

**ELEVATE YOUR  
BUSINESS:**

Hear key insights  
and gain essential  
industry knowledge  
from access sector  
experts.

**WORKING  
at HEIGHT**  
CONFERENCE & AWARDS

**NOVEMBER  
19&20  
2024  
NASHVILLE**

**SPONSORSHIP  
OPPORTUNITIES**



CREATED AND ORGANISED BY



[workingattheheightevent.com](http://workingattheheightevent.com)

# welcome

## Enhance your company's competitive edge at North America's premier access industry event

The Working at Height Conference & Awards brings together rental fleet owners and equipment manufacturers and suppliers from across the access industry to learn, engage, network and celebrate. Attendees will learn from and engage with fellow industry peers, decision-makers and influencers on how to optimize fleets, personnel and operations. As the essential meeting place for North America's access community, sponsors will not only strengthen their brand identity, but also expand their market reach while fueling growth.

### Created and organised by

Co-organized by Access, Lift & Handlers (ALH) magazine and the International Powered Access Federation (IPAF), the Working at Height Conference & Awards combines the ALH Conference & Awards with IPAF's Innovate Workshop, creating a world-class conference followed by an evening awards dinner celebrating the industry's best.



### What

Two networking receptions, one day-long conference and an evening awards dinner geared toward the access industry

### Where

CONFERENCE & AWARDS VENUE:  
Music City Center  
201 Rep. John Lewis Way South  
Nashville, Tn 37203

### When

19 & 20 November, 2024

## North America's premier access industry event

The inaugural Working at Height Conference & Awards combines the ALH Conference & Awards and IPAF Innovate Workshop. The event will attract a wide range of equipment buyers and users, including many of the largest access rental companies in North America, looking to champion the safe and effective use of mobile elevating work platforms through the latest industry innovations, technology and best practices.

Co-organized by Access, Lift & Handlers (ALH) magazine and the International Powered Access Federation (IPAF), the event will comprise an evening networking reception followed by a world-class conference and evening awards dinner to celebrate industry best-practices.

### The conference

Working at Height will address technology and work processes that create safe and productive working environments, including:

- Creating and implementing safety programs and plans
- Automation: Opportunities and challenges
- Tools to improve engagement with machine operators
- Telehandlers: Common issues and solutions
- The role of OEMs in creating safe working environments
- Assessing and understanding ground conditions on jobsites
- MEWP accident statistics: How does the U.S. measure up?
- Panel 1: Using data to manage safe use of machines
- Specialized training: Big booms, truck-mounts and unique machines
- Panel 2: Workplace safety: OSHA, insurance, safety culture and training

### The awards

Award categories will cover products, technologies, work processes and rental programs that enable safe and productive work at height.







## Target audience

- Equipment rental owners and managers
- Safety and training companies and consultants
- MEWP OEMs, suppliers and distributors
- Access rental specialists

The conference is focused on the mobile elevated work platform and telehandler industries, providing essential information on market trends, safety practices, rental management and product developments. For anyone who buys, uses, rents or owns aerial platforms, telehandlers, hoists and mast climbing work platforms, there is no event like it.



## Why attend

**Industry knowledge:** Hear valuable market information and learn key knowledge from access and rental experts.

**Network with like-minded professionals:** Meet and engage with decision makers and thought leaders.

**Drive profitable growth:** Use new knowledge and conference content to shape your strategic plans and help grow your business.





## Why sponsor

- Promote your company, brand, products and services to key equipment buyers
- Demonstrate your commitment to industry education and professionalism
- Increase brand loyalty by supporting a beneficial industry event
- Network with key existing and potential customers
- Use the event to support a sales promotion or marketing initiative
- Demonstrate industry leadership and positive involvement
- Benefit from associated publicity before, during and after the event
- Gain exposure from the event website and marketing campaigns
- Offer discounts on delegate fees to customers and contacts

## Reach a targeted audience

- The leading North American event for the access industry.
- Attracts some of the biggest rental companies and access OEMs in the world.
- Promote your company brand and products to the biggest buyers and users of access equipment in North America.

