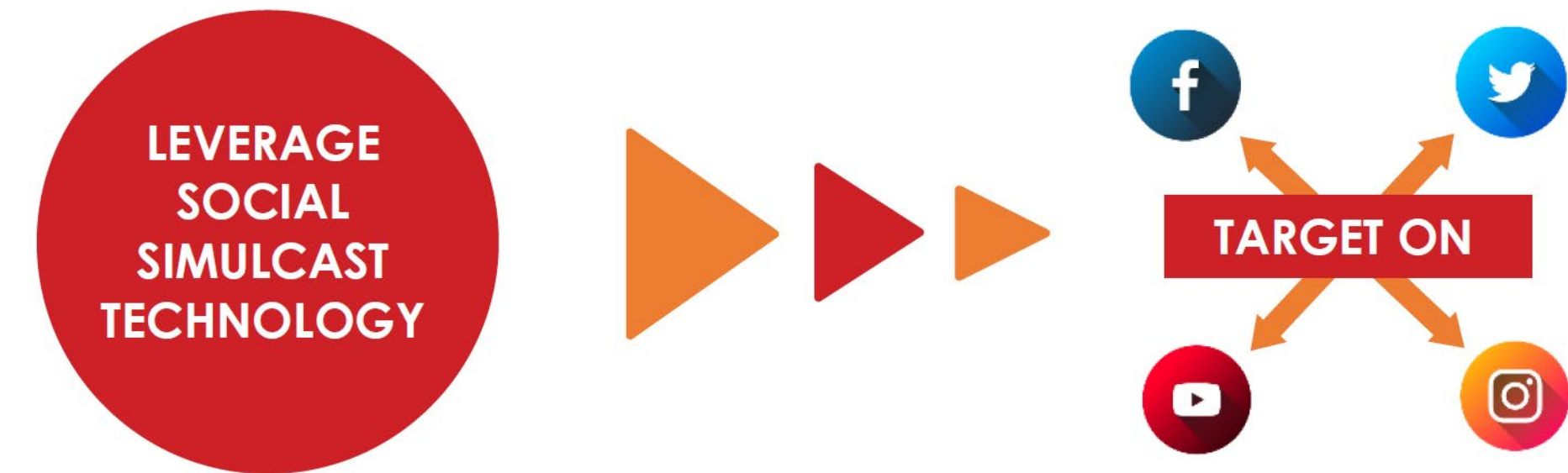
**FACT:** Your customers are watching more video. In a crowded social media space, how can manufacturers garner attention when new and innovative products are being introduced? Social Live Stream to engaged and interested users is the answer! More than 92% of B2B prospects consume online video and more than 4 billion videos are watched on YouTube every day.

## THE PERFECT SOLUTION FOR:

- Product Launches
- Events
- PR News or Announcements
- Product Walk Arounds
- Or any video communication you want to promote

## TURNKEY PROMOTIONS:

- Paid and Organic Social Posts
- Native & Native Retargeting
- Online Display
- Dedicated Email
- Behavioral Email
- Pre-event calendar, email and social notifications
- Sponsored Content position in corresponding newsletter





