

2026 SPONSORSHIP PACKAGES & OPPORTUNITIES



Association of  
Equipment Manufacturers

WINNING PLAYBOOK

# PRODUCT SAFETY & STEWARDSHIP CONFERENCE

+ PRODUCT LIABILITY SEMINAR

April 27-30, 2026  
Kansas City, MO

Grow Brand Awareness & Sales to Influential Safety Professionals

# The Product Safety & Stewardship Conference

continues to be the industry's only annual conference that brings more than 300 heavy equipment manufacturers, value chain partners, and subject matter experts together to participate in a unique educational opportunity.

## TARGETS:

### Product Safety & Stewardship Conference

- Product Engineers & Technical Managers
- Regulatory Compliance Managers & Staff
- Safety Communication Writers & Leaders
- Technical Publications Writers & Leaders
- Product Design Review Committee Members

### Product Liability Seminar

- Product Litigation Professionals/Specialists
- Product Safety Engineers
- Safety Professionals
- Incident Investigation & Litigation Support Staff

## SPONSORSHIP PACKAGES:

**Level 1** \$5,000

**Level 2** \$3,500

## 2 Sponsorship Levels

Choose from two high-impact sponsorship packages.

### LEVEL 1 (1 sponsor) \$5,000

1. 20-second video
2. One Product Safety & Compliance Seminar registration for AEM member
3. Company logo placement on PowerPoint break slides, event website, and on-site sponsor signage placed prominently during breaks, lunches, and welcome reception.
4. Pop-up display (produced by sponsor), table and chairs adjacent to attendee traffic. Sponsor highly encouraged to staff the display area during breaks, lunches, and welcome reception.
5. List of opt-in attendees provided after event

### LEVEL 2 (3 sponsors) \$3,500

1. Focused topic Breakout Session Sponsor. Select from one of the sessions listed on the agenda.
2. Company logo placement on PowerPoint break slides, event website, and on-site sponsor signage placed prominently during breaks, lunches, and welcome reception.
3. Pop-up display (produced by sponsor), table and chairs adjacent to attendee traffic. Sponsor highly encouraged to staff the display area during breaks, lunches, and welcome reception.
4. List of opt-in attendees provided after event

## TARGETED SPONSORSHIP OPPORTUNITIES

### Welcome Reception Sponsor (3 sponsors) \$2,000

• Verbal recognition by host or MC.	• Company logo placement on PowerPoint break slides, event website, and on-site sponsor signage placed prominently during breaks, lunches, and welcome reception.	• List of opt-in attendees provided after event.
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## **Tuesday Networking Night Sponsor (Exclusive) \$2,000**

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- Verbal recognition of company at the general session.
- Company logo placement on PowerPoint break slides, event website, and on-site sponsor signage placed prominently during breaks, lunches, and welcome reception.
- List of opt-in attendees provided after event.

## **Welcome Gift (Exclusive) \$2,000**

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- Sponsor item approved by AEM to be handed out to each attendee at registration.
- Company logo placement on PowerPoint break slides, event website, and on-site sponsor signage placed prominently during breaks, lunches, and welcome reception.
- List of opt-in attendees provided after event.

## **Hotel Key Cards (Exclusive) \$3,500**

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- Company logo on key cards distributed at check-in at the Sheraton Kansas City Hotel at Crown Center.
- Company logo placement on PowerPoint break slides, event website, and on-site sponsor signage placed prominently during breaks, lunches, and welcome reception.
- List of opt-in attendees provided after event.

## **Notebooks (Exclusive) \$3,500**

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- Company logo on notebooks given to all attendees.
- Company logo placement on PowerPoint break slides, event website, and on-site sponsor signage placed prominently during breaks, lunches, and welcome reception.
- List of opt-in attendees provided after event.

## **Pens \$3,500**

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- Company logo on pens given to all attendees.
- Company logo placement on PowerPoint break slides, event website, and on-site sponsor signage placed prominently during breaks, lunches, and welcome reception.
- List of opt-in attendees provided after event.

**SOLD**

## **Lanyards \$4,000**

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- Company logo on event credentials distributed at registration.
- Company logo placement on PowerPoint break slides, event website, and on-site sponsor signage placed prominently during breaks, lunches, and welcome reception.
- List of opt-in attendees provided after event.

## **Lunch Sponsor (3 Opportunities – Tuesday, Wednesday or Thursday) \$3,000 Each Day**

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- Verbal recognition of company at the general session
- Opportunity to provide a logoed item.
- Company logo placement on PowerPoint break slides, event website, and on-site sponsor signage placed prominently during breaks, lunches, and welcome reception.
- List of opt-in attendees provided after event.

## **Room Drop Sponsor (3 Opportunities – Monday, Tuesday or Wednesday) \$2,500 Each Day**

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- Sponsor provides logoed item for registered attendees (subject to AEM approval).
- Verbal recognition of company at the general session.
- Company logo placement on PowerPoint break slides, event website, and on-site sponsor signage placed prominently during breaks, lunches, and welcome reception.
- List of opt-in attendees provided after event.

## **Banner Stand/Pop-up Display (Maximum of 3) \$1,750**

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- Banner stand/Pop-up display (33"x81" size banner produced by sponsor), table and chairs adjacent to attendee traffic. Sponsor highly encouraged to staff the display area during breaks, lunches, and welcome reception.
- Company logo placement on PowerPoint break slides, event website, and on-site sponsor signage placed prominently during breaks, lunches, and welcome reception.
- List of opt-in attendees provided after event.

## **Break Sponsor (4 Opportunities – Monday, ~~Tuesday~~, Wednesday, Thursday) \$1,250 Each Day**

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- Opportunity to provide a logoed item (subject to AEM approval).
- Verbal recognition of company at the general session.
- Company logo placement on PowerPoint break slides, event website, on napkins, and on-site sponsor signage placed prominently during breaks, lunches, and welcome reception.
- List of opt-in attendees provided after event.

## Product Safety & Stewardship Conference Registration Package (Exclusive) **\$3,500**

- Company logo on the registration packet. Placement co-branded with AEM logo.
- Company logo placement on PowerPoint break slides, event website, and on-site sponsor signage placed prominently during breaks, lunches, and welcome reception.
- List of opt-in attendees provided after event.

## Product Safety & Stewardship Conference Registration Package Inserts (3 Sponsors) **\$500**

- Packet insert must be either a two-page, stapled piece or one-page, double-sided piece and AEM approved prior to shipping to AEM.
- Company logo placement on PowerPoint break slides, event website, and on-site sponsor signage placed prominently during breaks, lunches, and welcome reception.
- List of opt-in attendees provided after event.

## Mobile App Sponsor (Exclusive) **\$2,500**

- Main sponsor of the mobile app – a critical attendee tool used for navigating and accessing the complete schedule of events.
- Sponsor logo featured on mobile app sponsor page (top listing), one push notification, and two app promotional emails.
- Company logo placement on PowerPoint break slides, event website, and on-site sponsor signage placed prominently during breaks, lunches, and welcome reception
- List of opt-in attendees provided after event.

## Mobile App Banner Ad (Four Opportunities) **\$875**

- Choose from static or animated ad formats. Mobile banner ads are typically displayed on the top or bottom of the screen, sticking to the screen while attendees use the app.
- Company logo placement on PowerPoint break slides, event website, and on-site sponsor signage placed prominently during breaks, lunches, and welcome reception.
- List of opt-in attendees provided after event.

Capitalize on these lead-generating sponsorships.

Contact your AEM Account Success Advisor today to secure your sponsorship.

**members@aem.org** | **866-236-0442**

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