## Build new relationships

- Table top exhibition space during the conference.
- Scheduled coffee and lunch breaks and evening networking drinks receptions will provide a great opportunity to be seen and network.
- Evening awards gala dinner will enhance exposure amongst the targeted audience of industry professionals.
- Potential new clients and existing clients will use this event as a meeting place.

## Sponsorship Benefits = Brand Alignment

- Sponsorship of the Working at Height Conference & Awards provides a perfect platform to boost your brand's profile
- Associate your organization with industry best practices and leading-edge insights.



LIMITED TO ONE SPONSOR - INCLUSIVE OF 20 TICKETS

# HEADLINE \$30,000

## Pre-Event:

- Event website – Company logo with URL link to your website
- Promotional video featured on event website.
- Prominent logo on pre-conference publicity
- Social media promotion
- 3 x digital banners on ALH newsletter (570x100 px banner)
- 3 x sponsored content position on Rental Briefing
- Full page advert in ALH show guide issue

## Event App:

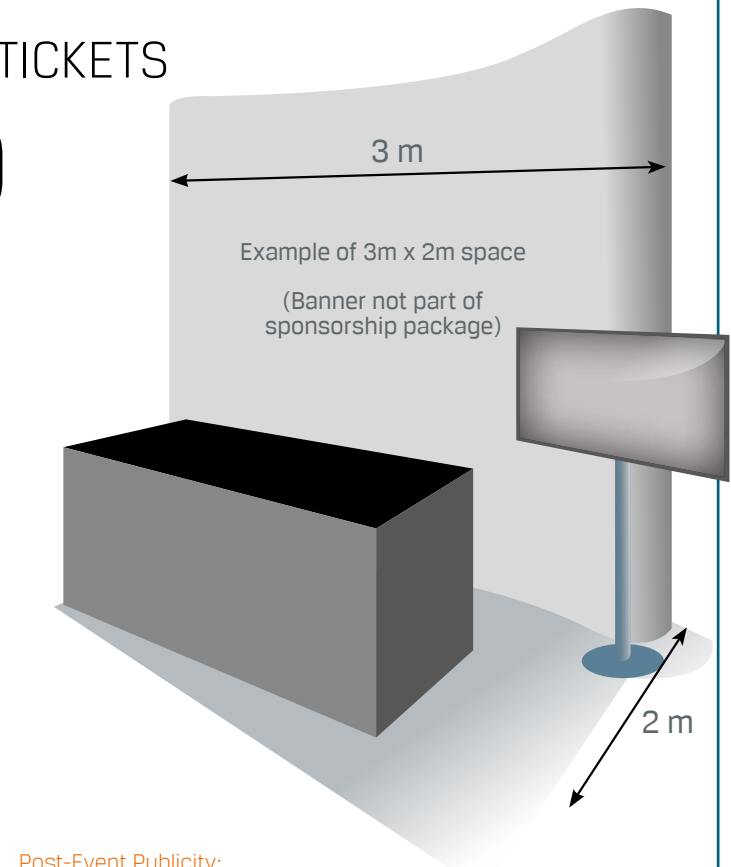
- Prominant logo on the event app
- Listed first on the event app
- Sponsors page on the event app
- Company Video on the event app
- Logo on shortlist page of the app

## During the Conference

- Prime stand-alone position for table-top display, inclusive of 2 chairs and flat screen TV.
- Your company logo within the digital conference program.
- Prominent logo on pop-up banners at the event
- Logo displayed on TV screens
- Premium stage branding during conference
- Exclusive logo on delegate bags
- Two promotional items in delegate bags (client to provide)
- 20 tickets to the conference

## During the Awards:

- Award Category Sponsorship with opportunity for sponsor to present an award
- Two VIP tables (20 delegates) in prominent position
- Acknowledgement in opening speech
- Table wine sponsor (branded wine collars on all table wine throughout dinner)
- Prominent logo on front cover of the awards menu
- Gift on awards tables (client to provide)
- Premium stage branding during awards
- Prominent company logo on all event banners
- Prize draw - drawn and announced on stage during the awards dinner (gift supplied by client)



## Post-Event Publicity:

- Prominent logo on post-conference publicity
- Logo branding on post conference videos
- Post-event report



