

SPONSORSHIP OPPORTUNITIES

ANNUAL CONFERENCE



NOVEMBER 10-12, 2026 TUCSON, AZ

The AEM Annual Conference is the gathering place for member executives and the next generation of industry leaders to examine what's ahead for their organization and the off-road equipment manufacturing industry. Sponsoring the event offers unparalleled **exposure to more than 400** high-level executives and key decision-makers of AEM member companies.

EXPERIENTIAL

Support one of the programs or services at the conference.

DIGITAL

Options to add your company brand to important digital tools.

ON-SITE BRANDING

Choose from branded swag or custom signage at the venue.

Sponsorship Benefits

All sponsors of the Annual Conference receive the following benefits before, during, and after the event.

- Company logo displayed on the event web page
- Company logo on the on-site screens and signage
- Sponsor logo and listing displayed in the mobile app
- Access to attendee participation lists, before and after the conference*

Sponsorship Terms and Conditions

***Pre- and Post- Event Participant Lists**

- Sponsors will receive the pre-event participant list, excluding those that opt out, approximately a week prior to the event, inclusive of: Name, Title, Company.
- The pre-event participant list may not be used for mass distribution of marketing or promotional messages prior to the event; it may be used solely for internal research to inform on-site engagement strategies.
- Sponsors will receive the post-event participant list, excluding those that opt-out, within five (5) business days upon the conclusion of the event, inclusive of: Name, Title, Company and Email.

First Right of Refusals

All current conference sponsors will be given the first right of refusal to renew their sponsorship for the next Annual Conference.

Conference Registration

Registration to attend the Annual Conference is not included in the sponsorship. To make the most of their investment, sponsors are required to attend the event and will need to register and book their hotel in advance.

ANNUAL CONFERENCE SPONSORSHIPS

Experiential



WELCOME RECEPTION - \$17,000

Set the tone for an unforgettable Annual Conference with your brand incorporated into the opening night reception. Capture attention from the very start with your logo featured on the mountainside and on the welcome reception and on official entrance signage. Sponsor will also receive verbal recognition.

EXCLUSIVE

SOLD



WELCOME RECEPTION VOUCHER - \$17,000

Have your logo featured on the reception activation vouchers, distributed with no attendee's badge ensuring your brand is included in the fun from the very start! Sponsor will also receive verbal recognition.

EXCLUSIVE

SOLD



WELCOME DRINKS - \$8,500

Make the ultimate first impression with attendees by sponsoring their arrival on Tuesday. Guests will be greeted with complimentary beverages upon check-in, and a tabletop display will be available to the sponsor for brand promotion.

EXCLUSIVE

SOLD

ANNUAL CONFERENCE SPONSORSHIPS

Experiential



CUSTOM PRINTED DRINKS - \$5,000

Create a memorable first impression at the Welcome Reception with custom printed beverages featuring guests real time selfie—turning every drink into a share-worthy moment. Sponsor will be recognized with signage and custom napkins.

EXCLUSIVE



INTERACTIVE AURA READING - \$6,500

Kick off the conference with an interactive wellness experience at the Welcome Reception. This engaging activation offers attendees personalized aura readings and energy insights, encouraging conversation, connection, and a memorable first-night experience ties to your brand.

EXCLUSIVE



LIVE ETCH-A-SKETCH PORTRAITS - \$5,000

Add a nostalgic, interactive element to the Welcome Reception with live Etch-A-Sketch portraits. Guests sit with an artist who creates a custom portrait in just minutes, resulting in a unique take home keepsake that sparks conversation and memorable brand engagement.

EXCLUSIVE

ANNUAL CONFERENCE SPONSORSHIPS

Experiential *continued*

NEW!



FIRESIDE S'MORES LOUNGE - \$10,000

A warm, welcoming sponsorship that guests naturally gravitate to. The S'mores Fire Pit & Dining Area Char Space features three cozy lounge areas, handwoven blankets, and a s'mores station with your logo on the marshmallows—delivering a fun, memorable brand moment at the heart of the Welcome Reception.

EXCLUSIVE

SOLD

NEW!



LED CHAMPAGNE DIVA - \$3,000

Add a touch of glamour to the Welcome Reception with an LED Champagne Diva who entertains while serving champagne or a beverage of choice. Each glass features a sponsor-branded champagne charm, giving attendees a stylish keepsake and extending your brand presence beyond the event.

EXCLUSIVE



HOSPITALITY SUITE - \$9,500

Feature your brand with exclusive naming rights to the hospitality suite, where attendees can relax and network. Company logo will be displayed on suite signage, and sponsor may also provide a giveaway item, subject to AEM approval.

