



**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.

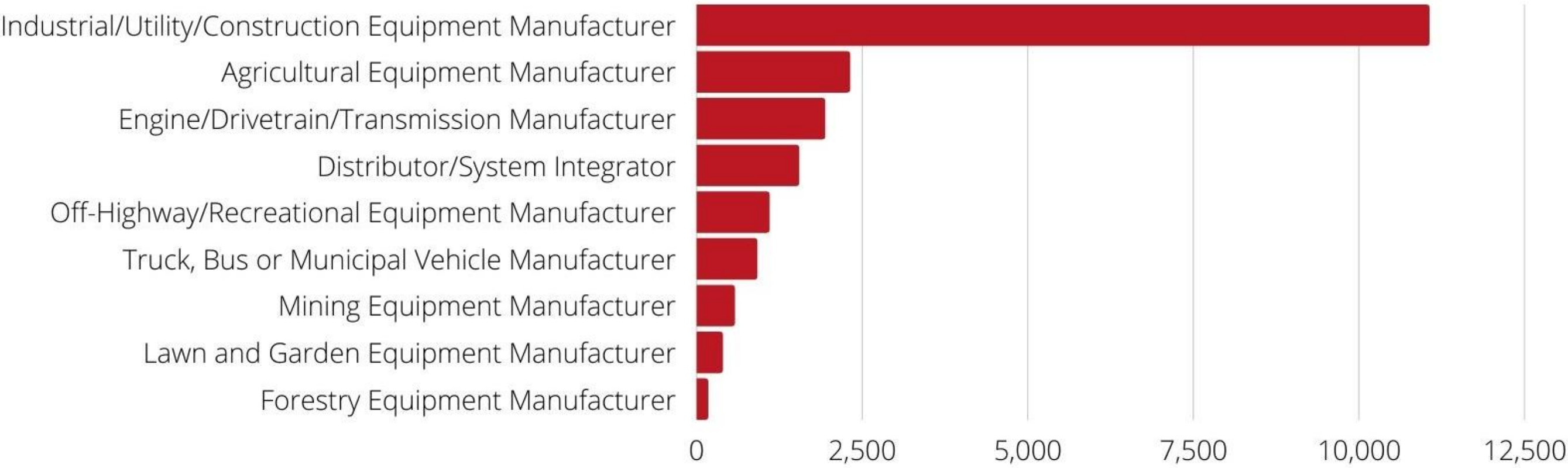
OEM offers the most robust mix of industry publications – including three component spec guides, custom economic data, 10 unique newsletters and six website channels. We operate the leading digital platform in the industry and are known for effectively **delivering valuable content and marketing messages**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



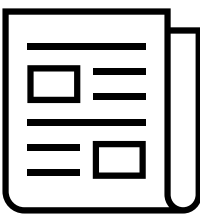
# OEM OFF-HIGHWAY AUDIENCE SNAPSHOT

OEM Off-Highway reaches engineers and product development teams at heavy-duty mobile equipment manufacturers through industry-leading digital properties, magazines, newsletters, dedicated emails (Direct ENTENT), videos, webinars, podcasts, whitepapers, social media sites and more. This allows us to provide content that is relevant to the entire industry.

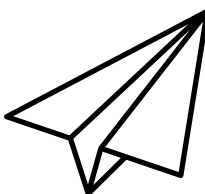
## PRINT & DIGITAL AUDIENCE BY BUSINESS & INDUSTRY



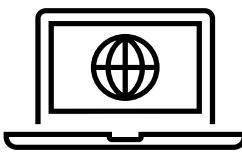
## NETWORK AUDIENCE



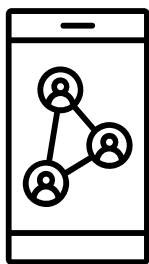
15,005 MAGAZINE SUBSCRIBERS\*



12,000+ NEWSLETTER SUBSCRIBERS\*



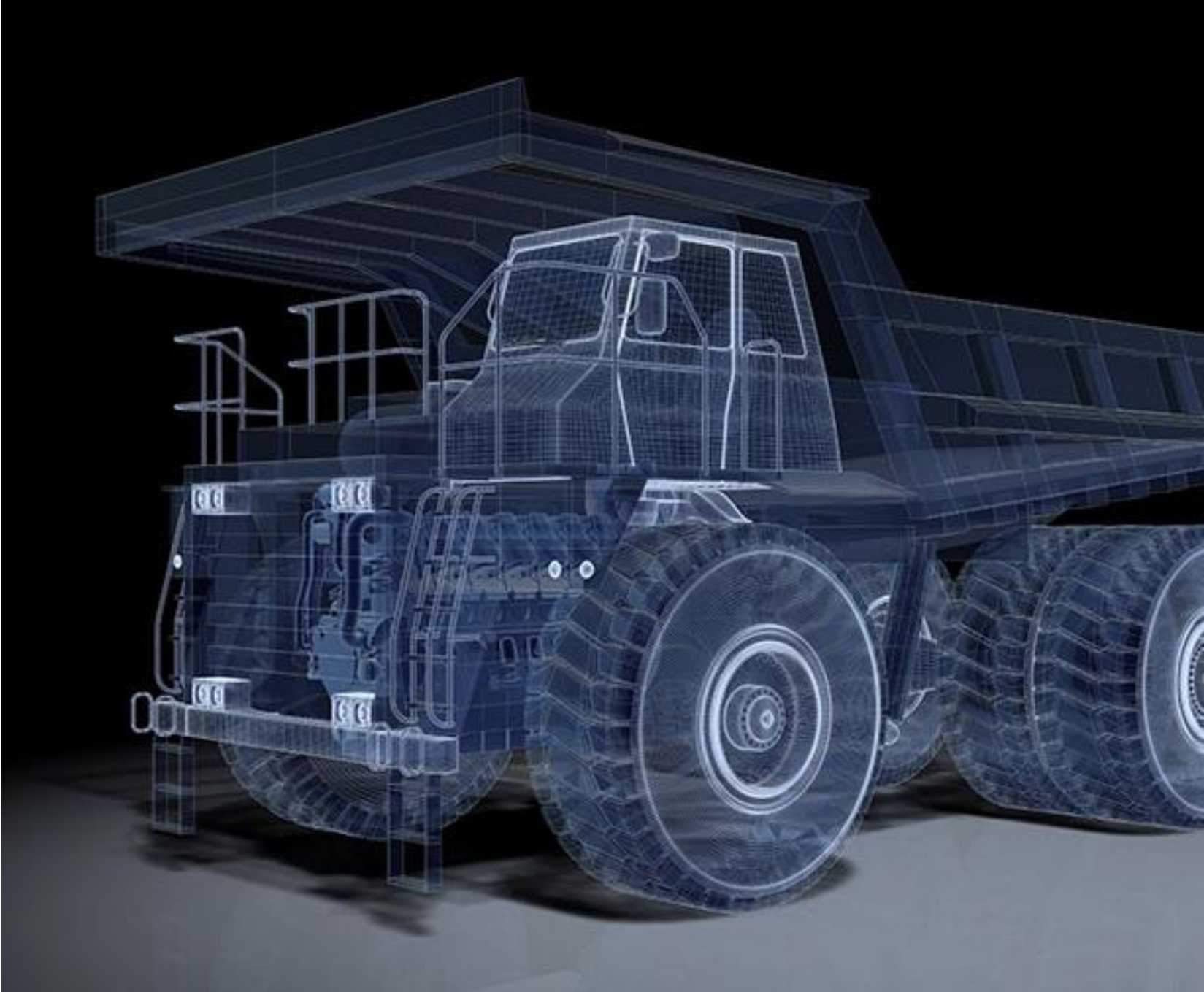
46,700+ AVERAGE WEBSITE USERS\*\*



19,900+ SOCIAL FOLLOWERS/FANS

# WE LISTENED AND ARE HERE TO HELP

At IRONMARKETS, formerly known as AC Business Media, we have the privilege of working with hundreds of clients across the industry – as a result, we have learned what does and does not work for their marketing needs. We’ve taken that knowledge, as well as the information you shared during our initial conversations and crafted a customized campaign using the exact capabilities that will help achieve your marketing goals.



## WHO

you are looking to target

*Insert Client's Targeted Audience Here*

## WHAT

you are trying to accomplish

*Insert Client's Goal Here*

## HOW

we are going to execute this campaign

*Two sentence summary of the approach we are taking with this campaign to deliver against the above direction. Talk high level about why you chose certain products, timing considerations, sequencing built into the plan, and anything else that sets the stage for the remainder of this presentation.*





# PRINT OPPORTUNITIES



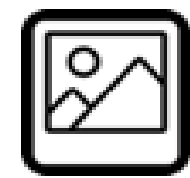


# CUSTOM PRINT OFFERINGS



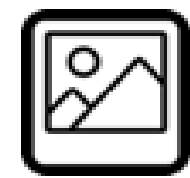
## Calendars

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.



## Tradeshaw Promotions

IRONMARKETS, formerly known as AC Business Media, 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.

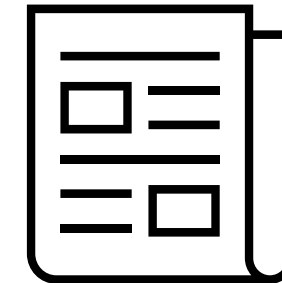






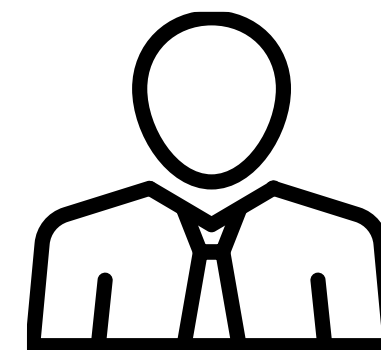
# THE PREMIER PRINT AND MULTI-MEDIA DIGITAL RESOURCE

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.