LIMITED TO ONE SPONSOR - INCLUSIVE OF 15 TICKETS

# PLATINUM \$25,000

## Pre-Event:

- Event website – Company logo with URL link to your website
- Promotional video featured on event website.
- Pre conference promotional advertisements – prominent company logo
- Social media promotion
- ALH newsletter x2 digital banners 570x100 pixels
- 3x sponsored content position on Rental Briefing
- Full page advert in ALH show guide issue

## Event App:

- Prominent logo on the event app
- Sponsors page on the event app
- Company Video on the event app
- Listed on the app program as the break sponsor

## During the Conference

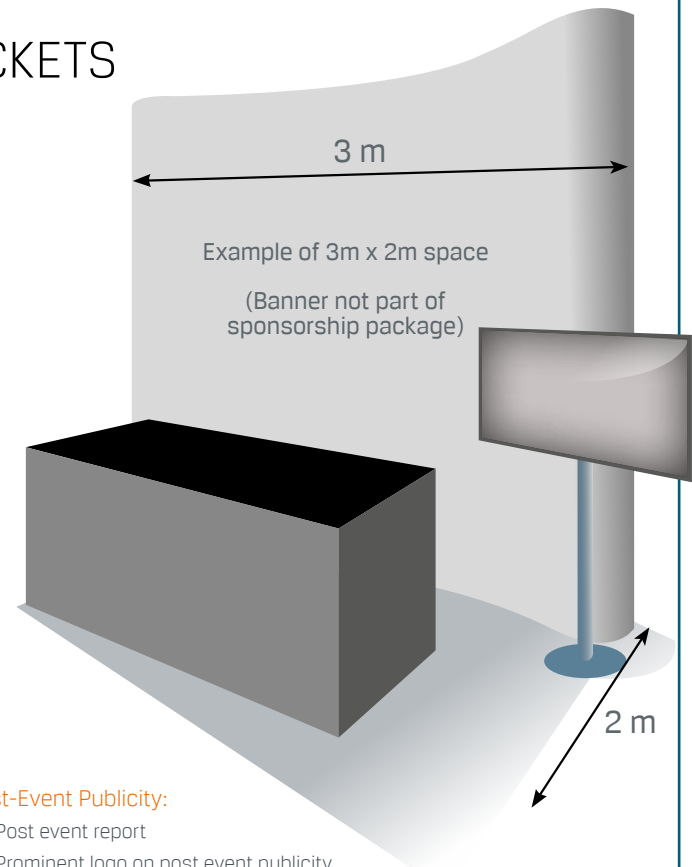
- Area space 3m x 2m inclusive of tabletop / chairs x 2 / TV
- Pop up banners around event – prominent logo
- Visual screening of logo during the conference
- Stage branding – logo
- Delegate bags – promotional item or brochure
- Exclusive coffee break sponsorship – company logo on banners at coffee stations, company logo on napkins, branding on high tables, branded coffee cups.

## During the Awards

- 2 VIP tables (totalling 15 people) in prominent position
- Award Category Sponsorship with opportunity for sponsor to present an award
- Award Category – announcement of winner and presentation on stage
- Awards dinner menu – prominent logo
- Stage branding – logo
- Visual screening of logo during the awards dinner
- Pop up banners around event – prominent logo

## Post-Event Publicity:

- Post event report
- Prominent logo on post event publicity
- Post-conference videos – logo branding



LIMITED TO TWO SPONSORS - INCLUSIVE OF 10 TICKETS

# GOLD \$20,000

## Pre-Event:

- Company logo, URL and promotional video featured on event website.
- Prominent logo on pre-conference publicity
- Social media promotion
- 2 x digital banners on ALH newsletter (client to supply 570x100 px banner)
- 3x banner position on Rental Briefing
- Half page advert in ALH show guide issue

## Event App:

- Prominent logo on the event app
- Sponsors page on the event app
- Company Video on the event app

