

**Off-Highway**  
**GLOBAL**  
**BRIEFING**

**WEBINAR**

**TUESDAY 30<sup>TH</sup> MARCH, 2021**

**10:00 EST, 15:00 UK, 16:00 CET**

**SPONSORSHIP OPPORTUNITIES**



SUPPORTED BY

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WEBINAR

**DP**  
DIESEL PROGRESS

**DPI**  
DIESEL PROGRESS INTERNATIONAL

**international**  
construction

# SPONSORSHIP OPTIONS

## LEAD SPONSOR

**\$10,000 / €8,200**

LIMITED TO 1 SPONSOR

- Sector Exclusivity – no competitor to be involved in webinar
- Part of pre & post marketing (see page 3/4)
- Visible logo during event
- Mention by host during webinar
- Contact details of registrants (GDPR permitting)
- Exclusive branding on post webinar research report, email and video to registrants
- Twenty webinar tickets for clients prospects or staff worth \$3,600 / €3,000
- Additional discounted webinar tickets

**For more information or to book your package, please contact Simon Battersby  
Tel: +44 (0) 1892 786 232 or e-mail: [simon.battersby@offhighwayresearch.com](mailto:simon.battersby@offhighwayresearch.com)**

***NB sponsor positions sold on first booking basis. The event will be limited to a maximum 5 sponsors.***

## SUPPORTING SPONSOR

**\$3,450 / €2,800**

LIMITED TO 5 SPONSORS

- Part of pre & post marketing (see page 3/4)
- Visible logo during event
- Mention by host during webinar
- Contact details of registrants (GDPR permitting)
- Five webinar tickets for clients/prospects or staff worth \$900 / €750
- Additional discounted webinar tickets

# BENEFITS

## BRAND PROMOTION

Sponsors can expect their brand to receive **250,000+** impressions from pre and post webinar promotion – see page 3/4

## LEAD GENERATION

To join the webinar all registrants need to consent to have their details passed onto Sponsors. Under General Data Protection Regulation (GDPR) this is permitted once a Sponsor has been confirmed.

## DELEGATE PROFILE

All registrants will be mid to senior level construction professionals. A quarter of registrants from the previous webinar had senior management job titles, such as CEO, President, General Manager and Managing Director.

## BRAND RECOGNITION

Based on early registration numbers we expect the number of registrants to be about **500**. Sponsors will benefit from branding on the visible backdrop:

# THE PANEL

**Chris Sleight** – Managing Director, Off-Highway Research

**SHI Yang** – Director of Research, Off-Highway Research China

**Samir Bansal** – General Manager, Off-Highway Research India

The discussion will be moderated by **Chris Sleight**, Managing Director, Off-Highway Research



# NOVEMBER 2020 WEBINAR STATISTICS

## KEY FACTS



TOTAL COUNTRIES REPRESENTED

55



REGISTERED DELEGATES

866



TOTAL OVERALL ATTENDEES

568



MAX CONCURRENT VIEWS (LIVE)

420



REGISTERED COMPANIES

453

## REGIONAL BREAKDOWN



THE AMERICAS

14

EUROPE

18

REST OF THE WORLD

23



HIGH QUALITY AUDIENCE - EXCLUSIVELY COMPOSED OF CE INDUSTRY PROFESSIONALS

25%

OF WHICH WERE SENIOR/EXECUTIVE DECISION MAKERS\*

\*JOB TITLE GIVEN AS CHAIRMAN, CEO, CFO, COO, PRESIDENT, GENERAL MANAGER, MANAGING DIRECTOR, DIRECTOR, BOARD MEMBER, VP OR SVP



ON DEMAND VIEWS AND DOWNLOADS OF VIDEO AND POST WEBINAR REPORT

834

\*AS OF 15TH JANUARY 2021



# NOVEMBER 2020 WEBINAR STATISTICS

**Off-Highway  
GLOBAL  
BRIEFING**

Briefing on key aspects of the global construction and construction equipment market, with a focus on key regions.

FREE WEBINAR – TUESDAY 17 NOVEMBER – 3.00 PM UK TIME

Free registration now available for virtual Off-Highway Global Briefing

Off-Highway Research will be holding a FREE webinar at 3.00 pm (UK time) on Tuesday 17th November.

The business's Managing Director, **Chris Sleight** will present the latest outlook for the construction equipment industry and will be joined by **Carl Gustaf Goransson**, the former Global President of CNH Industrial's construction equipment business and **Yelena Shuiyatayeva**, Senior U.S. Economist at Bloomberg Economics. Together we will be discussing the current situation and its impacts for the industry.

Key areas will include:

- Latest equipment market figures and forecasts
- Assessing the impact of Covid-19
- Construction market drivers

We hope to provide insights and information which will be useful to you as you plan for the year ahead. More details are available on the dedicated website [www.offhighwaybriefing.com](http://www.offhighwaybriefing.com)

The webinar is a FREE event, please feel free to share this link with your colleagues.

[Click here to register](#)

ORGANISED BY **Off-Highway RESEARCH** MEDIA PARTNERS **DPI** **international construction**

## PRE-EVENT MARKETING



**ECASTS  
(UNIQUE RECIPIENTS)**

**26,751**



**NEWSLETTER  
(UNIQUE RECIPIENTS)**

**37,509**



**REMARKETING  
(IMPRESSIONS)**

**80,776**



**KHL WEBSITE PROMOTION  
(ADVERT IMPRESSIONS)**

**204,477**

## SOCIAL MEDIA \*PRE & POST EVENT



**FACEBOOK  
(FOLLOWS)**

**10,870**



**LINKEDIN  
(MEMBERS)**

**4,818**



**TWITTER  
(FOLLOWERS)**

**9,356**



**TOTAL EXPOSURE**

**+25,000**

**Off-Highway  
GLOBAL  
BRIEFING** **FREE WEBINAR**  
17th November,  
3.00pm (UK time)

- Latest equipment market figures & forecasts
- Assessing the impact of Covid-19
- Construction market drivers

Supporting Sponsors **Faster** Media Partners **international construction** **DPI**

14 Cities Briefings

\* Please see the registration for "Off-Highway Global Briefing".  
Please contact the Off-Highway Global Briefing team.  
Please contact any questions to [globalbriefing@offhighwayresearch.com](mailto:globalbriefing@offhighwayresearch.com)

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Industry experts will provide forecasts for the global construction equipment market by the end of 2020 and discuss the impact of Covid-19 on markets around the world.

The webinar will be hosted by Chris Sleight, Managing Director of Off-Highway Research, in collaboration with Carl Gustaf Goransson, the former president of CNH Industrial's construction equipment business and Yelena Shuiyatayeva, Senior U.S. Economist at Bloomberg Economics.

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