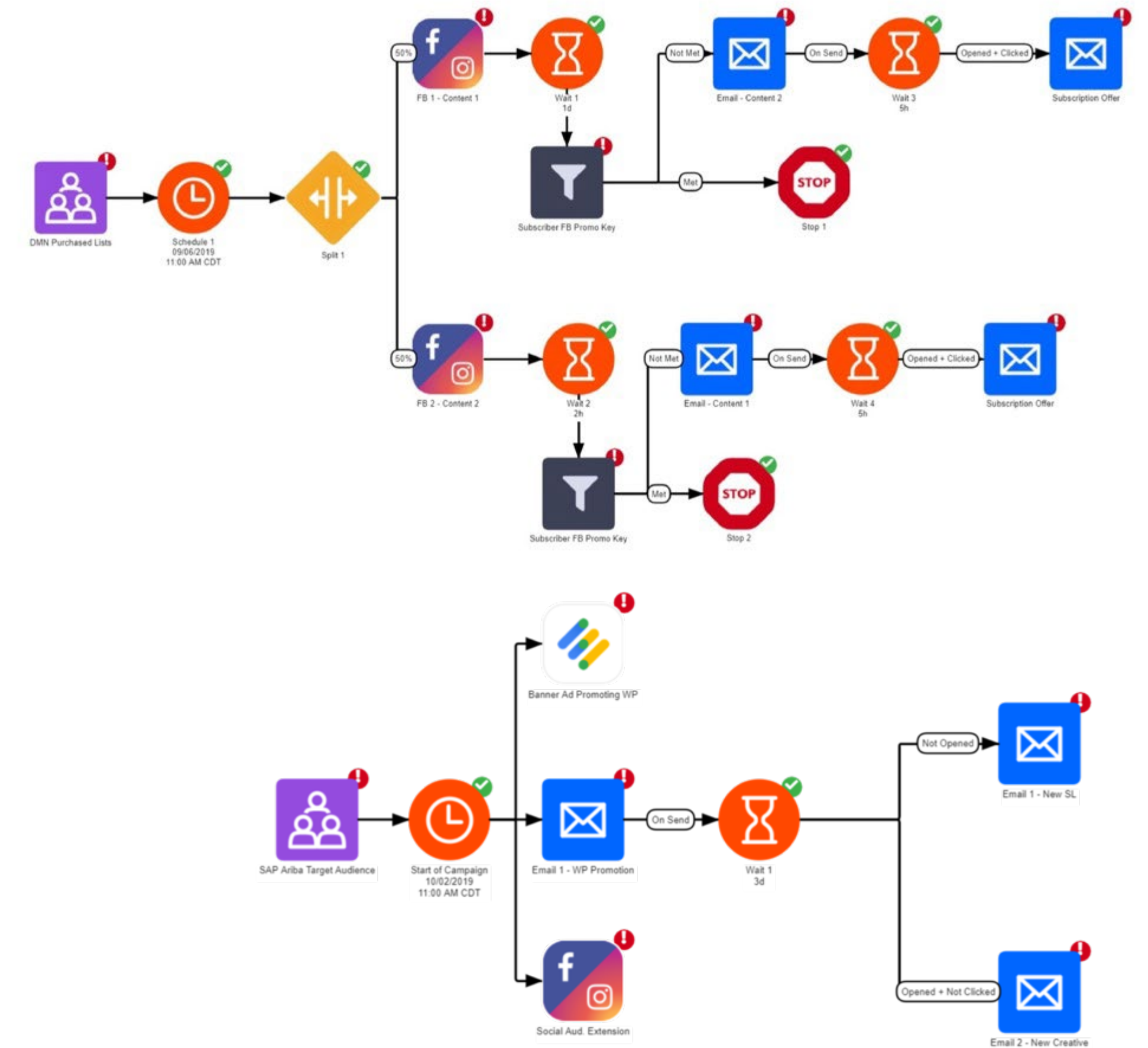
# CUSTOMER JOURNEYS

We have the ability to build you a custom audience segment of the ACBM database that is most relevant to your marketing goals. This audience can be determined by dimensions such as geography, job title, organization type and personal interests identified by their behavior on our websites.

Using that unique audience segment we will execute a "Customer Journey" campaign for your brand, that takes engaged users along a predetermined path of marketing materials based on how they interact at each stage. As you can see in the visuals to the right, the included promotion within each journey is served to the user based upon if they open / click / view certain elements along the way - identifying their interest in the offer or assets being promoted. Customer Journeys utilize our most sophisticated marketing technology, leverage our proprietary 1st party data and are crafted for your specific program.

## CUSTOMER JOURNEYS CAN UTILIZE A COMBINATION OF:

1. Dedicated emails & triggered emails
2. Sponsored social posts across multiple platforms (Facebook, Instagram)
3. Off-Site retargeted native and display units
4. On-site display placements
5. Custom Onsite Pop-Outs with CTA





# MICROSITES

Our team has the ability to build you a custom microsite in a variety of different shapes and sizes, depending on your marketing objectives.

**The goal of launching every microsite is to provide you an online destination where custom content can be showcased around a specific topic that is relevant to both your brand and your target customers.**

These sites can function as a simple content archive or a multi-media experience that includes different items such as: **video, infographics, custom content, animations, database tools or other custom assets.**

As your partner, we are uniquely positioned to not only create these microsites but also produce content to populate them and execute marketing programs to promote them!





# VIDEO UNITS

We have two primary opportunities to amplify the value of your video assets to targeted segments of the ACMB community. These placements give you an opportunity to align your video with relevant landscape content, whether it is a short video ad or a teaser for a longer segment.