## During the Conference

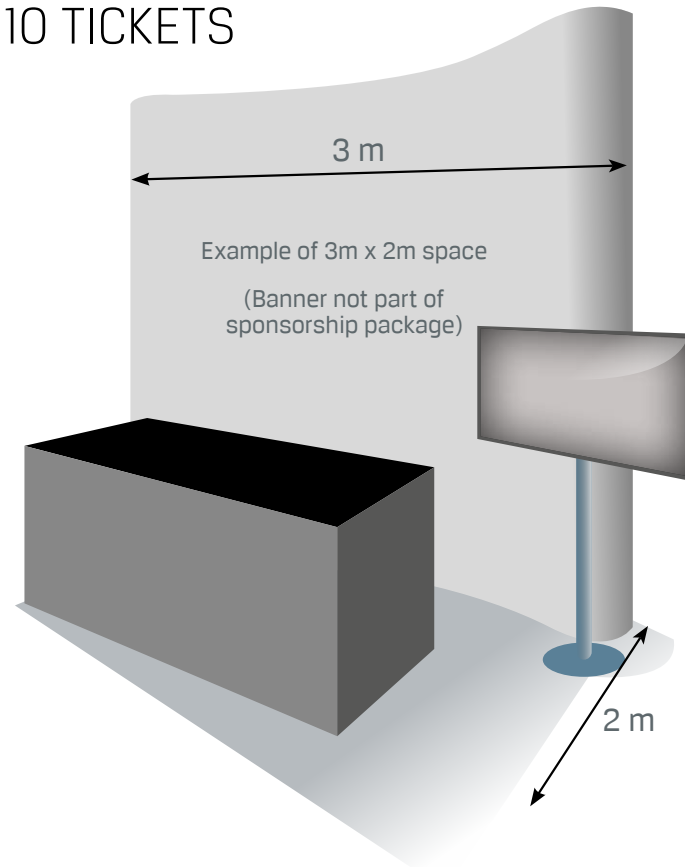
- Prominent table-top exhibition display to include: table, 2 chairs, space for 3 m banner and TV
- Prominent logo on pop-up banners at the event
- Visual screening of your logo during the Conference
- Stage branding during conference
- One promotional item in delegate bags (client to provide)

## During the Awards:

- Award Category Sponsorship with opportunity for sponsor to present an award
- VIP table of 10 in prominent position
- Prominent logo on awards dinner menu
- Stage branding during awards
- Visual screening of your logo during the awards dinner
- Company logo on all event banners.

## Post-Event Publicity:

- Prominent logo on post-conference publicity
- Logo branding on post-conference videos
- Post-event report





LIMITED TO 4 SPONSORS  
INCLUSIVE OF 5 TICKETS

# SILVER \$12,000

## Pre-Event:

- Company logo, URL and promotional video featured on event website
- Social media promotion
- Digital banner on ALH newsletter for one month (client to supply 150 x 150 px banner)
- 3x banner position on Rental Briefing
- Half page advert in ALH show guide issue

## During the Conference

- Table-top exhibition display to include: table, 2 chairs, space for 2m banner
- Company logo on pop-up banners at the event
- Visual screening of your logo during the conference

## During the Awards

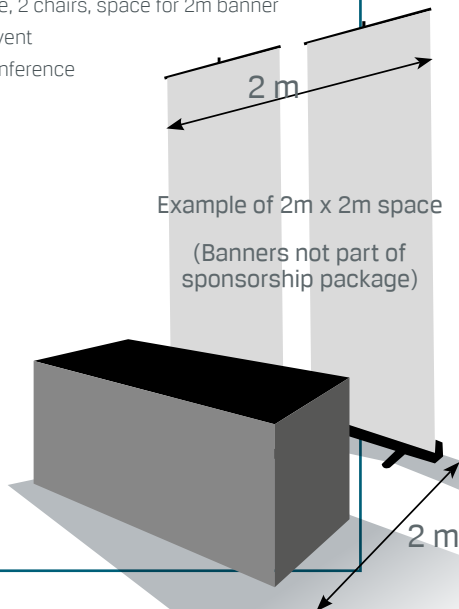
- Company logo on all event banners
- 5 tickets for the awards dinner

## Post-Event Publicity:

- Logo on post-conference publicity
- Logo branding on post-conference videos
- Post-event report