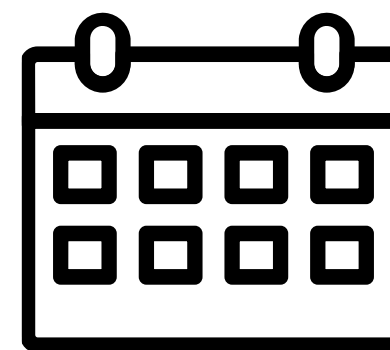
**6 ISSUES PER YEAR**

**15,005 MAGAZINE SUBSCRIBERS\***



## WHO WE REACH:

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



**PRINT EDITORIAL CALENDAR >>>**



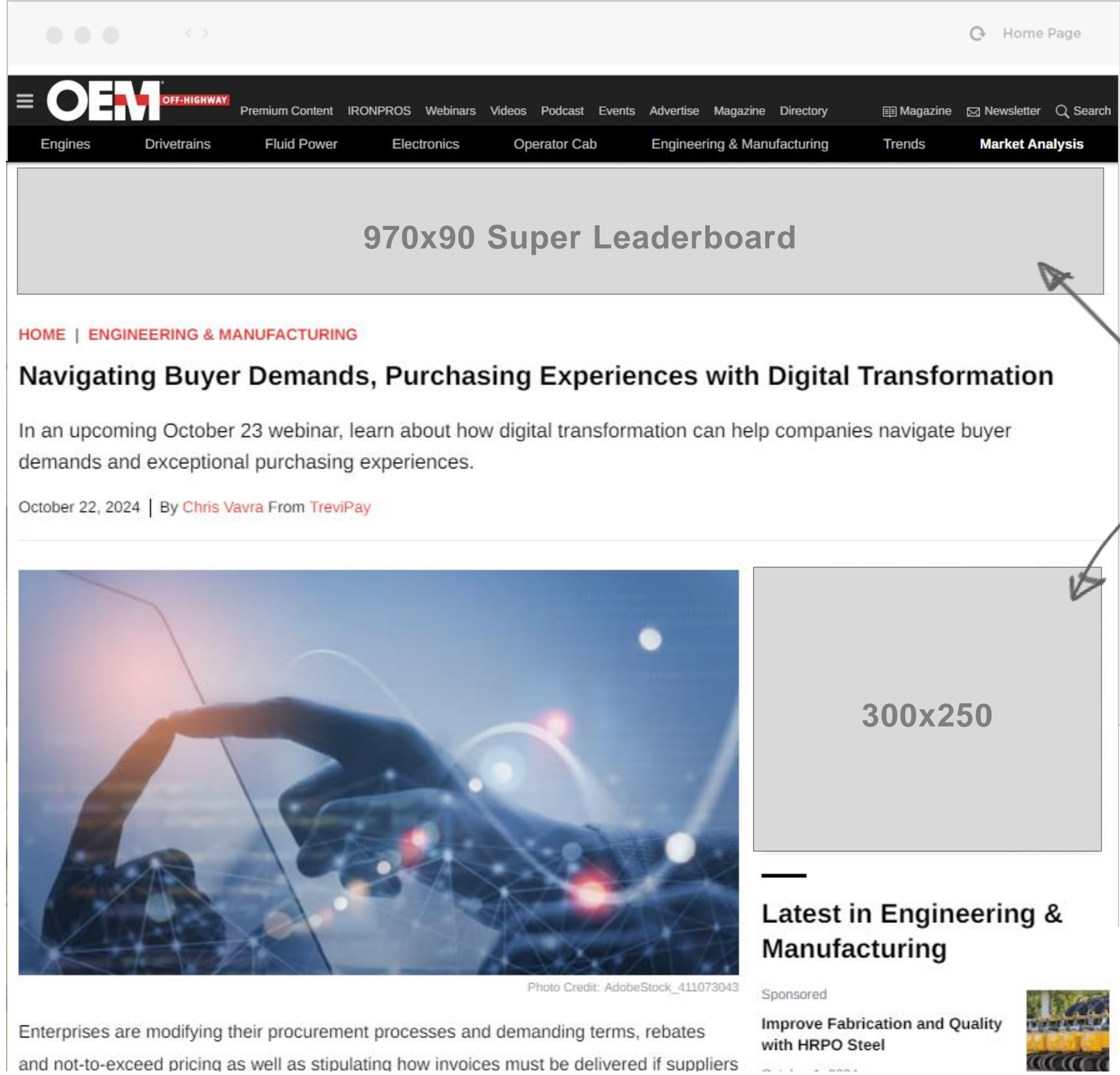


# DIGITAL OPPORTUNITIES





# 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. Leaderboard Package (970x90, 728x90, 300x50)
2. Rectangle Package (300x600, 300x250)

## 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.



# 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.

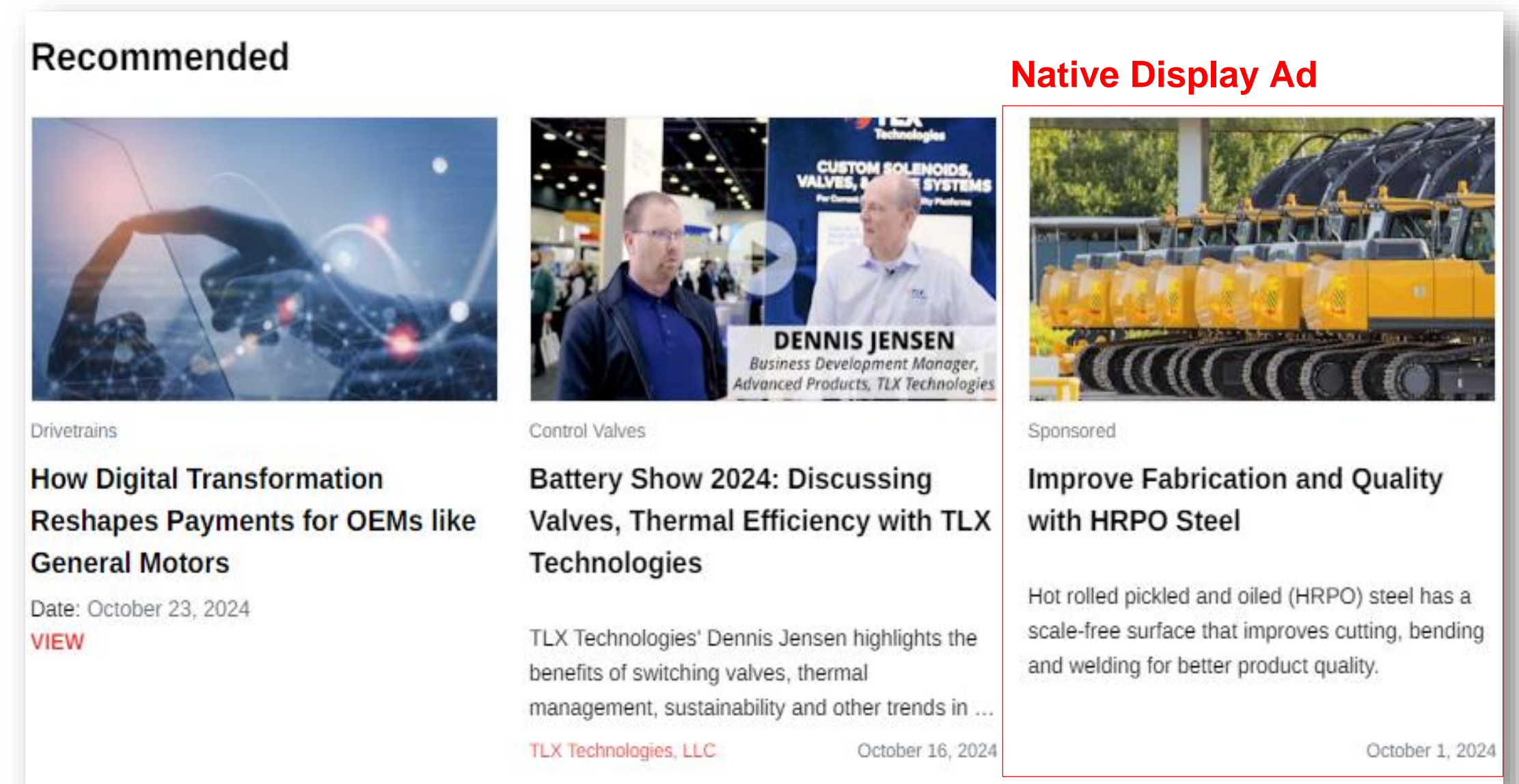
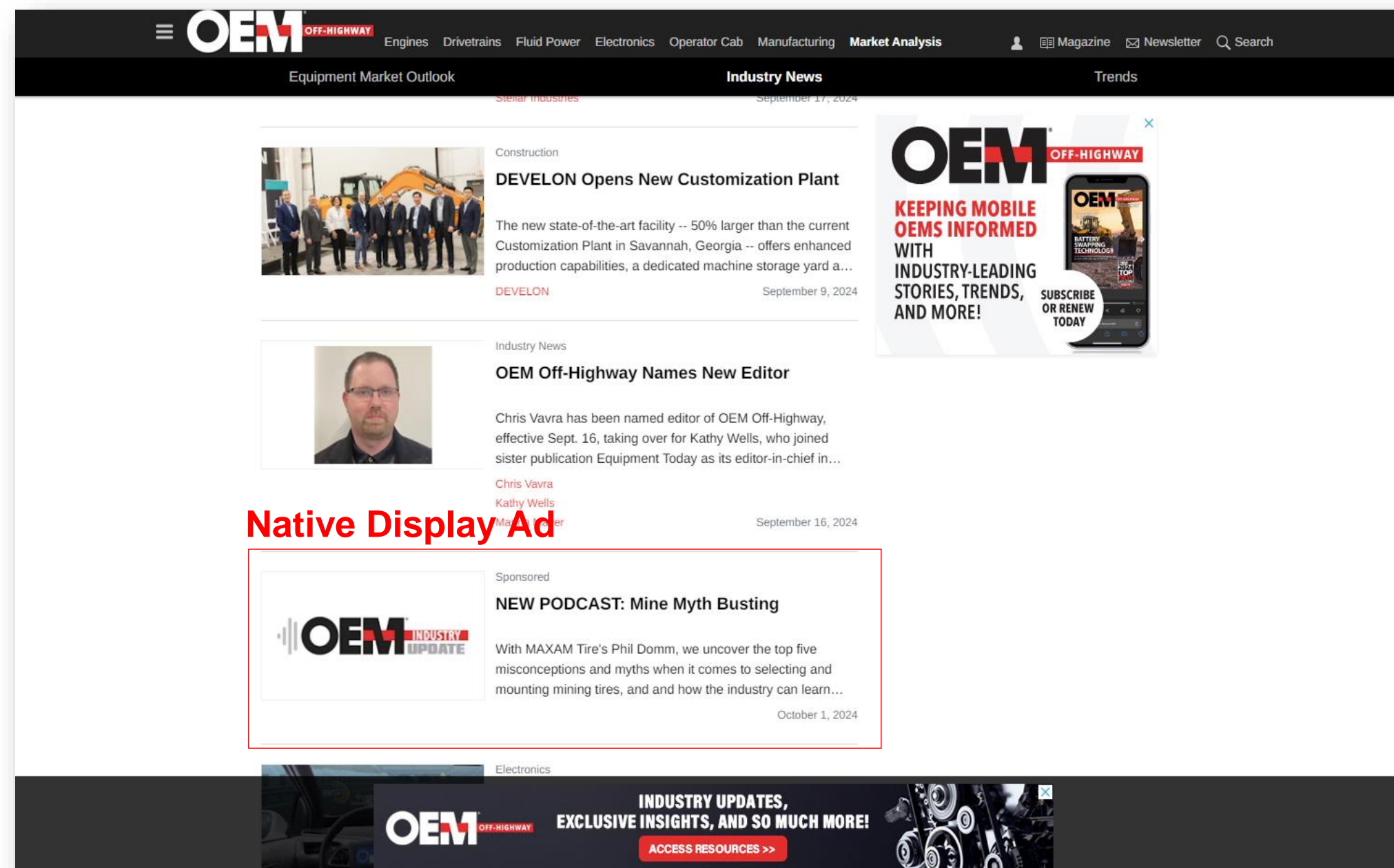
Native ad units rotate within our editorial content in **three different ad sizes and locations**.

