OCTOBER 23-24
KANSAS CITY

DRIVING INNOVATION FORWARD

www.aemp.org/SHIFT2019
DRIVING INNOVATION FORWARD

Opportunities and challenges in equipment management present themselves every day. Leveraging data, emerging technologies and a culture of innovation will separate you from your competition and increase your bottom line in ways never before imagined. Knowing how to strategically manage your big iron, tools and people will give you the opportunity to take your operations to the next level.

What elevates AEMP members is their ability to read the roadmap to the future of equipment management and stay ahead of the curve. Understanding what changes are coming and where the industry is heading gives our members and conference attendees the competitive edge that helps them navigate this ever-changing landscape.

SHIFT your thinking.

SHIFT your business.

SHIFT your career!
Hotel and Area Information

AEMP has a block of rooms at the Kansas City Marriott Downtown located at 200 West 12th Street Kansas City, MO 64105. Room rate is $175.00. Make your reservation online or by calling 1-888-236-2427. Attendees are responsible for their own hotel reservations. Reservations must be made by Monday, September 30, 2019. For more information and to make an online reservation, please visit our website aemp.org/shift2019.

Learning Opportunities

As you drive down the road toward tomorrow, what roadmap are you using? By joining us for the 2019 EquipmentSHIFT conference, your experience will prepare you for what’s around the corner. Not only will you need to be prepared for what’s coming, as masters of your craft, you need to stay ahead of the curve, managing and driving positive change within your organizations and within your teams. The educational line up of this year’s EquipmentSHIFT conference focuses on four main areas:

- How IoT Data Will Change Equipment Management Jobs.
- How to Identify and Deploy Emerging Technologies.
- Innovation through Experimentation.
- New Approaches to Consistent Challenges.

With a perfect blend of how-to ideas to help you develop professionally, we build upon your knowledge and the core competencies of equipment management.

AEMP Hard Hat Happy Hour

Join us for the first ever AEMP Hard Hat Happy Hour on Wednesday, October 23rd from 5:30-7:30pm at No Other Pub. Grab a colleague for the short walk and challenge them to table tennis, shuffleboard, foosball, and much more! No Other Pub is located in the trendy downtown Power & Light District and is a one-of-a-kind sports bar and gaming parlor.

Our Executive Board members will be wearing bright yellow hard hats in honor of the occasion. If you are new to AEMP be sure to seek them out and introduce yourself, as they will be happy to answer any questions you may have about the organization. If you are jealous of their hard hats, be sure to let them know and learn how you can become active with one of our many committees.

We don’t want anyone to feel left out. Feel free to bring and wear your own hard hat! We will have EquipmentSHIFT stickers available for you to show your AEMP pride. So, come connect with old and new friends over drinks and hor d’oeuvres at the new Hard Hat Happy Hour.

Core Competencies

Alongside AEMP University, conference education has been designed to build a body of knowledge and a complex set of skills surrounding the identified core competencies of an equipment manager.

- Financial Management.
- Parts Management.
- Risk Management.
- Preventative Maintenance.
- Benchmarking.
- Customer Service.
- Life Cycle Costs.
- Outsourcing.
- Safety.
- Technology.
- Human Resources.
- Employee Training.
- Environmental.
- Warranty & Performance Guarantees.
- Shop & Facilities Maintenance.
- Procurement & Acquisition.
- Specifications.
# Schedule at a Glance

## Tuesday, October 22
- 7:00 AM - 12:00 PM: Board & Advisory Council Breakfast + Meeting
- 12:00 PM - 1:00 PM: Leadership Lunch
- 1:00 PM - 5:00 PM: IGNITE Learning Lab
- 1:00 PM - 3:00 PM: Committee Meetings (staggered)
- 3:00 PM - 3:30 PM: Break
- 3:30 PM - 5:30 PM: Committee Meetings (staggered)
- 3:00 PM - 7:30 PM: Registration
- 6:30 PM - 8:30 PM: Welcome Reception

## Wednesday, October 23
- 7:30 AM - 5:30 PM: Registration
- 8:00 AM - 5:00 PM: IGNITE Learning Lab
- 7:30 AM - 8:30 AM: Networking Breakfast
- 8:30 AM - 10:00 AM: Keynote: Welcome to The BlindSpot Zone™: Better Decisions for a Better Future
- 10:00 AM - 10:15 AM: Break
- 10:15 AM - 11:00 AM: Relationship Blind Spots: Developing High Performance Teams
- 11:00 AM - 12:00 PM: How Data Drives Change
- 12:00 PM - 1:00 PM: Technician of the Year Lunch
- 1:00 PM - 2:00 PM: Electric, Connected and Autonomous
- 2:00 PM - 2:45 PM: SAFETY TECH-TALKS: Innovations that Keep People Alive & Safe
- 2:45 PM - 3:15 PM: TECH-TALKS Network & Refreshments
- 3:15 PM - 4:00 PM: The API – Scary Technobabble or Salvation of the Equipment Manager?
- 4:00 PM - 4:45 PM: Obtainable. Sustainable. Green.
- 5:30 PM - 7:30 PM: Hard Hat Happy Hour