## Event App:

- Logo on the event app
- Sponsors page on the event app
- Company video on the event app



LIMITED TO 10 SPONSORS  
INCLUSIVE OF 2 TICKETS

# BRONZE \$7,000

## Pre-Event:

- Company logo and URL link on the event website
- Logo on pre-conference publicity
- Social media promotion
- Half page advert in ALH show guide issue

## During the Conference

- Table-top display to include: table, 2 chairs, space for 1m x 2m banner
- Company logo on pop-up banners at the event
- Shared branding on flat screens

## During the Awards

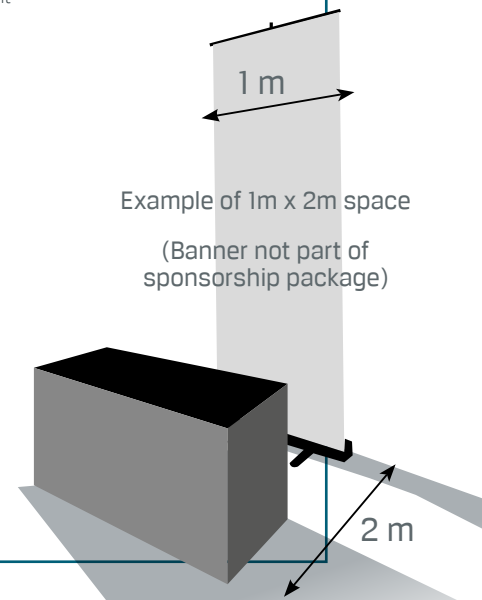
- Stage branding during awards
- Company logo on all event banners
- 2 tickets for the awards dinner

## Post-Event Publicity:

- Logo on post-conference publicity
- Logo branding on post-conference videos
- Post-event report

## Event App:

- Sponsors page on the event app to include logo and company information



EXCLUSIVE FOR 1 SPONSOR -  
INCLUSIVE OF 2 TICKETS

# LANYARD SUPPORTER PLUS

## \$8,500

### Pre-Event:

- Company logo and URL link on the event website
- Logo on pre-conference publicity
- Social media promotion

### During the Conference

- Table-top exhibition display to include: table, 2 chairs, space for 1m x 2m banner
- Company logo on pop-up banners at the event
- Shared branding on flat screens

### During the Awards

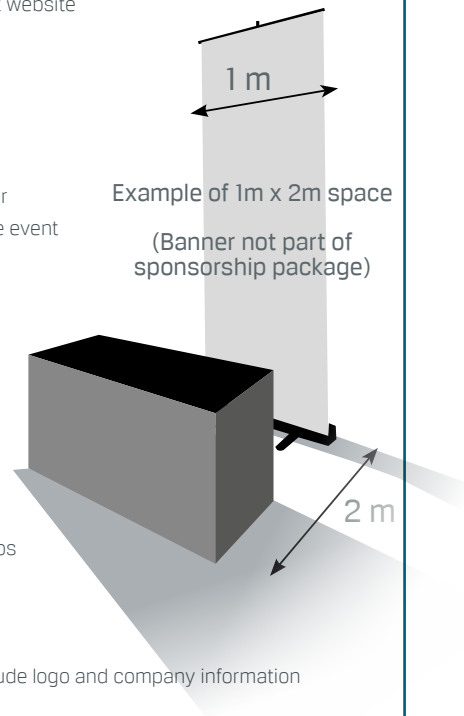
- Stage branding during awards
- Company logo on all event banners
- 2 tickets for the awards dinner

### Post-Event Publicity:

- Logo on post-conference publicity
- Logo branding on post-conference videos
- Post-event report

### Event App:

- Sponsors page on the event app to include logo and company information



EXCLUSIVE FOR 1 SPONSOR  
INCLUSIVE OF 5 TICKETS

# NETWORKING RECEPTION

## \$17,000

### Pre-Event:

- Company logo and URL and promotional video featured on event website.
- Logo on pre-conference publicity including social media promotion
- 2 x digital banners on ALH newsletter (client to supply 570 x 100 banner)
- Development of Feature Article by KHL Content Studio (includes distribution)
- 3x sponsored content position on Rental Briefing
- Full page advert in ALH show guide issue