TWO OPPORTUNITIES – Tuesday or Thursday

SOLD

ANNUAL CONFERENCE SPONSORSHIPS

Experiential *continued*



MORNING COFFEE - \$7,500

Give AEM Members what they are looking for... their morning coffee! Sponsor logo will appear on signage located near the morning refreshment area. Coffee will be served daily from 9:00-10:15 am.

TWO OPPORTUNITIES – Wednesday or Thursday

SOLD

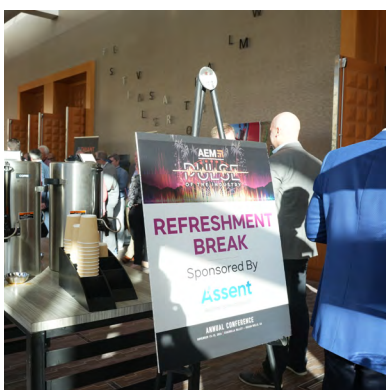


LUNCH - \$11,000

Company logo will be prominently displayed on signage in the lunch area and on tables, providing consistent brand visibility during the meal. The sponsor will also have the exclusive opportunity to offer a giveaway during lunch.

TWO OPPORTUNITIES – Wednesday or Thursday

SOLD



REFRESHMENT BREAK - \$8,000

Company logo will appear on signage located near the refreshment area, as well as on napkins provided. These snacks and beverages will be served during designated break times, offering attendees a welcome pause in the afternoon.

TWO OPPORTUNITIES – Wednesday or Thursday

SOLD

ANNUAL CONFERENCE SPONSORSHIPS

Experiential *continued*



AEM MEMBER LOUNGE - \$9,500

Be the exclusive sponsor of the AEM Member Lounge. You'll receive high visibility in the area where members meet with AEM Senior Leadership and the Member & Exhibitor Success Team. Sponsorship includes signage surrounding the Lounge along with a table top display. Sponsor may also provide a giveaway to lounge visitors, subject to AEM approval.

EXCLUSIVE

SOLD



GOLF OUTING - \$10,000

As a sponsor, you'll have the opportunity to host activations at individual holes throughout the course. The package also includes digital cart signage, company logo featured on golf foursome confirmation cards, thank you emails, plus the chance to provide AEM approved giveaways to all golfers.

EXCLUSIVE

SOLD

NEW!



GOLF OUTING GIFTS - \$3,000

Make an early impression with golfers by providing a branded giveaway placed in each golf cart before play begins. This opportunity allows your brand to be part of the golfer experience from the moment they arrive on the course.

TWO OPPORTUNITIES

SOLD

ANNUAL CONFERENCE SPONSORSHIPS

Experiential *continued*



FINALE DINNER - \$23,000

Sponsor logo will be featured on a sweet treat placed on each table setting and will be displayed at the dinner, rotating with the Finale Entertainment Sponsor logo. Sponsor will also receive verbal recognition, along with the opportunity to invite guests to fill a reserved table at the Finale Dinner.

EXCLUSIVE



FINALE ENTERTAINMENT - \$25,000

High-impact opportunity to support the finale entertainment performance. Your company logo will be displayed prior to the performance and/or will also receive verbal recognition, along with the opportunity to invite guests to fill a reserved table at the Finale Dinner.

EXCLUSIVE



FINALE RECEPTION - \$16,000

Promote your company at the closing reception — an energizing, high-visibility moment as attendees come together to wrap up the event. Sponsor branding will be incorporated into the reception experience, including a logo on reception napkins. Sponsor will also receive verbal recognition.

EXCLUSIVE

ANNUAL CONFERENCE SPONSORSHIPS

Experiential *continued*



SAVE THE DATE GIFT - \$8,000

Promote your company along with the Save the Date for the 2027 AEM Annual Conference. To celebrate the 2027 event at the Omni PGA of America Resort & Spa, the save the date gift will be a pack of golf balls — given to attendees during the second day of sessions. Sponsor logo will be included on the packaging.

EXCLUSIVE

SOLD

Digital



COMMERCIAL VIDEO SPONSOR - \$10,000

Promote your products and services in front of a live, captive audience with this opportunity to play a 30-second video prior to one of the conference sessions. Sponsors may choose their preferred session from the available options, first-come, first-served.