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
3. The medium native ad will appear within "Latest" after an article's landing page

## BENEFITS

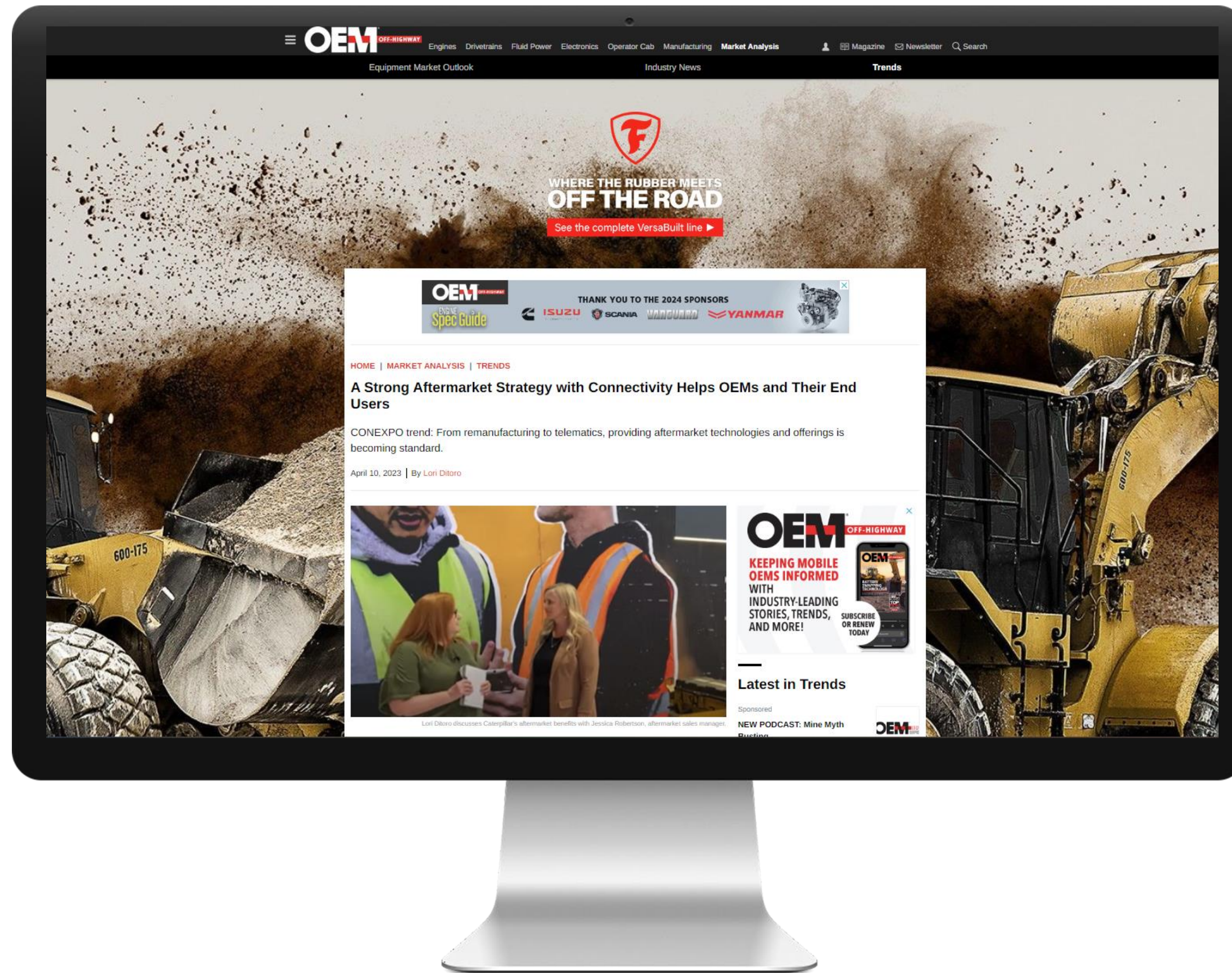
- Target your ad based on channel category
- Appears anywhere that targeted channel content does across the website
- Addresses inherent limitations with traditional ads such as ad block and ad fraud
- Ad click-through links to your website or to designated Sponsored Content assets
- Rotate two ad creatives simultaneously throughout your campaign

**NATIVE AD SIZES:** 1600x1050





# HIGH-IMPACT ONLINE DISPLAY ADVERTISING



High-impact display ads are an effective way to deliver your relevant message on a large scale. Your advertising will be inescapable as visitors browse the OEM Off-Highway website consuming content that interests them.

## Responsive Site Skin (Example)

- The responsive site skin places your branded image as a wallpaper in the background of our website. The 300x250 image/message will appear at the top of the page, as well as when there's a break in the content

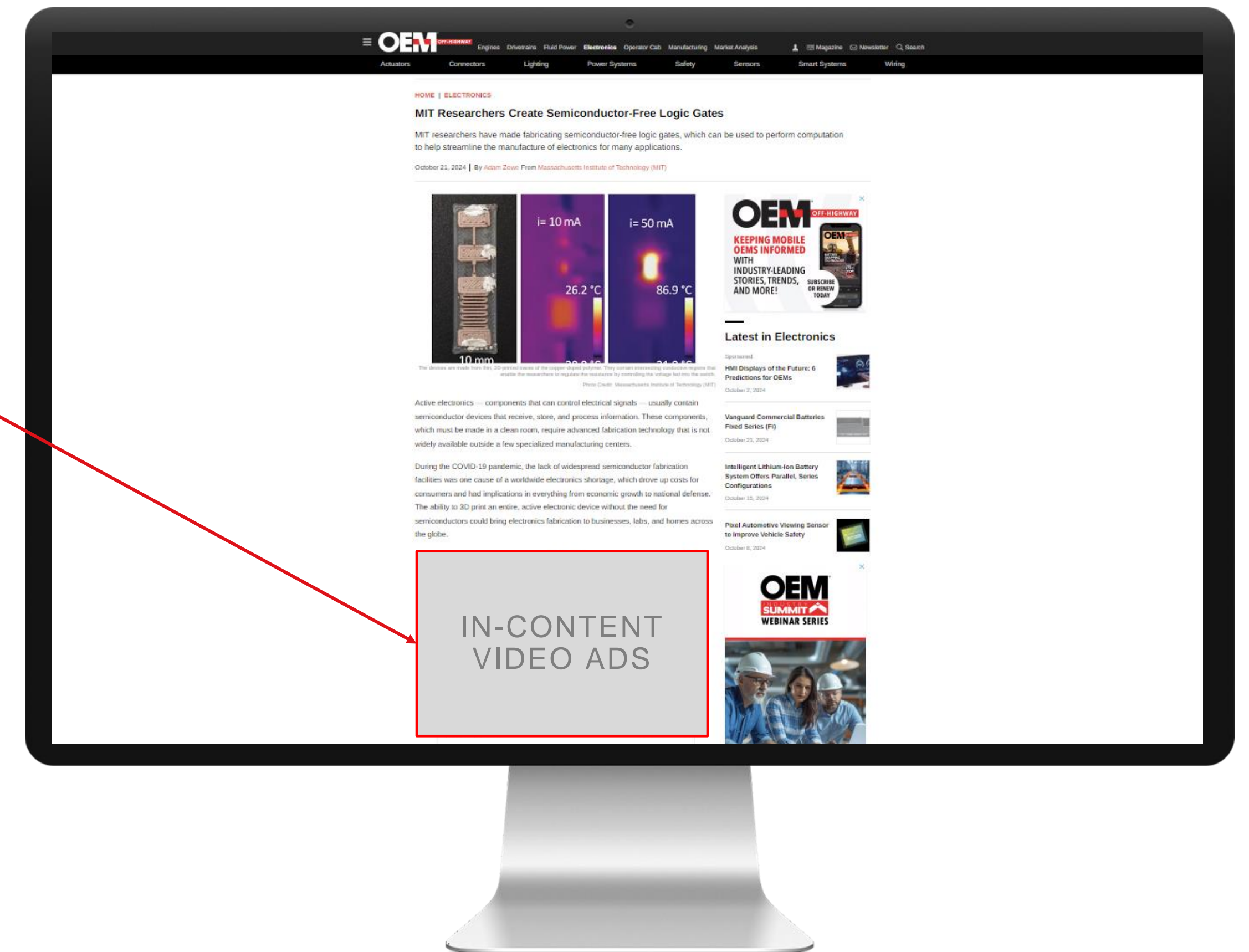


# VIDEO PROMOTION

**Harness this opportunity to align your video with relevant industry content...**

Your customers are watching more videos than ever before! Whether it's a short video ad or a teaser for a longer segment, you can amplify the value of your video assets by targeting segments of our audience.

- **Pre-Roll Video:** Feature your promo video prior to our content videos. Pre-roll assets are featured on our websites and targets our audience on social media and the digital ad network.
- **In-Content Video Ads:** Place your video within our content pages. Target your video ad run-of-site or run-of-channel.
- **Featured Video:** Host and promote your company video on our industry leading sites for increased exposure and SEO value.
- **Connected TV:** Broadcast your commercial to those who are accessing content through their SmartTV and streaming apps. Connecting with our first-party data, we will serve your ad to those in your target audience.





# VIDEO UNITS

We have two primary opportunities to amplify the value of your video assets to targeted segments of the IRONMARKETS 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](#)

At MINExpo 2024 this week, ABB launched its NEMA Motors DP200 Crush+ severe-duty motor.

Designed to excel in the harshest environments, this advanced motor solution is designed to raise the standard for performance and durability in crushers and other critical applications.

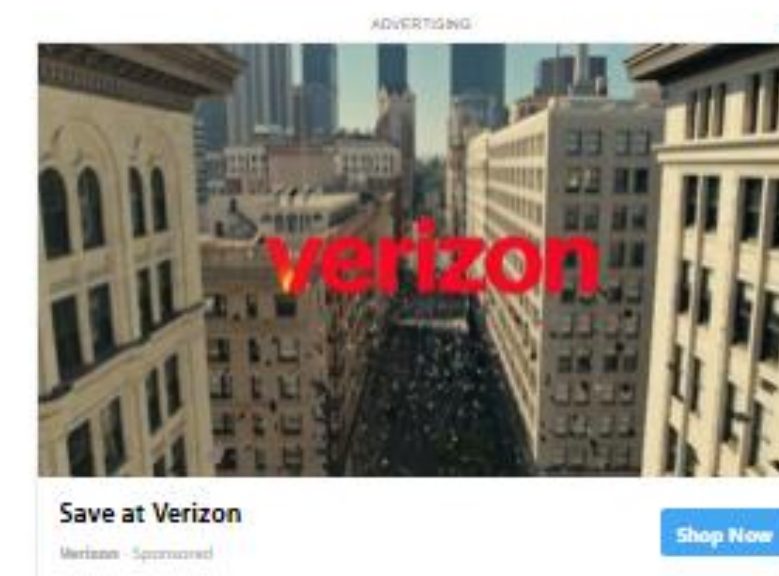
"ABB has designed and manufactured the DP200 Crush+ motor to meet or exceed our customers' needs for energy efficiency and reliability," said Oscar Palafox, ABB NEMA Motors global portfolio product manager. "The modular design offers a high level of flexibility for our customers and makes it easy to upgrade or retrofit existing systems in the field or implement future equipment designs and requirements."

Built on ABB's trusted SD200, three-phased motor platform, Crush+ optimizes performance, efficiency and long-term maintenance costs while delivering high starting and breakdown torque. With a power range of 100 to 600 horsepower, a robust, cast-iron design, Class H insulation and a multi-position conduit box, Crush+ allows for customization to meet diverse operational needs. ABB's solutions are engineered to meet the highest industry standards, including IEEE 841, API661 and NEMA Super Premium efficiency.

The heavy-duty frame, available in NEMA 440 to 580 sizes, ensures Crush+ can endure harsh operating conditions, while its high-strength 4140 steel shaft reduces the risk of damage under high-stress loads. Crush+ is safeguarded against dust, water and other contaminants with its IP65 ingress protection and non-contact labyrinth seals.

Its flexible and oversized conduit box allows for adjustable positioning and mounting options to simplify installation. With 4- and 6-pole options and compatibility with 460V and 575V at 60Hz (with custom options for 50Hz), Crush+ is versatile for use across multiple regions.