## PRE-ROLL

- Runs before video content on our sites as well as to targeted audiences across social platforms and retargeted offsite impressions
- Can run as pre-, mid- or post -roll
- Minimum 50K impressions per campaign
- :06, :15 or :30 second video assets are accepted (skippable after 6 seconds)

## INREAD

- In-content ads display within the content well throughout the site
- This is a standalone ad unit within content that displays your message and your message only.
- This placement supports video, live stream, flow, carousel, parallax & cinemagraph ad units.
- See examples [here](#)



The screenshot displays the OEM Off-Highway website interface. The top navigation bar includes links for Market Analysis, Spec Guides, Trends, Videos, Podcast, Events, Advertise, Magazine, Directory, and a search function. Below the navigation bar, a banner for IFH GROUP features the text "CUSTOM FUEL TANKS AND HYDRAULIC RESERVOIRS". The main content area highlights an article titled "Hydraulics are Becoming Smarter and More Interconnected" by Sara Jensen, dated July 20, 2021. To the right of the article is a wireframe image of a tractor. Below the article, a large advertisement for "The ADVAN FLEVA® V701 Tire" by Yokohama Tire is shown, featuring a close-up of the tire. On the right side of the page, a "Latest in Fluid Power" section lists several articles with accompanying images, including "Agritechnica's Systems & Components to Feature Electrohydraulic and Smart...", "Market Forecast: Fluid Power", "Danfoss Power Solutions Announces New Leadership and Structure", and "Overcoming Pre-Compensated Work Function Valve Instability".