ONE OPPORTUNITIES

ANNUAL CONFERENCE SPONSORSHIPS

Digital *continued*

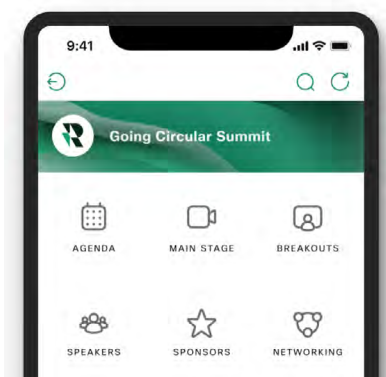


WiFi - \$12,000

Be the provider of essential WiFi services for Annual Conference attendees. The sponsoring company logo and passcode will be featured on cards given out at registration and on table tents on the education session tables.

EXCLUSIVE

SOLD

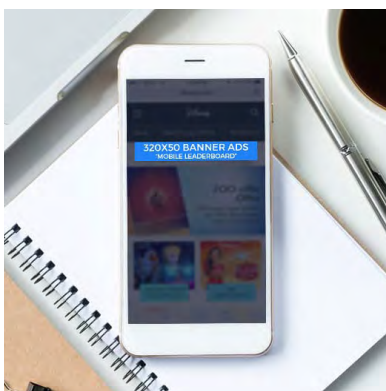


MOBILE APP - \$6,000

Help support this essential tool for attendees to navigate the Annual Conference and access the full event schedule. Sponsorship benefits include the placement of your company logo on the mobile app sponsor page, one push notification, and mentions in promotional emails about the app.

EXCLUSIVE

SOLD



MOBILE APP BANNER AD - \$2,500

Showcase your brand message with banner ads on the official conference mobile app. Choose static or animated ads. Ads are typically displayed on the top or bottom of the screen, sticking to the screen while attendees use the app.

TWO OPPORTUNITIES

MOBILE APP SPONSOR PAGE UPGRADE - \$495

Upgrade to customize your sponsor page on the mobile app—add logo, details, documents, links to a video and/or social channels. **AVAILABLE TO ALL ANNUAL CONFERENCE SPONSORS.**

ANNUAL CONFERENCE SPONSORSHIPS

On-Site Branding



HOTEL KEY CARDS - \$13,500

Unlock your branding potential by sponsoring the hotel key cards distributed to all conference guests. Each card will feature the sponsor's logo and graphics, and the sponsor will be verbally acknowledged during the event.

EXCLUSIVE

SOLD



HOTEL ROOM DROPS - \$5,000

Highlight your products and services by arranging for a special gift to be delivered to the hotel rooms of 400 attendees. The sponsor supplies the gift with a note, pending approval from AEM.

TWO OPPORTUNITIES - Tuesday or Wednesday

SOLD



LANYARDS - \$14,000

Lanyards are the one accessory that every attendee will wear all day - making your brand impossible to miss. Sponsor logos will be placed on 1,000 lanyards provided at registration, and the company will receive verbal recognition.

EXCLUSIVE

SOLD

ANNUAL CONFERENCE SPONSORSHIPS

On-Site Branding *continued*



REGISTRATION PACKET - \$5,000

The sponsor's logo will appear on the portfolio packet distributed to each attendee at registration and badge pick-up.

EXCLUSIVE

SOLD



REGISTRATION HANDOUT - \$4,000

Ensure your company information reaches attendees by including an AEM-approved literature piece or item in the registration packet. The sponsor is responsible for producing and shipping materials to AEM.

TWO OPPORTUNITIES



PENS - \$3,500

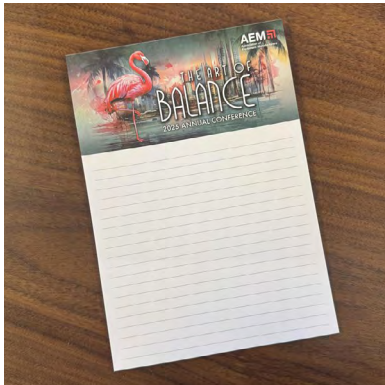
Put your brand in every attendee's hand—sponsor our event pens and enjoy lasting visibility with your logo featured on the pens worn throughout the conference.

EXCLUSIVE

SOLD

ANNUAL CONFERENCE SPONSORSHIPS

On-Site Branding *continued*



NOTEPADS - \$4,000

AEM Annual Conference branded notepads will include the sponsor's logo on the bottom of each page. Notepads will be provided to each attendee at the general session, ensuring that guests have a dedicated spot to take notes.

EXCLUSIVE

SOLD



POP-UP BANNER DISPLAYS - \$7,500

Receive a dedicated table and banner display area. Includes one high-top table with tablecloth. Sponsors required to provide a 33"x81" pop-up banner and top staff display area during breaks, lunches, and receptions. Static display only.