## Thursday, October 24
- 7:30 AM - 5:00 PM: Registration
- 8:00 AM - 5:00 PM: IGNITE Learning Lab
- 7:30 AM - 8:30 AM: Networking Breakfast
- 8:30 AM - 9:15 AM: The Supply Chain to Support your Supply Chain
- 9:15 AM - 10:00 AM: Making Dirt Cool Again
- 10:00 AM - 10:30 AM: Break
- 10:30 AM - 12:00 PM: Closing Keynote: Preparing for Disruption in the Heavy Equipment Industry

## Friday, October 25
- 7:30 AM - 8:00 AM: CEM/CESP Breakfast
- 8:00 AM - 12:00 PM: CEM/CESP Exam
OPENING KEYNOTE

WELCOME TO THE BLINDSPOT ZONE™: BETTER DECISIONS FOR A BETTER FUTURE

If you have ever said to yourself, “I didn’t see that coming!” then welcome to the BlindSpot Zone™.

A respected business leader, faithful husband and good father suddenly finds himself in federal prison for a crime he didn’t knowingly commit. As he struggles to investigate and understand the complexity of his bad choices, an ever-widening web of conspiracy and corruption is revealed. But, it’s not the legal conspiracy of the largest stock fraud in the history of the state of Washington that he unwittingly became part of, it’s a conspiracy of the mind. It’s a battle with the most nefarious enemy of us all – our own blind spots.

Blind spots are the gaps between reality and your interpretation of reality that affect your behavior, communications and decision-making abilities. We all have them. Most of us think we don’t. Therein lies the conundrum.

As equipment managers and the equipment industry look to the future of their profession, what potential blind spots can be identified and avoided? As managers of finances, machines and people how are your blind spots influencing your decisions and behavior? How can you develop a heightened awareness in order to drive and manage change versus merely responding to it?

Participants will:

• Develop a heightened awareness of the blind spots that influence their decisions and behavior.
• Identify their own blind spots through the variety of stories and metaphors.
• Learn to make better decisions using the STP-CAP Framework™ for High Performance Decisions™.

Core Competencies: Risk Management; Safety
Kevin McCarthy

Mr. McCarthy works globally with industry leaders to uncover the blind spots that affect their behavior and decision-making abilities.

He is the bestselling author of BlindSpots - Why Good People Make Bad Choices and CEO of BlindSpots, LLC – a transformational leadership company developing high functioning teams.

Blind spots are hidden biases, implicit associations, and thinking errors. They cloud perception, drive destructive behaviors, and impair decision-making.

In 2004, Kevin McCarthy’s boss was arrested for the largest stock fraud in Washington State history. As a result, Kevin spent 33 months in a federal prison for a crime he didn’t knowingly commit. Looking back at the experience, he recognized, and then deeply researched the blind spots that lead to his predicament. The result was his book, Blind Spots – Why Good People Make Bad Choices.

Kevin helps you to expose the invisible barriers that hobble your performance at work and at home. He is also a certified world billiards referee for the Amateur Poolplayers Association and master pool player – a transferable skill he learned in prison.

EDUCATION HIGHLIGHTS

RELATIONSHIP BLIND SPOTS:
DEVELOPING HIGH PERFORMANCE TEAMS

Kevin lived with 504 roommates, a disparate group of people from drug lords to CPA’s, computer hackers to corporate moguls, NFL football players and Air Force pilots for 33 months in what is known as a federal prison camp – a minimal security correctional institution.

He found himself on an unexpected but highly rewarding journey into the fascinating psychology of human behavior and leadership influence. Learn about the leadership influence of Officer Howard, the only prison guard who had the respect of all the men, not because of his position or badge, but because he earned it.

In this fast-paced, interactive session, you will discover what motivates people; how to mitigate the blind spots that subtly hinder your highest potential; and, how to have better communications with less conflicts for optimum team performance. Bonus: Blind spots are not confined to the work place. They affect all of our relationships at work and at home. What you learn will be applicable to any relationship. Each participant will complete a BlindSpot Assessment and receive a detailed report during the session.

