

# 2027 DIGITAL CALENDAR

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# Equipment TODAY

|                                | JANUARY                                                                                                                   | FEBRUARY                                                                                                     | MARCH                                                                                                                          | APRIL                                                                                                       | MAY                                                                                                                                                                          | JUNE                                                                                                    | JULY                                                                                                                     | AUGUST                                                                                         | SEPTEMBER                                                                                                                                          | OCTOBER                                                                                                                             | NOVEMBER                                                                                                                               | DECEMBER                                                                                                                              |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| <b>Equipment Focus</b>         | Roadbuilding<br>Excavators<br>Lifting Equipment<br>Robotics & Automation<br>Oils, Lubricants & Greases<br>Machine Control | Work Trucks<br>Skid Steers<br>Dozers<br>Safety Systems<br>Equipment Technology<br>Fleet Management Solutions | Trailers & Transportation<br>Financing<br>Operator Comfort<br>Compact Track Loaders<br>Engine Efficiency<br>DIG/X 2027 Preview | Backhoes<br>Attachments<br>Hybrid Power<br>Telematics<br>Material Handling<br>In the Cab                    | Equipment Safety<br>Jobsite Equipment & Tools<br>Tires, Tracks & Treads<br>Dump Trucks<br> | Alternative Fuels<br>Hydraulics<br>Roadbuilding<br>Service Trucks<br>Grade Control<br>Fleet Maintenance | Concrete Equipment<br>Machine Control<br>IoT & Connected Technologies<br>Earthmoving<br>ROI & Rental<br>Remote Operation | Cranes<br>Grading & Site Prep<br>Electric Equipment<br>Compaction<br>Attachments<br>In the Cab | Dozers<br>Excavation<br>Demolition<br>Underground Equipment<br> | Skid Steers<br>Wheel Loaders<br>Land & Brush Clearing<br>Jobsite Equipment & Tools<br>Surveying & Site Layout<br>Software Solutions | Engine Efficiency<br>Oils, Lubricants & Greases<br>Compact Track Loaders<br>Trucks & Trailers<br>Data Management<br>Battery Technology | Equipment Financing<br>Fleet Maintenance<br>Operator Training<br>Dealer Relations<br>Monitoring & Logistics<br>Tires, Tracks & Treads |
| <b>Industry Insights</b>       | Equipment Market Outlook                                                                                                  | State of the Industry                                                                                        | Contractor Profile                                                                                                             | Autonomous Equipment                                                                                        | Next-Gen Operators                                                                                                                                                           | Operator Spotlight                                                                                      | AI in Construction                                                                                                       | Emissions Evolution                                                                            | Contractor Profile                                                                                                                                 | Equipment Safety & Technology                                                                                                       | Equipment Insurance Strategies                                                                                                         | Operator Spotlight                                                                                                                    |
| <b>Event Coverage</b>          | World of Concrete<br><i>Jan. 18-21, 2027</i>                                                                              |                                                                                                              | Work Truck Week & Green Truck Summit<br><i>March 9-12, 2027</i>                                                                | <br><i>April 2-3, 2027</i> |                                                                                                                                                                              |                                                                                                         |                                                                                                                          |                                                                                                |                                                                                                                                                    | The Utility Expo<br><i>Oct. 5-7, 2027</i>                                                                                           | Trimble Dimensions<br><i>TBD Nov. 2027</i>                                                                                             |                                                                                                                                       |
| <b>Marketing Opportunities</b> |                                                                                                                           |                                                                                                              |                                                                                                                                | 2027 DIG/X Sponsorships                                                                                     | 2027 Excavator Spec Guide Sponsorships                                                                                                                                       |                                                                                                         |                                                                                                                          |                                                                                                | Contractors' Top 50 New Products Digital Packages                                                                                                  |                                                                                                                                     |                                                                                                                                        |                                                                                                                                       |

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