EIGHT OPPORTUNITIES

SOLD

NEW!



ARIZONA BALLROOM FOYER

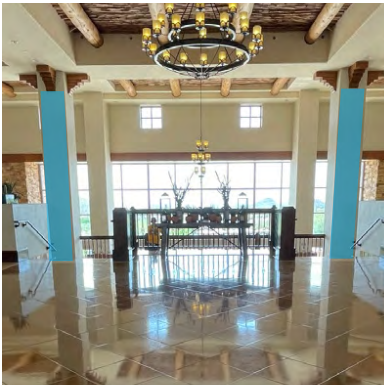
BRANDED NOOK PODS - \$15,000

Sponsor two modern lounge experience pods where attendees can recharge, network, and reset. Pods offer semi-private seating with power and workspace, creating a gathering point while keeping your brand front and center during moments of rest and conversation. Logo on two sides and front table leg.

EXCLUSIVE

ANNUAL CONFERENCE SPONSORSHIPS

On-Site Branding *continued*



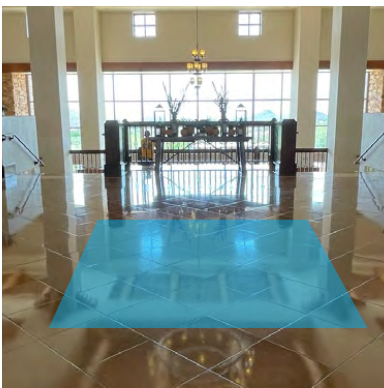
HOTEL LOBBY

MAIN ENTRANCE PILLARS - \$6,000

Add your brand to this high-traffic hotel lobby at the Starr Pass JW Marriott Resort & Spa. Sponsorship includes both pillars.

EXCLUSIVE

SOLD



HOTEL LOBBY

MAIN ENTRANCE FLOOR GRAPHIC - \$4,000

Add your brand to this high-traffic hotel lobby at the Starr Pass JW Marriott Resort & Spa. Graphic may be a square, diamond, or a circle.

EXCLUSIVE

SOLD



ARIZONA BALLROOM FOYER

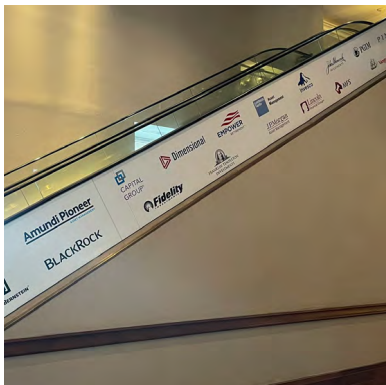
LED WALL ABOVE FOYER - \$10,000

Guests will see these LED graphics while taking the escalators down to the Arizona Ballroom. At \$10,000 per day, sponsor may play a combination of images or video (no sound) on a loop for their full day. The wall dimensions are 29 1/2 ft. wide x 8 ft. tall.

TWO OPPORTUNITIES – Wednesday or Thursday

ANNUAL CONFERENCE SPONSORSHIPS

On-Site Branding *continued*



ARIZONA BALLROOM FOYER ESCALATOR GLASS - \$8,000

An exclusive chance to sponsor the complete set of escalator glass panels, prominently visible from the heart of all conference sessions in the Arizona Ballroom Foyer.

EXCLUSIVE



ARIZONA BALLROOM FOYER TERRACE DOORS & WINDOWS - \$8,000

Add your brand to the glass doors between the Arizona Ballroom Foyer and the Arizona Terrace. These doors are the gateway between attendees and their lunches served on the terrace. Graphics may be double-sided, but price would double.

EXCLUSIVE

SOLD



ARIZONA BALLROOM FOYER CENTER FOYER ENTRANCE & PILLAR - \$4,000

A prominent branding placement in the main foyer of conference sessions and near the AEM Member Lounge. Includes branding space on both the soffit and the pillar below it (3-sided).

EXCLUSIVE

SOLD

ANNUAL CONFERENCE SPONSORSHIPS

On-Site Branding *continued*



ARIZONA BALLROOM FOYER

RESTROOM MIRROR CLINGS - \$4,000

Customize mirror clings in the restrooms located near the main ballroom. Opportunity includes 8 mirrors above sinks and 4 full-length mirrors in the Women's restroom; and 4 mirrors above sinks and 1 full-length mirror in the Men's restroom.

EXCLUSIVE

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CONTACT US

Contact your AEM Account Success Advisor to talk about the best sponsorship opportunities to meet your business goals.

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