**OEM**

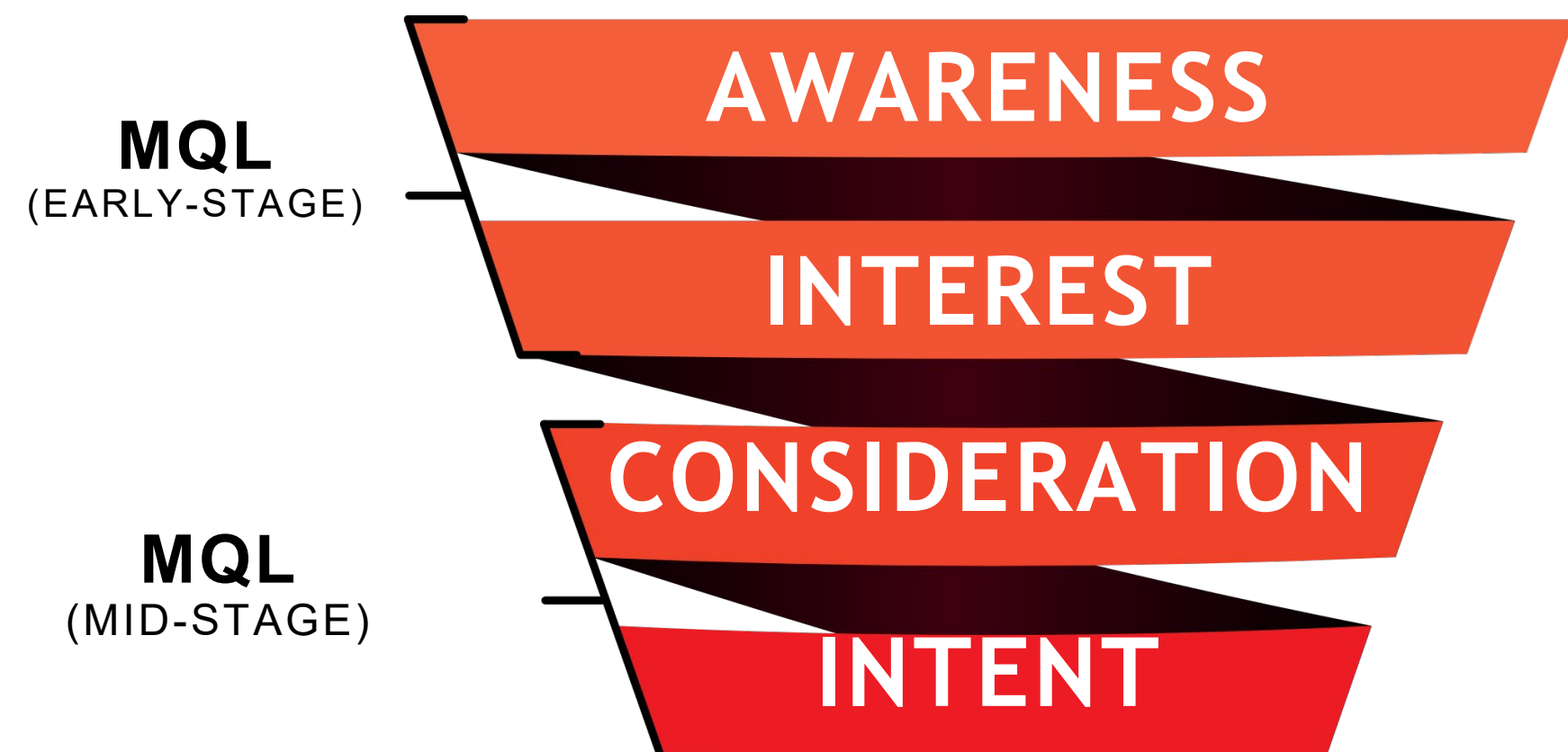
**ENTENT  
ENGAGE**

**OEM ENTENT Engage** is a subscription-based demand-gen product that drives a mixture of MQL and BANT leads into your sales funnel – providing a mixture of prospects to nurture and prospects who are in market and actively considering new products and services.

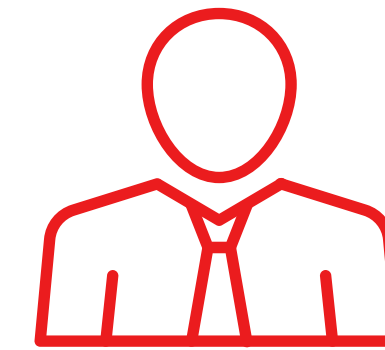


# OEM ENTENT ENGAGE

SUBSCRIPTION BASED LEAD GENERATION THAT PROVIDES A MIXTURE OF BANT AND EARLY- TO MID-STAGE MQLS THAT FIT YOUR TARGETING PARAMETERS...



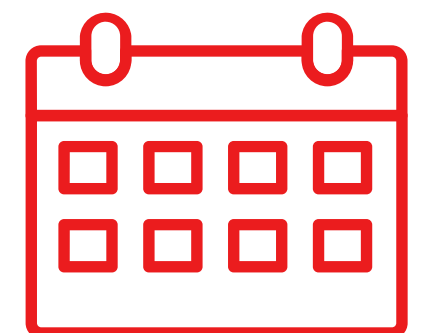
**B**udget



**A**uthority



**N**eed



**T**imeline

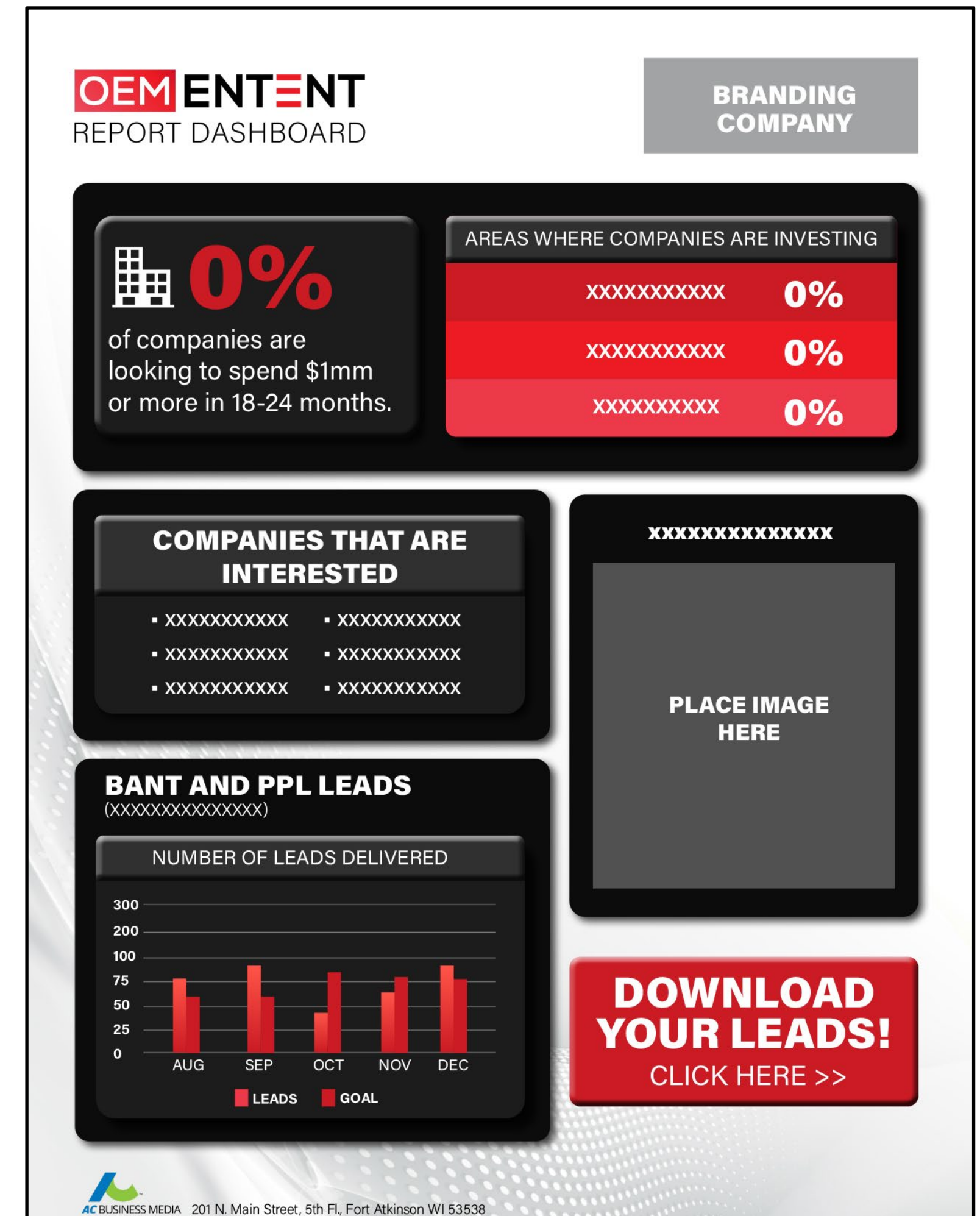
Early to mid-stage MQLs collected via content syndication of your asset. Leads will fit the defined prospect audience (business & industry, title, etc.). Account based marketing (ABM) and target account list (TAL) targeting is available.