Crush+ is compatible with the ABB Ability Smart Sensor for digital powertrain monitoring in hazardous environments, transforming motors into smart, wireless devices. This enables proactive maintenance to maximize safety and efficiency. The sensor's durable enclosure withstands vibration, dust and water and is certified for ATEX, IECEx and NEC500 to meet the strictest standards for explosive atmospheres.

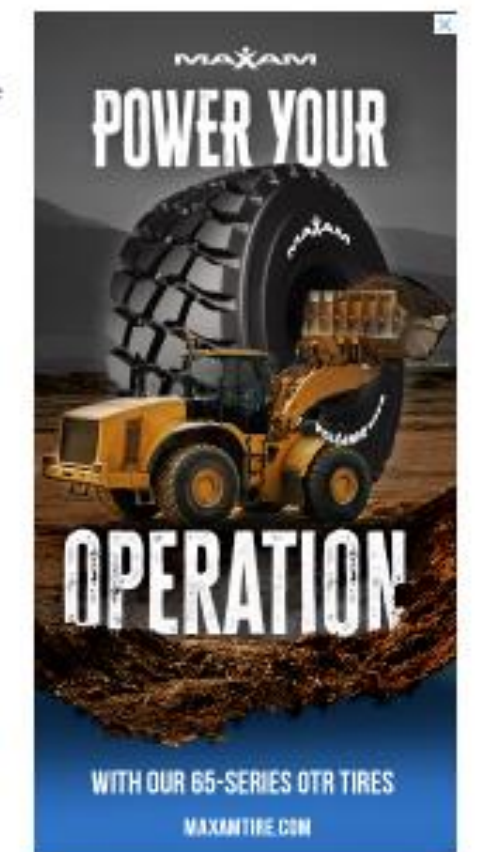


Full Class H insulation and Division 2 hazardous location certifications further guarantee safe operation in environments with flammable gases or combustible dust, making it a confident choice for hazardous industrial settings.

Liebherr Partners With Fortescue on Zero Emission Mining  
September 25, 2024

Insights From Advancements in the Auto Market  
September 23, 2024

The Digital Revolution in the Off-Highway Industry  
September 13, 2024





# SOCIAL MEDIA PROMOTION


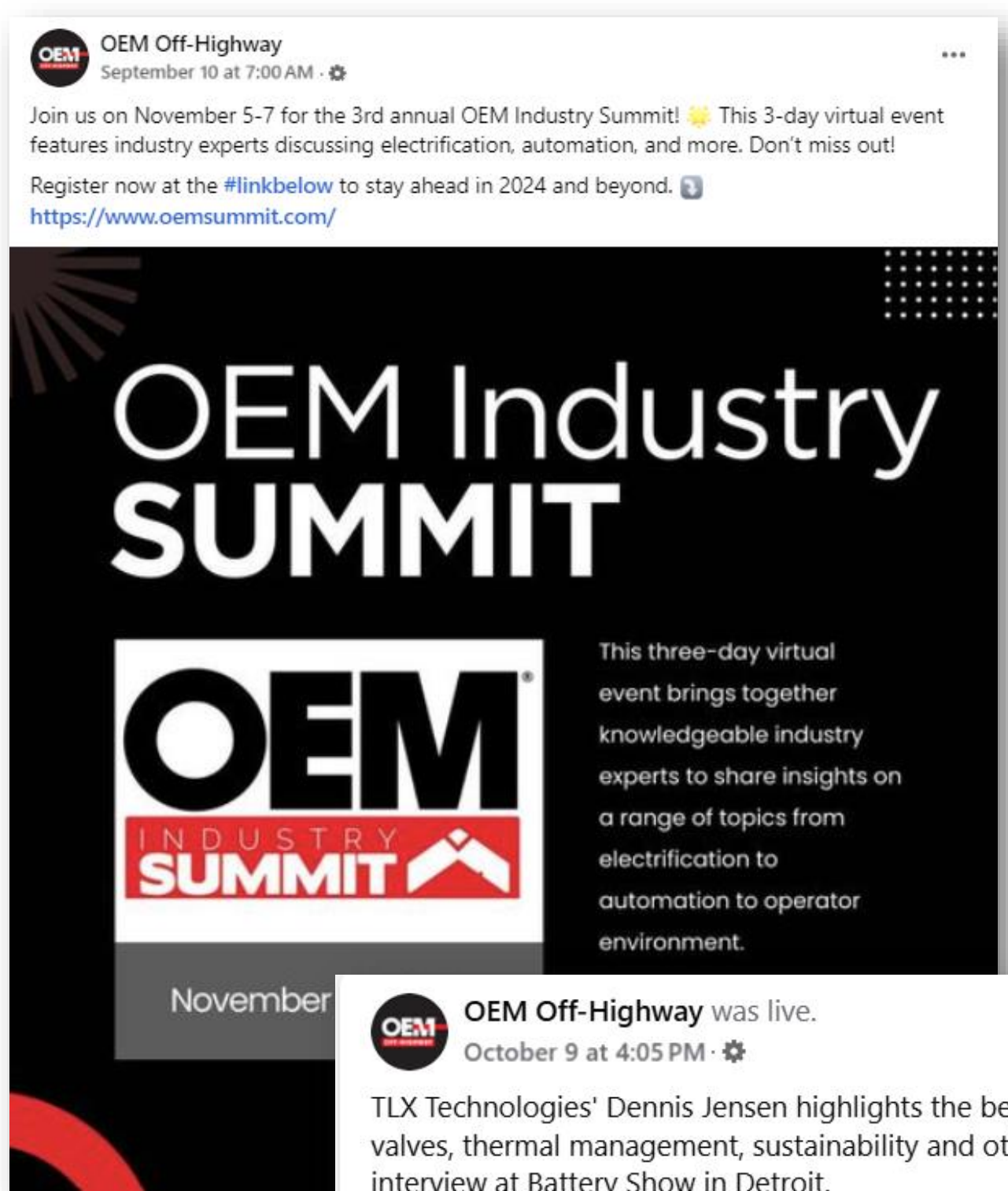
Extend your reach beyond advertising on our core websites with targeted advertising across social platforms such as Facebook, Instagram and LinkedIn. Using our proprietary 1<sup>st</sup> party subscriber data and behavioral data from our websites, we can target those same users with sponsored posts as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

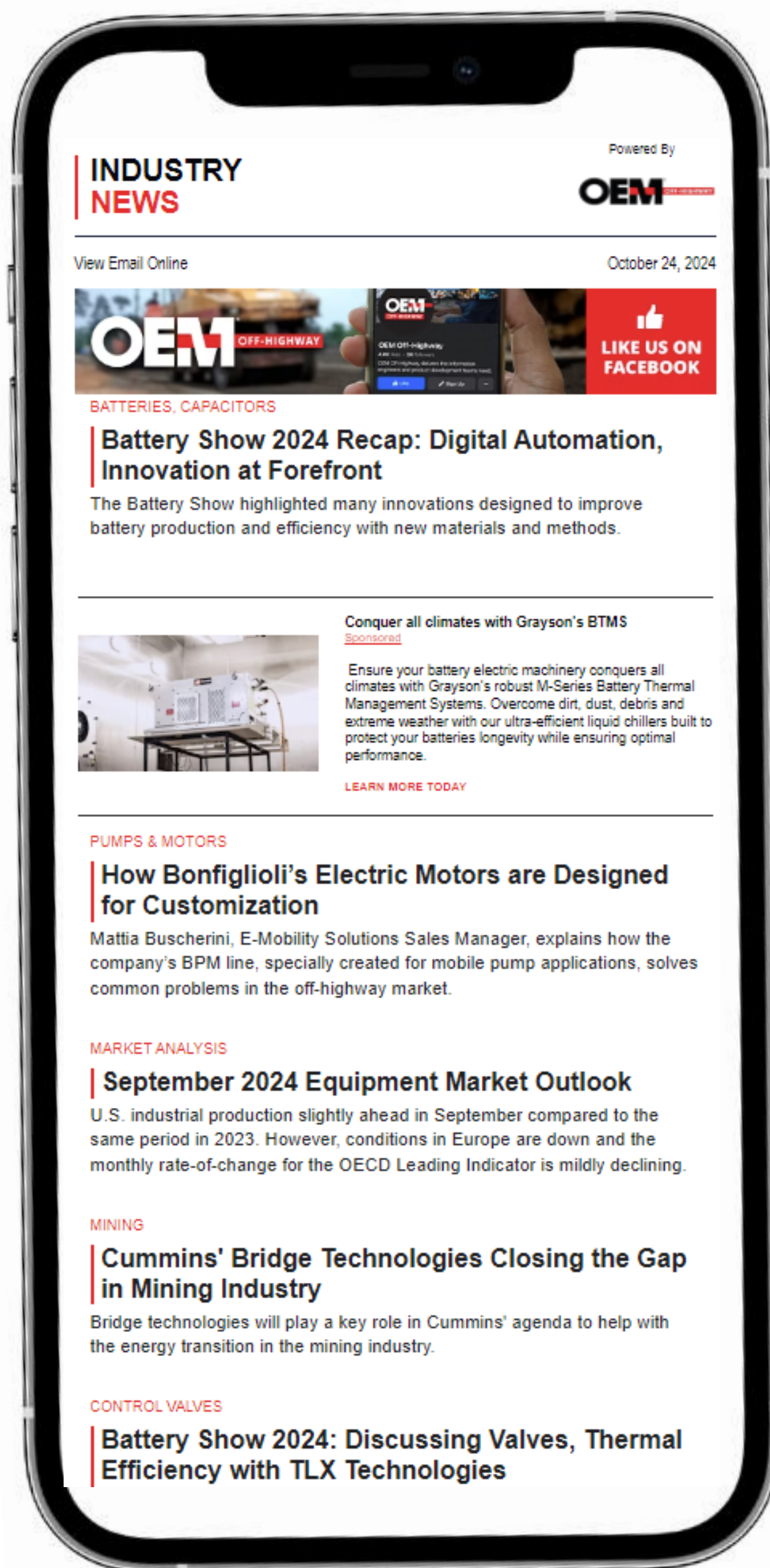
## FAST FACTS

- 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.