### During the Conference

- Table top display to include: table, 2 chairs, space for 2m x 2m banner
- Logo on pop-up banners at the event and screens in sponsors' area
- 5 tickets for the Conference

### During the Awards Pre-Dinner Drinks

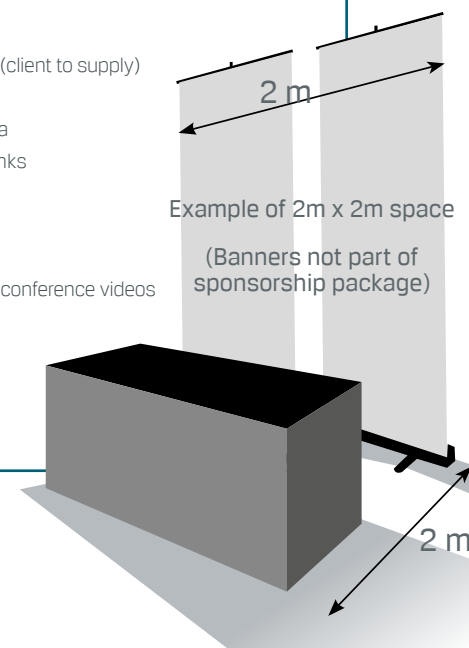
- Ability to dress the room with your branded items (client to supply)
- Exclusive welcome banner at entrance
- Solus branding on flat screens in the drinks area
- Promotional video playing during pre-dinner drinks
- 5 tickets for the Awards

### Post-Event Publicity

- Logo on post-conference publicity including post-conference videos
- Post-event report

### Event App:

- Sponsors page on the event app to include logo and company information



EXCLUSIVE FOR 1 SPONSOR  
INCLUSIVE OF 5 TICKETS

LUNCH  
\$6,500

**Pre-Event:**

- Company logo and URL on event website
- Prominent logo on pre-conference publicity
- Social media promotion
- 3 x digital banners on ALH newsletter (client to supply 150 x 150 px banner)

**During the Conference**

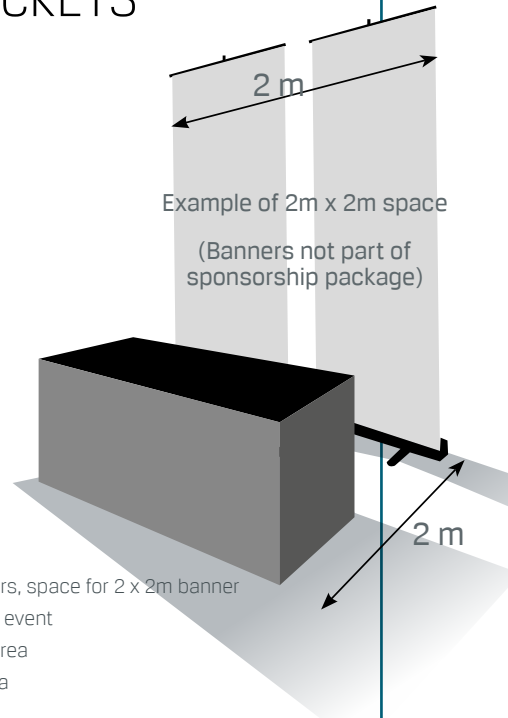
- Table-top display to include: table, 2 chairs, space for 2 x 2m banner
- Company logo on pop-up banners at the event
- Company logo on screens in sponsors' area
- Exclusive event banners in the lunch area
- Branding on high tables and napkins
- Solus branding on flat screens in the lunch reception area
- Promotional video playing during reception
- 5 tickets for both the conference and awards dinner

**Post-Event Publicity:**

- Logo on post-conference publicity
- Logo branding on post-conference videos
- Post-event report

**Event App:**

- Sponsors page on the event app to include logo and company information



## BESPOKE POSITIONS

Any of the following can be purchased individually at the rate shown or added to existing sponsorship for \$3,000

(Not applicable to Headline and Platinum)