BANT leads are collected from users that download our gated organic content on topics relevant to your product(s). Users opting into content assets answer questions that establish budgets, authority to purchase, specify product needs, and set timelines for intent to purchase – all in a permission-based environment.





**RICH REPORTING AVAILABLE  
THROUGH CLIENT-ACCESSIBLE  
DASHBOARDS ON ALL SUBSCRIPTION  
OPTIONS**





# CATALYST

Drive volume engagement through a turnkey, permission-based contest environment.

**CATALYST** is a full-service, incentive-based lead program that drives engagement through contest and sweepstakes offers that direct audiences towards action.





# CATALYST

## The power of incentive-based marketing...

Everyone enjoys a chance to win – and contest enabled marketing campaigns still do an outstanding job of driving participation and contact permission.

The challenge? Sweepstakes and contests can be hard to implement, wrapped with legality, and inefficient if not targeting ideal prospects that translate to sales.

**CATALYST** provides a solution for industry focused giveaways. Your participation benefits from a turnkey environment – one where we handle all contest, legal, and structural arrangements for a sweepstakes or offering. An ideal solution to:

- Launch new products
- Drive fast-paced demand and product interest
- Increase direct sales
- Communicate differentiation
- Build your internal marketing database
- Conduct market research
- Setup demonstrations by appointment
- Remember - participants can easily share offers to industry colleagues, creating peer-to-peer viral marketing by email & social channels

The image shows a screenshot of a Milwaukee MX FUEL sweepstakes entry form. The form is overlaid on a background image of a Milwaukee MX FUEL 14" Cut Off Saw. The form includes the following fields:

- Street**: A text input field.
- Street Two**: A text input field.
- City**: A text input field.
- State**: A dropdown menu with "Select a state" as the placeholder.
- Zip**: A text input field.

Below the form fields is a blue button labeled "Next". Above the form fields, there is a red banner with the text "MILWAUKEE TOOL IS GIVING AWAY AN MX FUEL™ 14\" Cut Off Saw!" and a button labeled "Enter for your Chance to Win".



# CONTENT MARKETING

**CONTENT MARKETING** improves brand engagement by attracting prospects through high value, consumable media. Your brand benefits from positioning as an industry thought leader, and subject matter expert (SME) to your targeted demography of ideal buyers.