# OEM OFF-HIGHWAY NEWSLETTERS



**12,000+ TOTAL SUBSCRIBERS**

*See the following slide for subscriber stats by individual newsletter*

We publish **7 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

*\*Two Banners and Sponsor Spots per Newsletter*





# INDUSTRY NEWSLETTERS

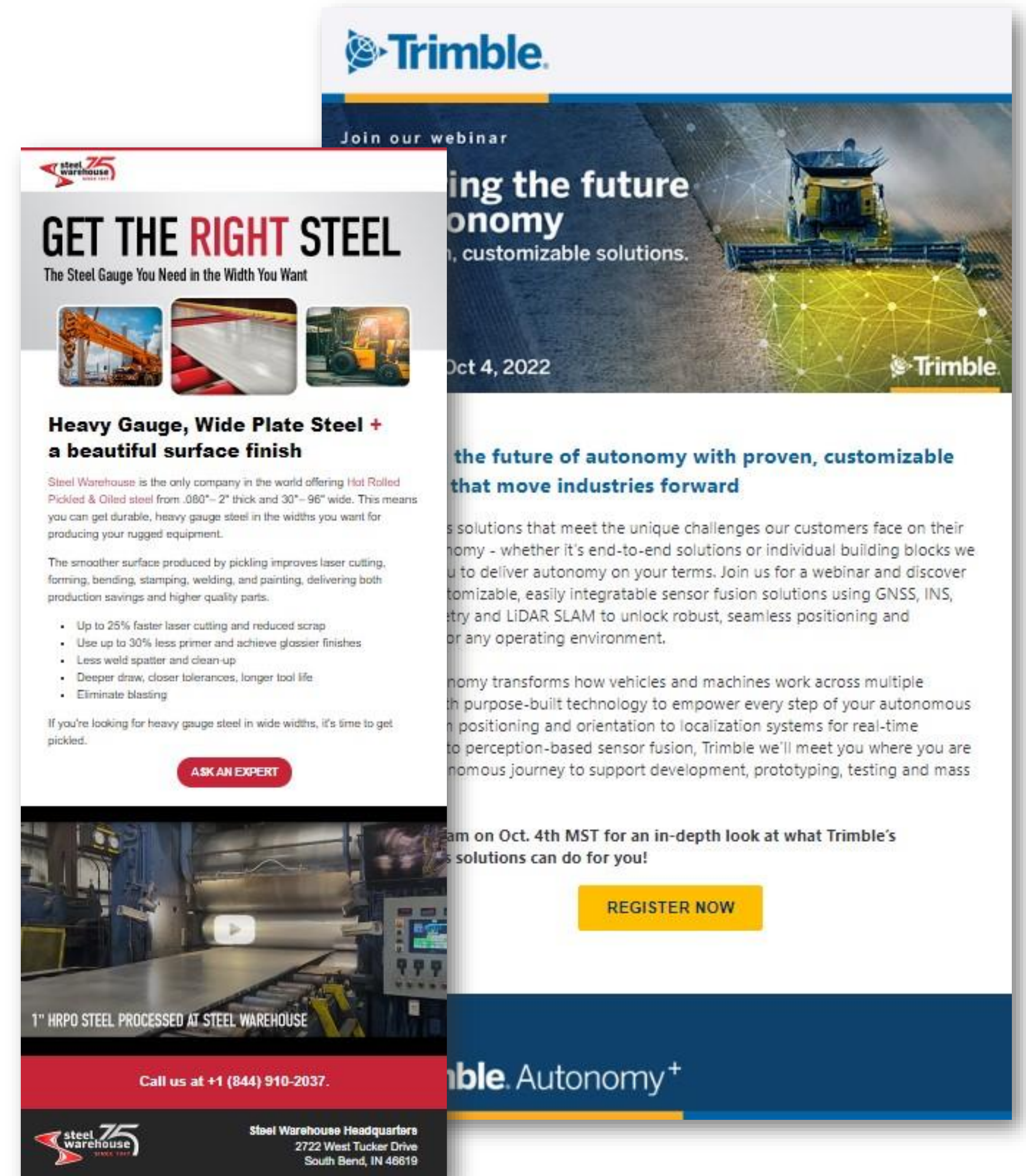
NEWSLETTER	DESCRIPTION	FREQUENCY	SUBSCRIBERS	VIEW EXAMPLE
Industry News	Reports the latest news, products and events in the industry, plus featured articles, videos and blogs to keep you in-the-know.	Weekly	9,700+	<a href="#">Click Here &gt;&gt;</a>
Equipment Market Outlook	Delivers heavy-duty equipment 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.	Monthly	5,000+	<a href="#">Click Here &gt;&gt;</a>
Engine Revolutions	Features the latest news and products on the engine system and emission technology.	Bi-monthly	5,800+	<a href="#">Click Here &gt;&gt;</a>
In the Cab	Offers essential products and news dedicated to making the operator environment enhanced and advanced.	Bi-monthly	8,200+	<a href="#">Click Here &gt;&gt;</a>
The Electric Age	Presents news and products from the hottest technologies in the market including smart systems, sensors and electronics.	Bi-monthly	8,400+	<a href="#">Click Here &gt;&gt;</a>
Drivetrain Technology Update	Provides the most up to date technology updates exclusively dedicated to the drivetrain system.	Quarterly	8,200+	<a href="#">Click Here &gt;&gt;</a>
Fluid Power Progress	Focuses on fluid power specifically, technology and industry trends for both hydraulics and electro-hydraulics.	Sponsored	5,300+	



# DIRECT ENTENT

## EACH DEDICATED EMAIL WILL INCLUDE:

1. Pre-designed, HTML email message with all included images/copy/links
2. Subject Line
3. Pre-Header
4. IRONMARKETS, formerly known as AC Business Media, team will oversee testing, Q/A, send and full reporting for each mailing





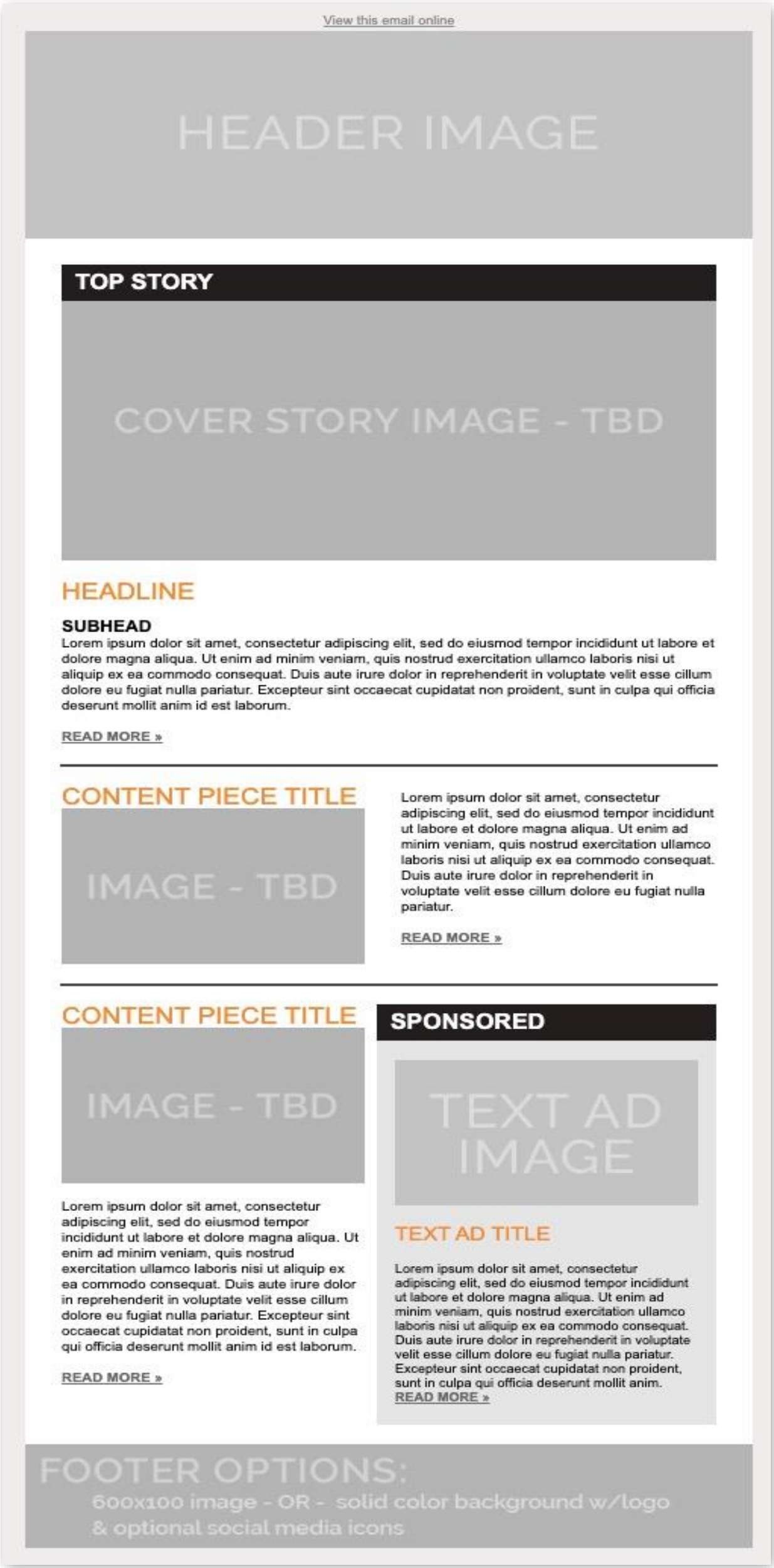
# CUSTOM NEWSLETTERS

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)





# 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 400 characters of copy
5. Click thru URL for the product image, video, logo, and button

**OEM OFF-HIGHWAY**  
PRODUCT SHOWCASE




**HAWE's MICK Offers More Flexibility**

The MICK® is a combination of the proportional directional spool valve type PSL and specially designed 8/3-way diverter valves which are flanged-mounted on the sections.

These sections proportionally control the flow rate and the downstream diverter valves distribute it to the individual consumers. Up to three dual-acting consumers can be supplied with one valve section.


**Learn More**



**LEDs: Illuminating the Road Ahead**

Truck operating environments require a high level of awareness from the driver. Vehicle are equipped with safety tools and technologies to enable the operator to succeed - One of the earliest tools for visibility being mirrors. Learn how Rosco has enhanced their mirror technology with LEDs to provide illumination for when it's needed most - don't leave your drivers in the dark.

**See the difference**




**Need Help with Lightweighting?**

Reduce product weight with high-strength steel — while still retaining strength and increasing payload capacity. All from a steel partner you can trust. Steel Warehouse offers grades up to 180 ksi to help you achieve your lightweighting goals. High-strength steels, as opposed to aluminum or carbon fiber, are compatible with conventional welding, forming, and cutting processes.

**Learn more about HSS steel**


**OEM OFF-HIGHWAY**  
PRODUCT SHOWCASE



**HAWE's P & L offers precision and reliability.**

HAWE's proportional directional spool valve type PSL provides quick and precise control of motion and speed with high sensitivity and excellent repeatability. Independent of the load, the PSL valve controls the direction of movement and the velocity of hydraulic consumers, individually or simultaneously. The modular design of this extremely robust and compact product is suitable for a wide range of applications in mobile or stationary hydraulic systems. (i.e. cranes, lifting and drilling equipment, construction and mining machinery, as well as offshore and marine technology).


**Learn More**



**A forerunner in commercial & industrial tyres**

Nokian Heavy Tyres. We innovate, test and retest for one single purpose: to help you get more done. More hours, more grip, more load. Even in the worst of conditions. That's why knowing your job makes us better at ours. And that's why you can always count on Nokian Tyres for getting the job done.


**Nokian Heavy Tyres**



**Open GenSet Power Units Now in 3 Sizes**

Reliable Power - Isuzu is now offering over 90% Pre-Validated Open GenSet-Ready Power Units in three sizes: 4J-Series: 3.0L, 4 Cylinder, 71 kW (95 HP) @1800 RPM, 4H-Series: 5.2L, 4 Cylinder, 127.4 kW (171 HP) @1800 RPM, and the new 6H-Series: 7.8L, 6 Cylinder, 194 kW (260 HP) @1800 RPM. These Engines carry one of the best warranties in the industry, 5 years/5000.


**www.IsuzuEngines.com**



**INTRODUCING TWIN DISC'S AM050**

The AM050 is the newest addition to Twin Disc's line of heavy-duty Razer Engine Power Take-Off (REPTO) drives. With a maximum power rating of 500HP (373 kW) at 1,800 RPM, it is ideal for driving hydraulic pumps, grinders, crushers, dredgers, chippers, shredders, heavy-duty drills and other severe applications, as well as electric and hybrid applications when paired with MasterClutch™.