### Increase ROI with KHL Content Studio

Boost demand and generate interest with our audience

See next page for details

▶ **Wi-Fi Sponsor – Rate: \$5,000**

- Company logo on Wi-Fi code handouts
- Logos on event website and pre-event marketing
- Company logo and link on log in screen
- Mention from host during conference with on screen logo
- 2 tickets

▶ **Pad & Pen Sponsor – Rate: \$4,000**

- Company logo on pens and pads placed on conference tables during conference
- Logos on event website and pre/post event marketing
- 2 tickets

▶ **Water bottle sponsorship – Rate: \$4,000**

- Company logo on water bottles for conference guests
- Logos on event website and pre/post event marketing
- 2 tickets

▶ **Welcome Package – Rate: \$4,000**

- Company logo on hotel key cards
- Company logo on event schedule handed out at check in
- Logo on event website and pre/post event marketing
- 2 tickets

▶ **Event App Sponsorship – Rate: \$5,000**

- Logo on app splash screen, seen each time the app is accessed
- Logo on event website and pre/post marketing materials
- 4 tickets

▶ **"Drinks are on Us" Sponsorship – Rate: \$4,500**

- Each attendee receives a logo token to be redeemed for a free drink at the hotel bar
- Company logo on complimentary drink menu (TBD by hotel)
- Logo on event website and pre/post event marketing materials

▶ **Mobile Charging Station Sponsor – Rate: \$3,500**

- Company logo on cell phone charging station in event foyer
- Logo on banner directing attendees to charging station location
- Logo on event website and pre/post event marketing
- 2 tickets



# KHL Marketing Services - Bespoke Package Add-On's

**Utilize KHL's Content Studio and industry-leading channels to amplify your sponsorship and target audiences interested in learning more about your products**

KHL's Content Studio bridges the gap between your marketing objectives and achieving content that resonates with your audience – Fuelled by a team of KHL's expert journalists with a combined 300 years of experience writing content designed to engage with our audience of more than half a million readers worldwide

The right content, designed for the right audience, delivered through proven channels, combined with diligent optimization means **BETTER OUTCOMES!**

Purchase any of these packages as an add-on to your traditional sponsorship package to promote your company pre-event and achieve greater results for your sponsorship position



## The Brand Building Package

### KHL CONTENT STUDIO

- Feature Article – Your messaging/show presence woven into expertise-led article
- Sponsored Content development

### CONTENT DELIVERY CHANNELS

- Feature article delivered to your targeted audience across all KHL channels
- Rental Briefing Sponsored Content position (2 days – guaranteed 5k impressions)
- Access Briefing Website – MPU2 position (one month)
- Half page print advert in ALH Magazine show guide issue
- ALH Newsletter Sponsored Content position (one month)
- KHL social media campaign

**\$12,500**



## The Product Launch Package

### KHL CONTENT STUDIO

- Press release – Expertly written by journalists that know how to create engagement with your product launch
- Email campaign
- Sponsored Content Development

### CONTENT DELIVERY CHANNELS

- Rental Briefing Sponsored Content position (3 days – guaranteed 5k impressions)
- Access Briefing website – MPU2 position (one month)
- Full page print advert in ALH Magazine show guide issue
- ALH Newsletter Sponsored Content position (one month)
- Access Briefing website Sponsored Content position (one month)
- Email campaign
- Pre and post-show email to show attendees
- KHL social media campaign

**\$15,000**



## The Thought Leadership Package

### KHL CONTENT STUDIO

- Feature Interview – Showcase your company's expertise on a specific subject matter
- Email campaign creation
- Sponsored Content Development

### CONTENT DELIVERY CHANNELS

- Feature Interview delivered to your targeted audience across all KHL channels
- Rental Briefing Sponsored Content position (3 days – guaranteed 10k impressions)
- Access Briefing Website – MPU2 position (one month)
- Full page print advert in ALH Magazine show guide issue
- Access Briefing website Sponsored Content position (one month)
- Email campaigns
- Pre and post-show email to show attendees
- KHL social media

**\$15,000**

# WORKING at HEIGHT CONFERENCE & AWARDS

## EVENT CONTACTS

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CREATED AND ORGANISED BY



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