- Your content
- Your target audience
- Prospects that give you permission to engage





# CONTENT MARKETING

## High quality content that opens the door to permission-based relationships...

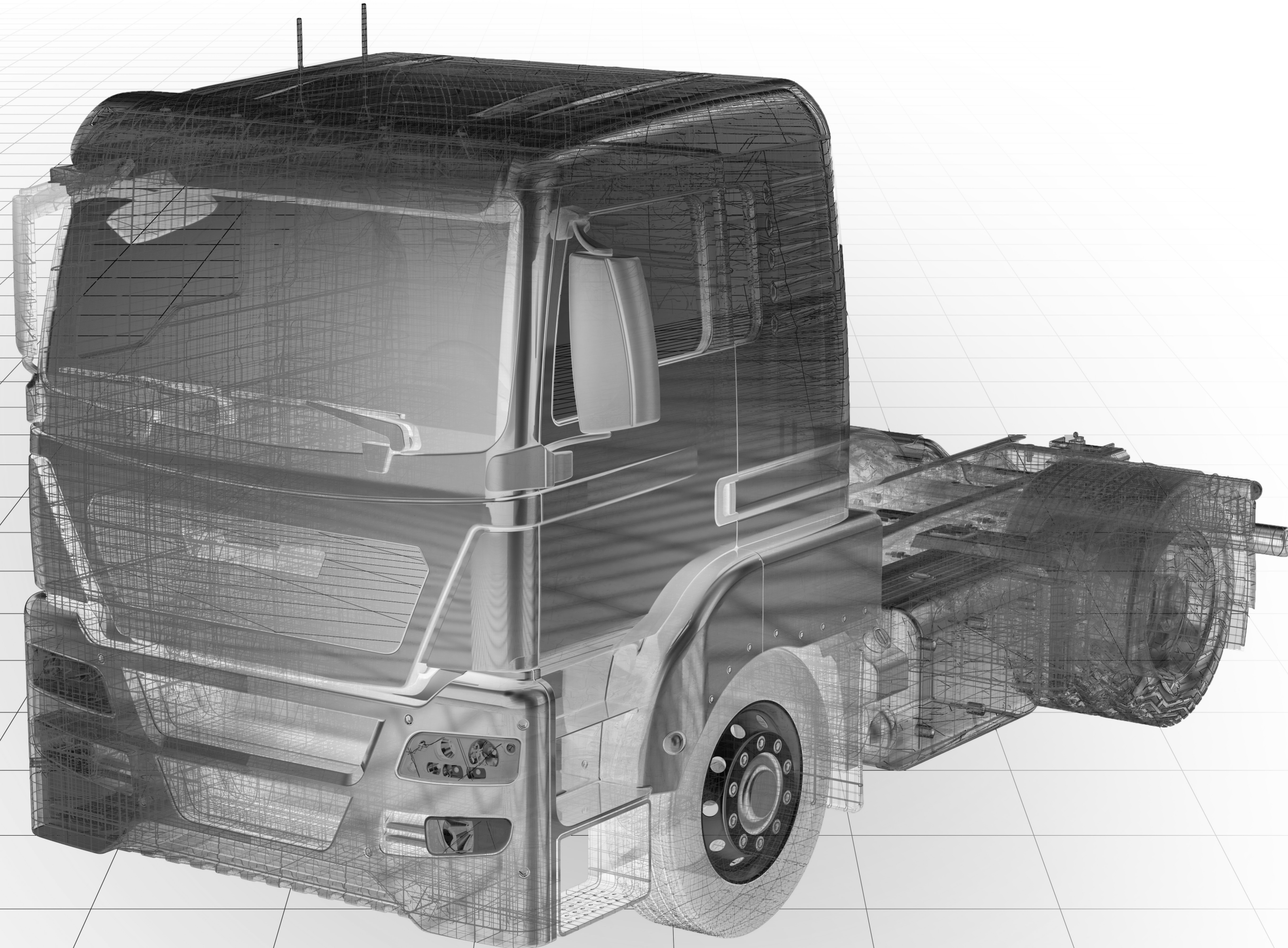
**CONTENT MARKETING** – either through established assets or those we help you create – is an extremely effective tool to drive relationship and engagement, while nurturing clients through all of the stages of their buyer's journey around your product. effective content marketing can...

- Provide direct value to clients and prospects
- Offer content, data, and insights in exchange for access
- Attract quick interest with variable media types:
  - Blog Posts
  - Short Video
  - Articles
  - How-To's
  - Simple Infographics
- Convert prospects with high value assets:
  - Case Study
  - Presentation
  - Webinar
  - Newsletter
  - Industry Research
  - Comparison Guide
  - Large Infographic
  - Checklist
  - Whitepaper
  - E-book





# WEBINARS & SEMINARS



Webinars & Seminars allow content creators the ability to host live and on-demand online education to targeted audiences that drive response.

Position your brand as a recognized thought leader in a format that inspires new prospects and nurtures existing possibilities through your sales funnel.



# WEBINARS & SEMINARS

Educate your ideal prospect with relationship-driven, expert leadership and instruction...