**Learn More**



**Unlocking the Future of Fuel Filtration Technology**

Join us for a webinar with Schroeder Industries and explore various topics that are shaping the future of off-highway equipment. You will gain valuable knowledge and unlock the potential of fuel filtration technology in shaping a sustainable and efficient future.

**Register Now**



# **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 during their daily routines!!

**Connect with your target audience via on-demand podcasts:**

## **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

**NOTE:** Through IRONMARKETS', formerly known as AC Business Media, EXTEND Connected Content, a comprehensive custom content marketing service, our partners can work with our department to create a **Sponsored Podcast Mini-Series** or a **Sponsored Podcast Series**.

[CLICK HERE >>](#)



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

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



# SOCIAL SIMULCAST

(LIVE STREAM)

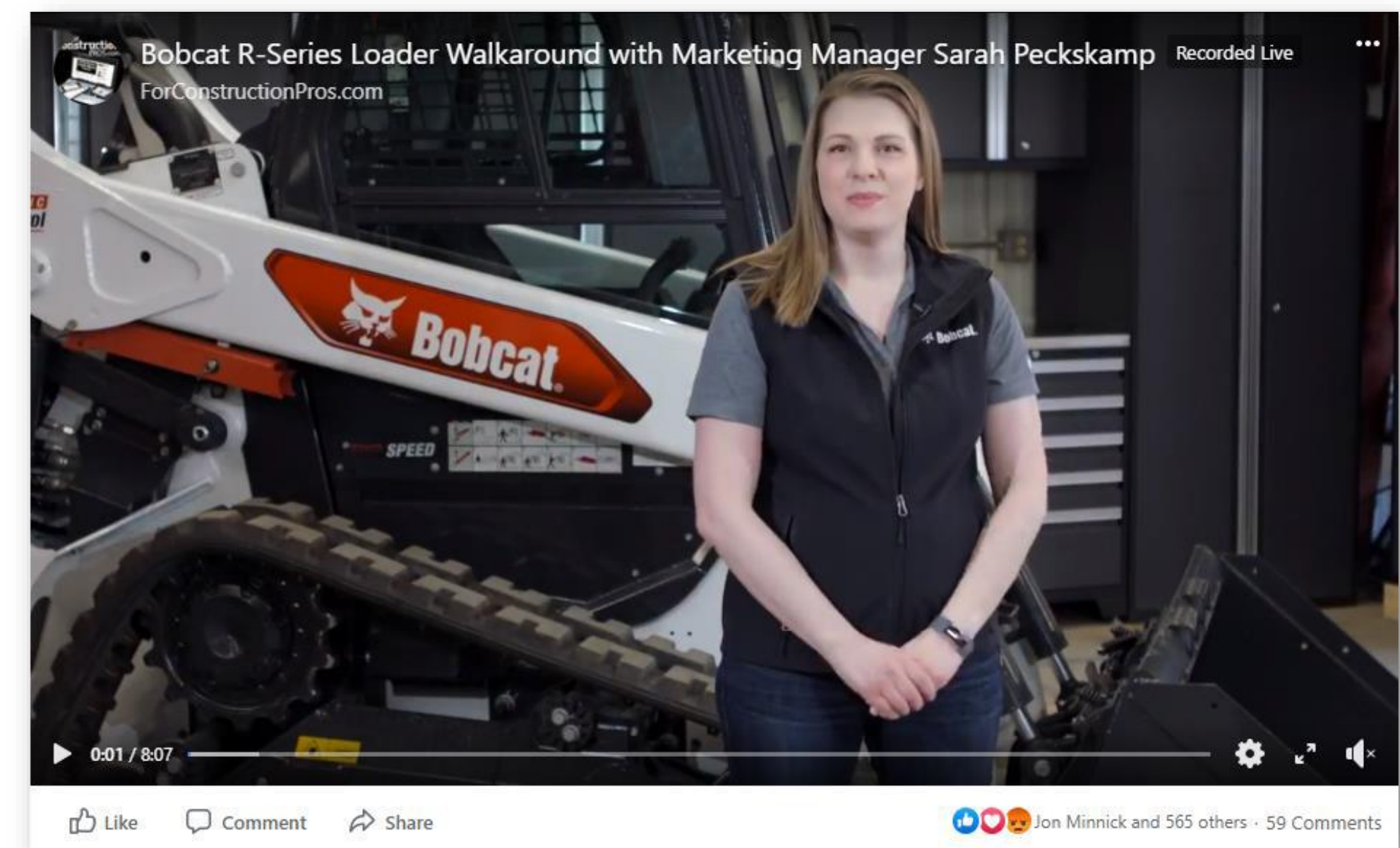
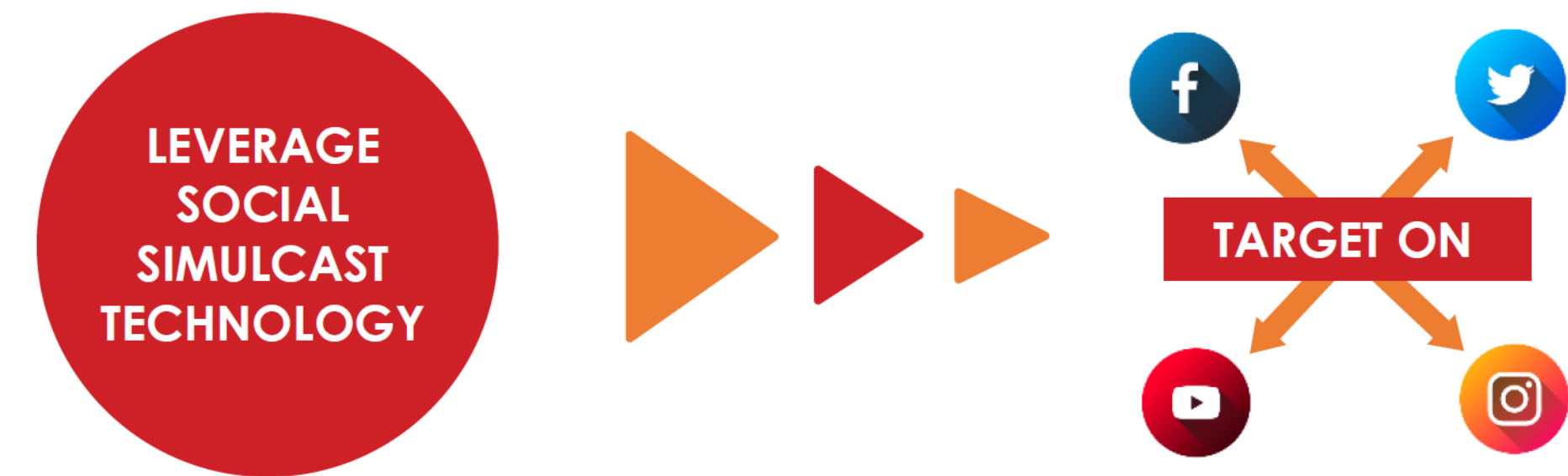
**FACT:** Your customers are watching more video. In a crowded social media space, how can manufacturers garner attention when new and innovative products are being introduced? Social Live Stream to engaged and interested users is the answer! More than 92% of B2B prospects consume online video and more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





# 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!







EXTEND

Connected Content

CONTENT MARKETING SERVICES



# CONTENT MARKETING

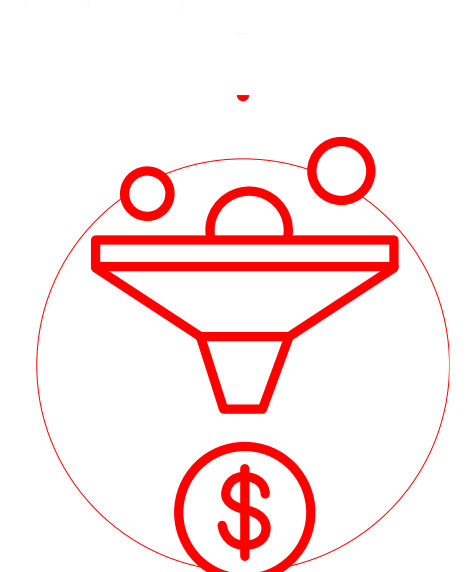
**Extend your budget, team, audience and success rate...**

Position yourself as an industry expert while educating a target audience about an industry topic. Our team of writers, editors, and designers have years of experience in your industry. Fill your blog with SEO-friendly content, produce memorable custom publications or arm your sales team with the case studies they need to go to market.

**EXTEND**  
Connected Content

## EFFECTIVE CONTENT MARKETING CAN:

- Provide Direct Value to Clients and Prospects
- Offer Content, Data and Insights in Exchange for Engagement
- Attract Quick Interest with Variable Media Types



- Case Study
- Presentation
- Webinar
- Newsletter
- Industry Research

- Comparison Guide
- Large Infographic
- Checklist
- Whitepaper
- E-book

- Spec Guide
- Long Format Video
  - Online Courses
  - Tutorials



# VIDEO PRODUCTION SERVICES

**Your customers are watching more videos than ever before...**

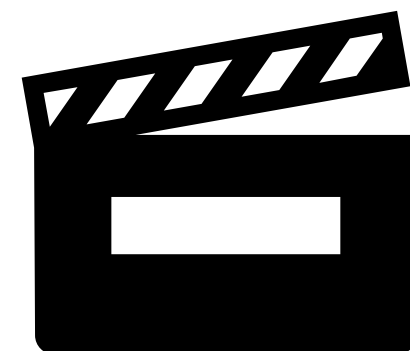
Wield the power of IRONMARKETS', formerly known as AC Business Media, Content Marketing Services team and produce a high-quality video that can be distributed to your target audience.

## VIDEO PRODUCTION:

No video, no problem! By partnering with our multi-media experts, our videos can be used to grow your social media following, amp up your website, draw crowds to your tradeshow booth and power cross-platform commercials.

### WE HANDLE:

- Story Boarding
- Script Production
- Video Direction
- On-Site Crew
- Post-Production
- Video Editing



# AND

## TRADESHOW VIDEO PRODUCTION:

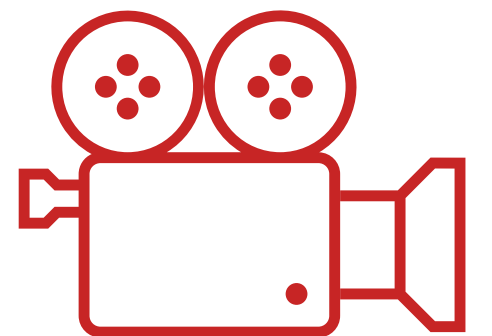
Bring our crew to your booth for a product walkaround with your subject matter expert or engage in an interview with a member of our editorial team.

### WE CAN:

- Create a video to showcase what you are currently exhibiting
- Produce a video that can be used for years to come
- & MORE!

*Note: Only applicable to tradeshow that IRONMARKETS is attending.*

**EXTEND**  
Connected Content





# **PODCAST**

**Podcasts offer a unique experience to provide valuable, in-depth information...**

With smartphones being the primary source of engagement, it's easy for people to listen on morning commutes, during exercise or whenever is most convenient!

