Reach more contractors with authentic, original product content that speaks to contractor audiences by featuring your video in the NEW CONEXPO-CON/AGG show highlights content hub and YouTube channel. Packages include video production, published article, and program promotion across our digital ecosystem.

- Preview products
- Highlight in-booth activity
- Showcase new product launches
- Demonstrate thought leadership

EXHIBITOR SPOTLIGHT VIDEOS [AS SEEN AT THE UTILITY EXPO 2021]

CASE

EXHIBITOR HIGHLIGHTS VIDEO

JOHN DEERE

EXHIBITOR HIGHLIGHTS VIDEO

MILWAUKEE TOOL

EXHIBITOR HIGHLIGHTS VIDEO

“BEST OF” VIDEO ROUNDUP

TOP 5 NEW PRODUCTS
<table>
<thead>
<tr>
<th>Packages</th>
<th>Available Opportunities</th>
<th>Video 2-10 Minutes</th>
<th>Article 500-1000 Words</th>
<th>Content Released</th>
<th>Hosted</th>
<th>Distribution</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Preview</td>
<td>5</td>
<td>Exhibitor supplies w/ lead gen</td>
<td>Prior to show (starting Jan 23)</td>
<td>• YouTube • Website content hub</td>
<td>• Highlighted in 365 newsletter (distribution to 45,000 construction professionals) • Weaved into show communications (to 90,000 registered attendees) • Posted on social channels</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Exhibitor Highlights</td>
<td>10</td>
<td>Produced at show by AEM w/ lead gen</td>
<td>Post show</td>
<td>• YouTube • Website content hub</td>
<td>• Highlighted in 365 newsletter (distribution to 45,000 construction professionals) • Posted on social channels</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>Premium During Show Release</td>
<td>4</td>
<td>Produced at show by AEM w/ lead gen</td>
<td>During show (1 per day: Tues-Fri)</td>
<td>• YouTube • Website content hub</td>
<td>• Highlighted in 365 newsletter (distribution to 45,000 construction professionals) • Weaved into show communications (to 90,000 registered attendees) • Posted on social channels</td>
<td>$15,000</td>
<td></td>
</tr>
<tr>
<td>Exhibitor Highlights</td>
<td>21</td>
<td>Exhibitor supplies w/ lead gen</td>
<td>Post show</td>
<td>• YouTube • Website content hub</td>
<td>• Highlighted in 365 newsletter (distribution to 45,000 construction professionals) • Posted on social channels</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>“Best Of” Video Roundup Inclusion</td>
<td>5</td>
<td>Produced at show by AEM w/ lead gen</td>
<td>Post show</td>
<td>• YouTube • Website content hub</td>
<td>• Highlighted in 365 newsletter (distribution to 45,000 construction professionals) • Posted on social channels</td>
<td>$2,000 (must also purchase Exhibitor Highlights or Premium package)</td>
<td></td>
</tr>
</tbody>
</table>
CONTACT US

Contact your Account Success Advisor to select an Exhibitor Video Spotlight Package.

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