**WEBINARS & SEMINARS** are consistently superlative engagement tools, providing deep-dive, subject matter expert (SME) level relevance to audiences.

Additionally, the product offerings are some of the few content sources available to marketers that reveal a participant's level of engagement. Perfect for lead scoring and nurturing as prospects inform.

Specifically, your brand benefits as you:

- Develop educational content the market desires
- Invite key audiences to engage with your content
- Deliver content in a 1:1 formats
- Nurture audiences with education
- Conduct audience research before/during/after engagement
- Build brand equity with viewers
- Captivate through Live Q&A sessions



**Webinar**

### Summary

**Using Mobile Devices as Displays for Machine Control and Monitoring**

We'll review the benefits of using tablets as a display and do a deeper dive into the security and safety aspects of mobile integration. Get answers to your questions, and see how our customers are successfully integrating mobile experiences in their off-road equipment.

Sponsored by

**APPAREO**

Outlook/iCal Google Calendar

By registering, I acknowledge and agree to AC Business Media's use of my contact information to communicate with me about offerings by AC Business Media, its brands and affiliates consistent with AC Business Media's Privacy Policy. In addition, I understand that my personal information will be shared with any sponsor(s) of this webinar, so they can contact me directly about their products or services.

### Speakers

**David Batcheller**  
President & CBO  
Appareo

David Batcheller, President & CBO at Appareo - David has spent the last 16 years growing Appareo, and became President & CBO in 2020. Appareo has been named Inc. 500 Magazine's fastest-growing engineering company in America, earned more than 30 patents, received five AESO awards for agricultural innovations, pioneered iPad-based control systems and sensor technologies in agriculture, and was first to enable electronics integration with iPad-based electronic flight bags in the aviation cockpit. A University of Minnesota graduate, David resides in Fargo with his wife and three daughters.

**Michael Hoffman**  
Sales Manager, Land Mobile  
Appareo

Michael joined Appareo as an embedded software engineer, and spent his first eight years focusing on embedded Linux platforms and application development. He enjoyed creating an open and easy-to-use development platform for increasingly complex, connected, and advanced computing platforms and machine applications. After seeing it be the foundation for many great products, he now takes that experience to OEM customers who have a vision for getting more out of their equipment.

### Overview

**Title:** Using Mobile Devices as Displays for Machine Control and Monitoring

**Duration:** 1 hour, 1 minute

Available On Demand

### Register Now

[Already Registered?](#)

First Name \*

Last Name \*

Company \*

Title \*

Work Phone \*

Email \*

**What are you most interested in learning?**

☐ Benefits of using tablets as displays

☐ Security in equipment connectivity

☐ Safety and utilizing phones/tablets for control

☐ Considerations for selecting LAN technologies

☐ Integrating mobile apps into off-road equipment

**Do you have a mobile experience that is associated with your machines?**

☐ Yes ☐ No

**What are you hoping to get out of this session?**

Let us know...

\* Denotes required.

**REGISTER**

You must have Javascript and Cookies enabled to access this webcast. Click [here](#) for Help.



# WEBINARS & SEMINARS

Utilize one of two content strategies to deliver thought leadership advantage while driving leads...

### WEBINARS:

- ✓ **Client driven** topic and presentation—not a sales pitch, but a chance to highlight your subject matter experts
- ✓ Delivered **live, on-demand or both** – your choice
- ✓ Turnkey marketing, promotion, execution, analytics
- ✓ **Your experts** create topic, description and presentation
- ✓ 100 lead minimum

### SEMINARS:

- ✓ **Editorially driven** topic and presentation—work with us to customize from a list of hot topics in the industry and we will provide the speakers
- ✓ Delivered **live and on-demand**
- ✓ Turnkey marketing, promotion, execution, analytics
- ✓ **Our experts** create topic, description and presentation
- ✓ 100 lead minimum

Define  
Audience

Webinar or  
Seminar?

Live or On-Demand?

Define Topic/Value  
Proposition

Establish  
Timeline



# MQL VIDEO

Fuel your lead funnel FAST by converting existing video and webinar content into marketing qualified lead (MQL) generators.

MQL Video is an easy way to capture audience leads that consume video content in the moment it happens, all powered by the OEMOffHighway.com digital engine.