## **1. Sponsored Podcast Mini-Series – 3-4 episodes**

- An educational, thought leadership and non-commercial podcast mini-series— hosted in partnership with an *IRONMARKETS*\* editor
- Published every other week for two months, monthly or quarterly
- Recorded as a discussion with your subject matter expert (SME)
- Placement of a 30-second ad at the end of the podcast
- Edited by our team and submitted for your approval prior to publishing
- Cross-promoted via social media, newsletters and websites
- Edited podcasts are typically up to 10 minutes in length
- Posted in OEM Industry Update podcast library

## **2. Sponsored podcast series – 6-12 episodes**

- A 6-12-part educational podcast series hosted in partnership with an *IRONMARKETS* editor — positioning your company as a thought leader
- Published every other week for three months, every other month or monthly
- Recorded as a discussion with your SME
- Placement of a 30-second ad at the end of the podcast
- Edited by our team and submitted for your approval prior to publishing
- Cross-promoted via social media, newsletters, websites and two emails to 30,000 subscribers of your choice
- Edited podcasts are typically up to 30 minutes in length
- Posted in OEM Industry Update podcast library

# EXTEND

Connected Content



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

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



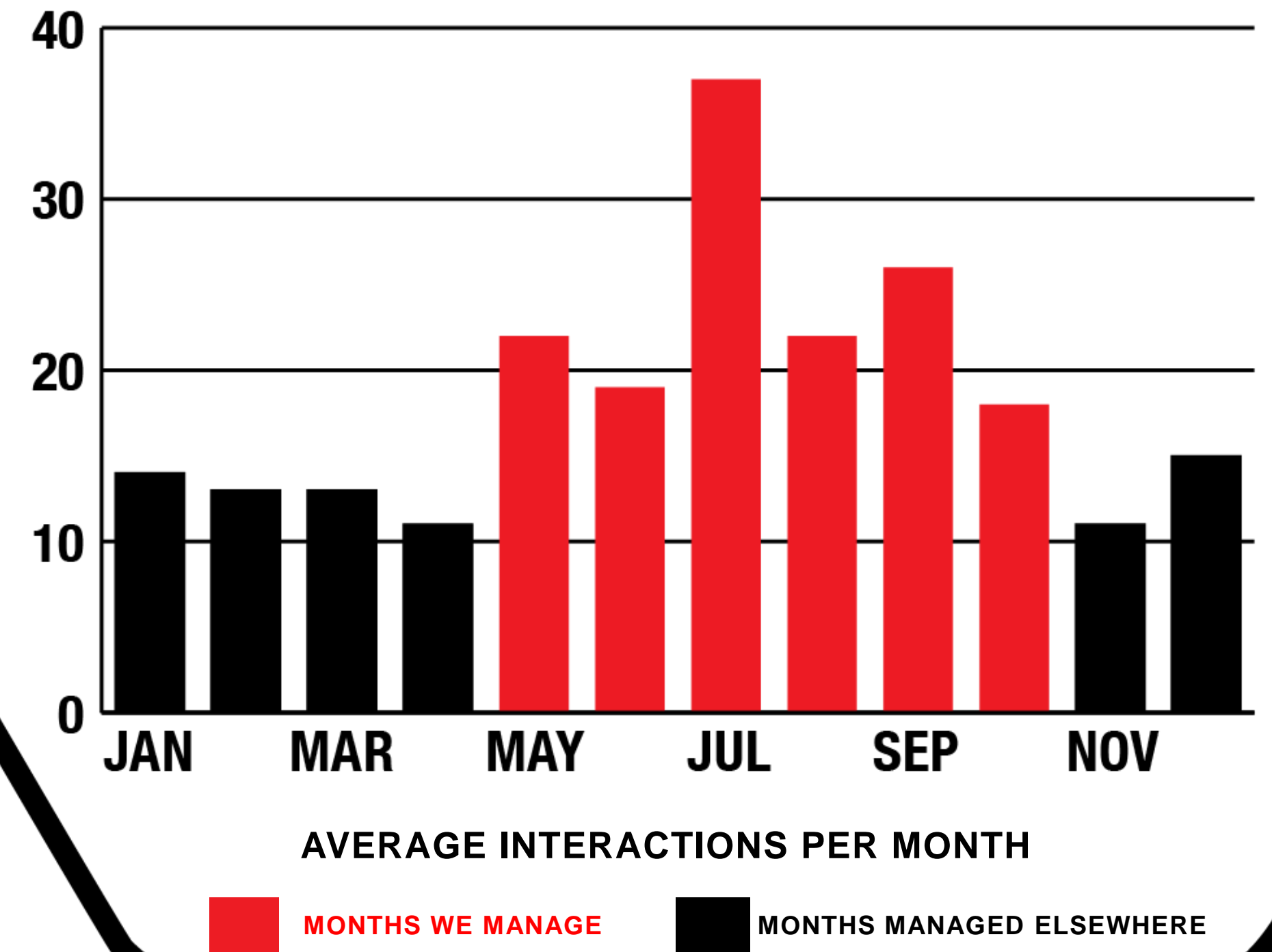
# SOCIAL MEDIA MANAGEMENT

Maximize your return of investment (ROI) with low cost, high impact marketing, and create a community, build authority and project authenticity for your brand **ALL IN ONE PLACE**.

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

## WE CAN HELP YOU:

- DEVISE A STRATEGY
- BOOST POSTS
- CREATE IMPRESSIVE CONTENT
- ENGAGE
- ANALYZE
- PUBLISH CONTENT



**EXTEND**  
Connected Content





**OEM** ENTENT

LEAD GENERATION SERVICES





# 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 promotional banner for a Milwaukee MX FUEL giveaway. The banner features the Milwaukee logo, the text "MILWAUKEE TOOL IS GIVING AWAY AN MX FUEL™ 14" CUT OFF SAW!", and a "Win it before winner will win Off Saw before" slogan. A registration form is overlaid on the banner, asking for the user's address. The form includes fields for Street, Street Two, City, State (a dropdown menu), and Zip, followed by a "Next" button. The background of the banner also shows a close-up of the Milwaukee MX FUEL 14" Cut Off Saw.

Milwaukee  
13435 W. Lisbon Rd Brookfield, WI 53005

MILWAUKEE  
MX  
FUEL

MILWAUKEE TOOL  
IS GIVING AWAY AN  
MX FUEL™ 14" CUT OFF SAW!

Win it before you can buy it! One lucky  
person will win the MX FUEL™ 14" Cut Off Saw  
before it is available for sale!

Enter for your Chance to Win

Please tell us your address.

Street

Street Two

City

State  
Select a state

Zip

Next

\*Available in early



# 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...

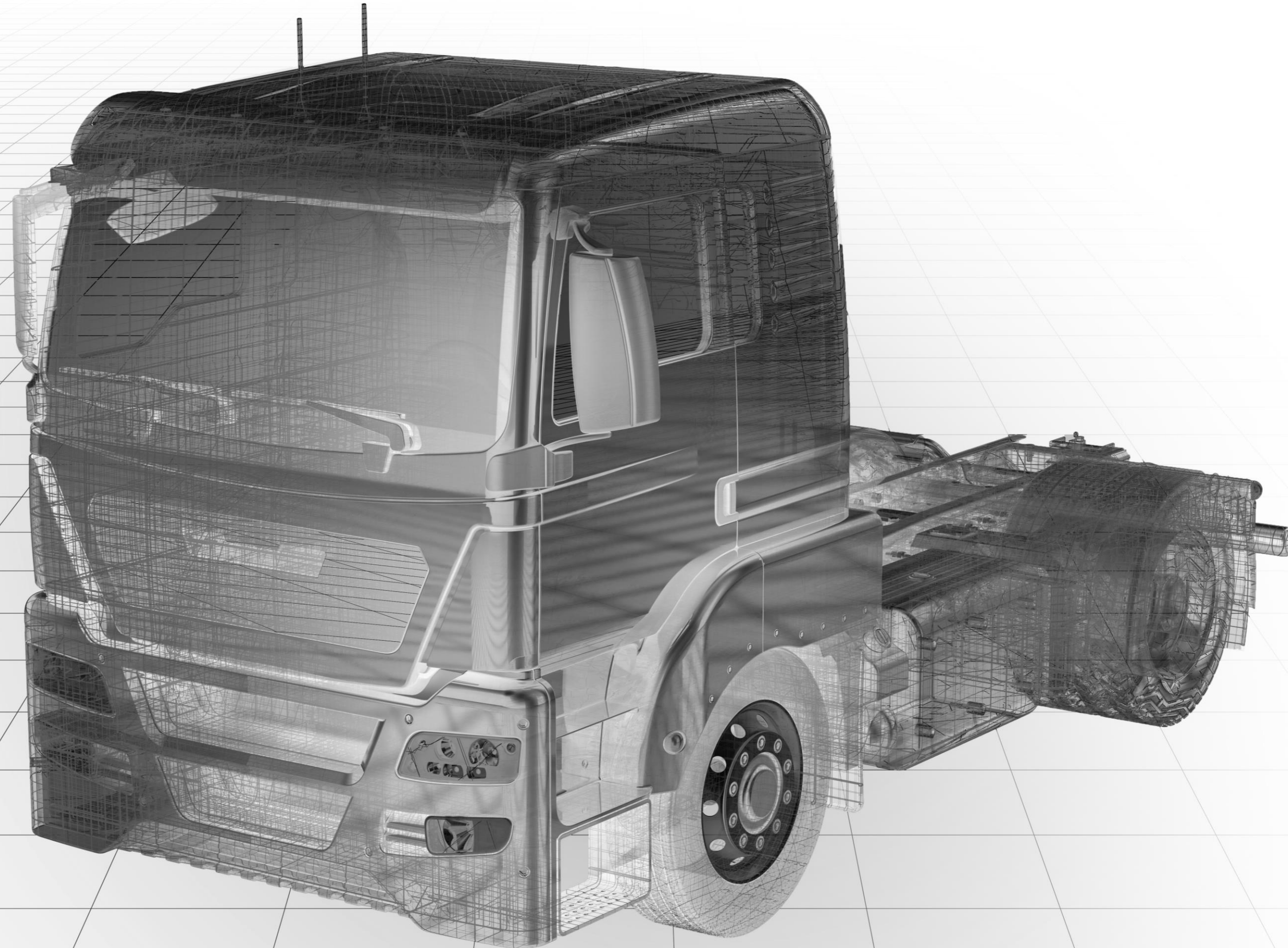
**CONTENT MARKETING** – either through established assets or those we help you create – is an extremely effective tool to drive relationship and engagement, while nurturing clients through all of the stages of their buyer's journey around your product. effective content marketing can...

- 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



**OEM<sup>®</sup>**

OFF-HIGHWAY

Global product development solutions for mobile OEMs

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.

**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?

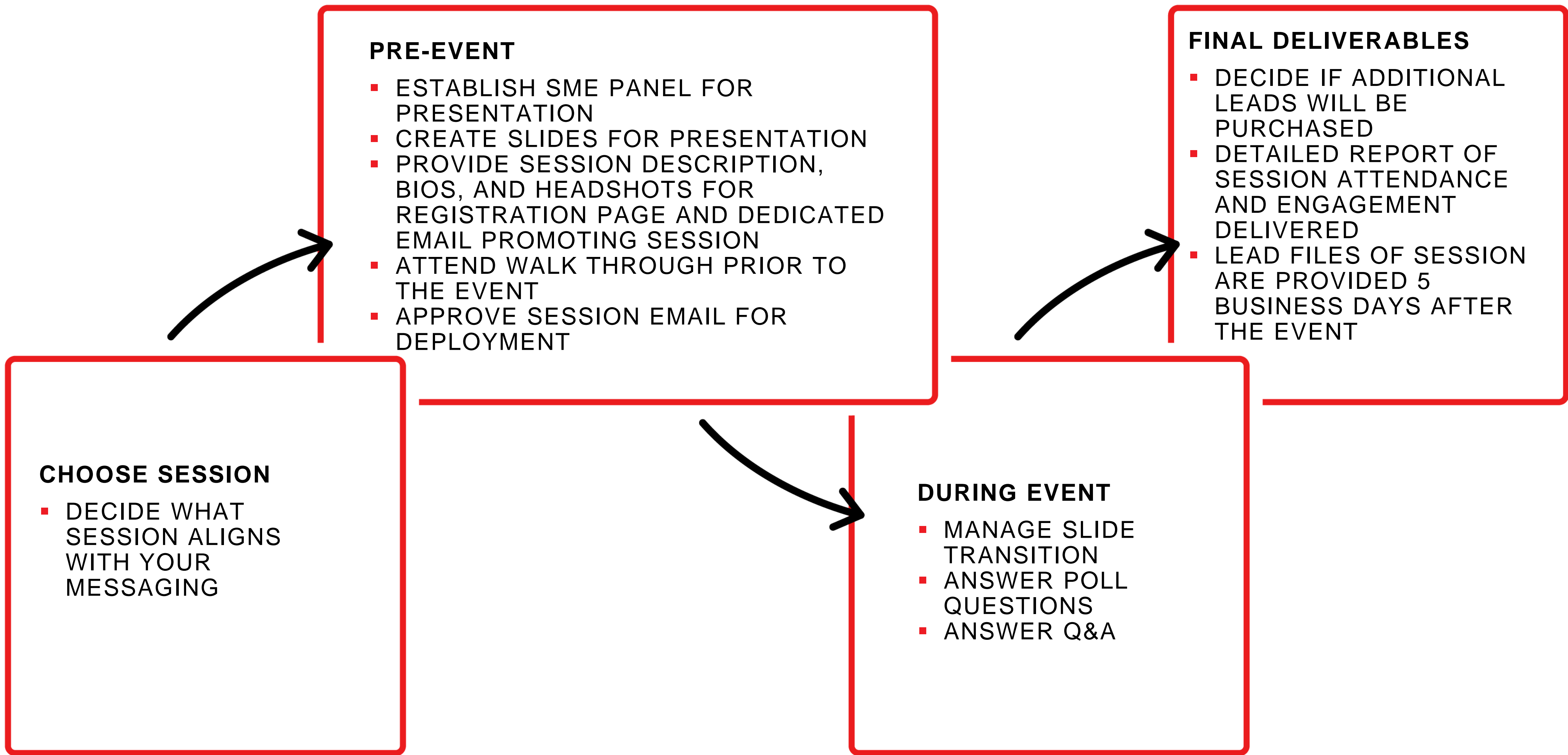
Live or On-Demand?

Define Topic/Value  
Proposition

Establish  
Timeline



# PROCESS & EXECUTION







# OEM<sup>®</sup>

## INDUSTRY SUMMIT

The **OEM Industry Summit** provides three days of comprehensive content for equipment designers and engineers in an educational format presented by *OEM Off-Highway*.

This exclusive industry event offers insight from experts on a wide range of topics from electrification to automation to cab design and more!





This virtual summit that provides professionals with the opportunity to learn, network and discover new solutions for their business.

**A UNIQUE  
OPPORTUNITY  
FOR COMPANIES  
TO SPEAK  
DIRECTLY TO  
PRODUCT  
DEVELOPMENT  
TEAMS AT  
MOBILE OEMS**

**67%** **ATTENDANCE FOR LIVE EVENTS**

**Logo and Speaker  
headshots included on registration page**



**Rich  
Reporting Provided**



See who  
registered



Track who  
showed up



Track who  
asked questions



Track who  
downloaded assets



# 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.





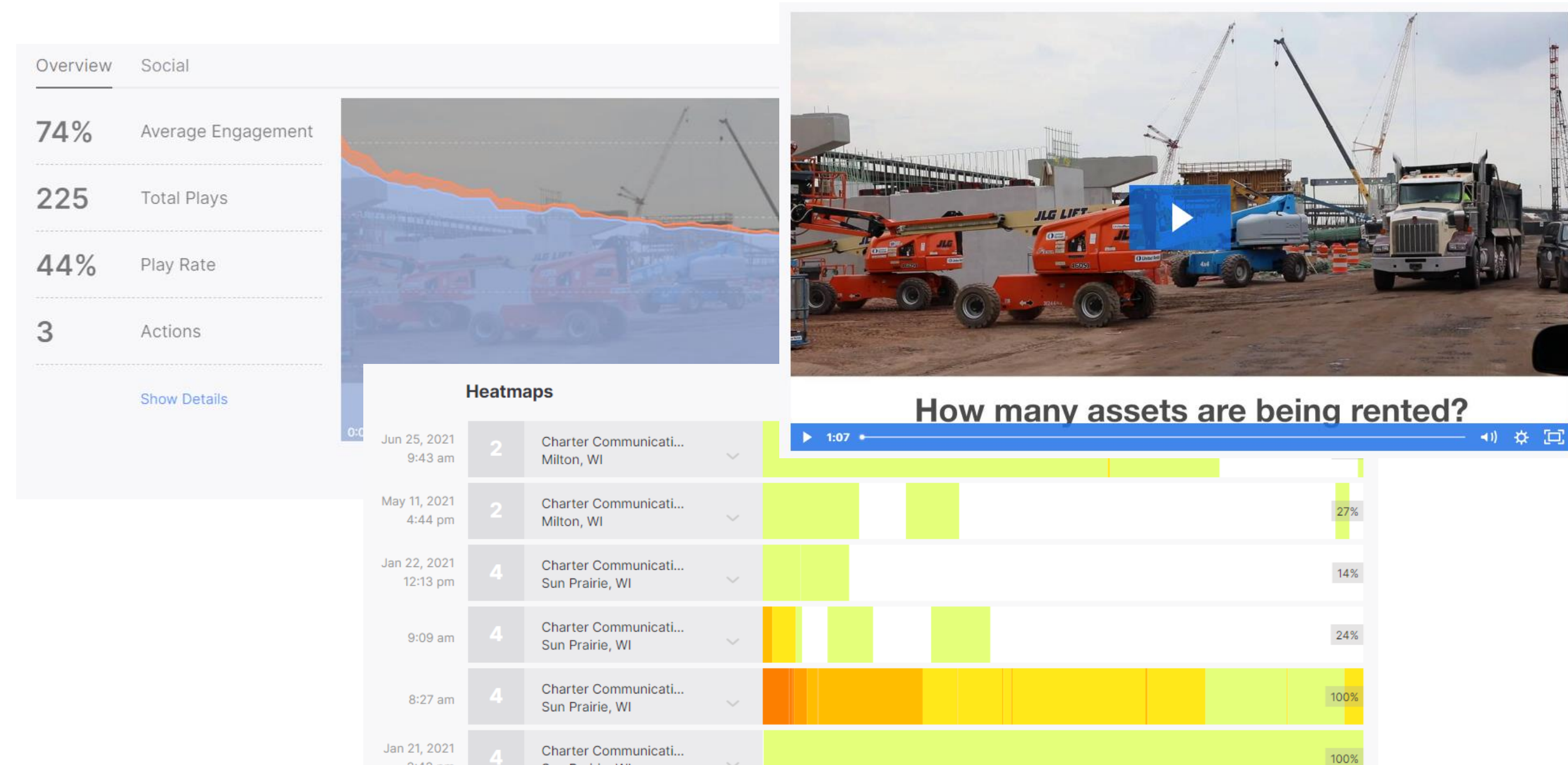
# MQL VIDEO

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.

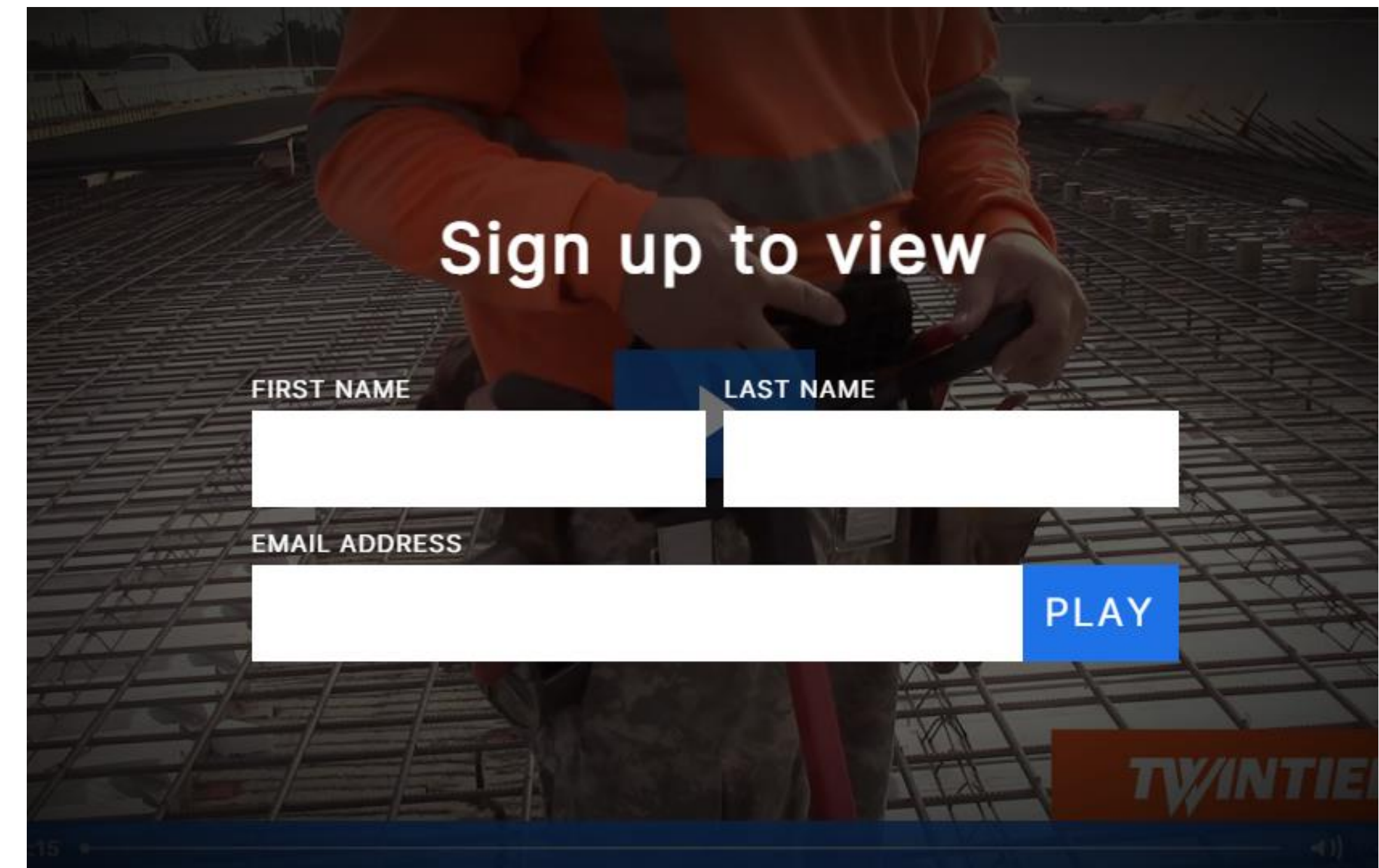




# MQL VIDEO

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:
  - Webinars
  - Product Walk Arounds
  - How-To's
  - 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!)





# CONNECT WITH US



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