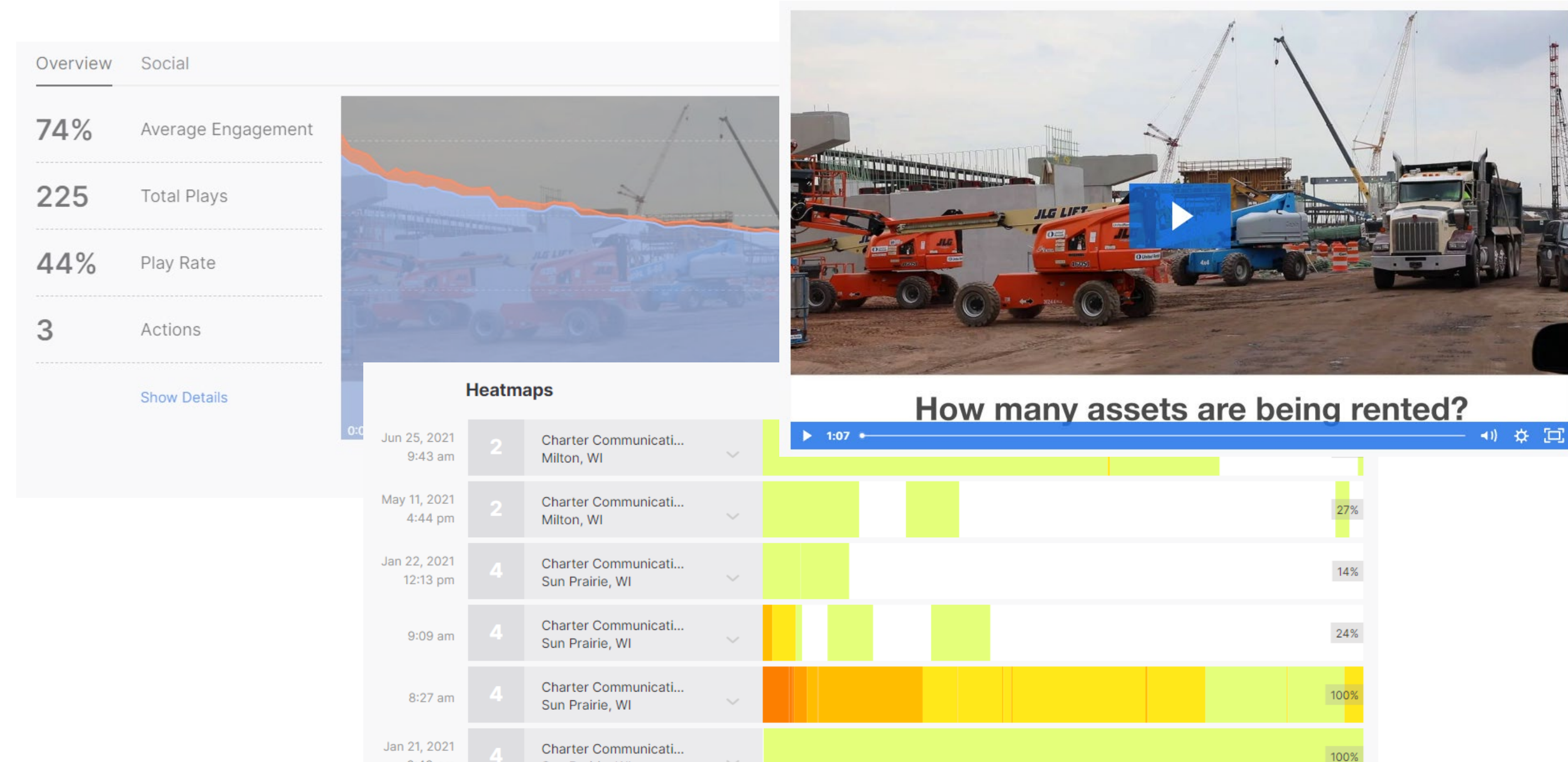
# MQL VIDEO

ON DEMAND VIDEOS THAT FUEL THE TOP OF YOUR LEAD FUNNEL – FAST!

**MQL VIDEO** creates a quick gate to your current video product and packages it for rapid fire distribution across the OEMOffHighway.com digital ecosystem.

Users access your video or webinar content after completing a brief, “Click Play” lead input that includes name, email address & company.

Full video analytics, play engagement, and lead info are easily available throughout your campaign.





# MQL VIDEO

As a participant, you will benefit from:

- High volume, gated engagement for early identification of future sales prospects.
- Using available video technology, we convert and repurpose your video content and webinar investments into active lead generators.
- Best in class lead generators include:
  - WEBINAR
  - HOW-TO
  - PRODUCT WALK
  - AROUND INTERVIEWS
- Upgrade options available that will allow post-lead append of data to any available firmographic information (including sales volume, company size, annual revenue...and more!)