Participants will:
• Discover the hidden motivators that drives their behavior and the behaviors of others.
• Discover and learn to apply the science of reaching their highest potential.
• Learn how to recognize and adapt to the behavioral styles of others for better communications and higher team performance using the CAMP 2-Step Formula™.

Core Competencies: Risk Management; Safety
EDUCATION HIGHLIGHTS: HOW DATA DRIVES CHANGE

Andrew Storey
Quarry Design and Development Manager for Luck Stone
Andrew Storey is responsible for technical support services for mining engineering, civil engineering, geology, blasting, and surveying for 25+ aggregate quarries and distribution yards.

Butch Rakes
Mobile Equipment Performance and Services Manager for Luck Stone
Butch Rakes brings 40 years of experience in technical support within the heavy mining equipment industry. He is responsible for the performance of mobile equipment fleet at 25+ aggregate quarries and distribution yards. Butch leads and develops highly-skilled managers that in-turn provide technical support and expertise to the Luck Stone business.

Bryan Smith
Mine Development and Blasting Manager for Luck Stone
Bryan Smith leads their blasting program, including contract drilling. Focused on as well as the expectations of the communities in which we operate, Bryan is engage in all aspects of mining engineering, including the optimization of mobile equipment fleets.

Travis Chewning
Senior Director of Engineering and Operational Support for Luck Stone
Travis Chewning holds a B.S. in Mining Engineering from Virginia Tech and an M.B.A from Virginia Commonwealth University. Travis is a Professional Engineer licensed in the state of Virginia. His 18-year journey with Luck Stone has included experiences in operations, engineering, business development, marketing, strategy and innovation.

Jason Threewitts
Director of Digital Services for TADA Cognitive Solutions
Jason Threewitts works directly with customers across many verticals to deliver first to market services that directly impact operations today and meet customers where they are, when considering age of fleet and type of fleet. Jason also is the Digital Services Sales Manager for Carter Machinery Co. responsible for technology sales, covering the entire territory. This includes telematics, machine guidance and control, aerial services, and on-board machine technology.

Luck Stone
Luck Stone is the nation’s largest family owned and operated producer of crushed stone, sand and gravel that serve as the foundation of roads, bridges and buildings.
Having the right data is now a necessity. Making it actionable is the competitive advantage. We have plenty of data, yet how do we covert it into team-wide action, much less organization-wide action?

Luck Stone, a producer of crushed stone, sand and gravel started with an initiative to increase productivity and profits. What they soon realized has resulted in substantial operational and organization change. Join us for one company’s journey, told through different perspectives (the production side, the equipment management side and the service provider’s side) on how data has changed how they manage their assets, make business decisions and develop their teams.

Join this diverse panel as they share their journey on:

- How change management has stretched across all internal silos.
- How the makeup of the equipment management team changed.
- Challenges and wins experienced along the way to give everyone an item to relate to within your own equipment management processes.
- Strategies to measure the effectiveness of traditional training programs.
- What data has influenced their business decisions and team development the most.
- Where we have been, where we are and where we want to go.

Core Competencies: Financial Management; Benchmarking; Technology; Employee Training
Steve Riddle, CEM
Equipment Operations General Foreman and Equipment Project Coordinator with Branch Civil, Inc.

Steve Riddle, CEM has worked as a Master Technician, Equipment Inspector, Equipment Operations General Foreman and Equipment Project Coordinator with Branch Civil, Inc. He is responsible for a fleet of approximately 1,400 pieces of equipment and support staff. He has been with Branch Civil Operations for 20 years, has 27 years of experience in this field. Steve serves AEMP as a member of the Annual Education Committee, the Workforce Committee and is the trusty “9” iron for the Education Program Manager, Rachel Connor.

Jon Kaye
Equipment Manager for Gallagher Asphalt

Jon Kaye is an Equipment Manager for Gallagher Asphalt. Gallagher Asphalt is a national recognized paving contractor operating in the Chicagoland area and Jon is responsible for the full life cycle of equipment supporting three asphalt plants and many field crews. His background includes experience managing equipment for an ENR Top 20 General Contractor as well as several years in the equipment rental industry focusing on process improvement and project management. Since a young age Jon has had a passion to understand how machinery of all types work which led him to obtain his Commercial Pilot’s license at age 18 and attend Embry Riddle Aeronautical University from where he holds a Bachelor of Science degree in Aeronautical Science. Jon serves AEMP as a member of the Annual Education Committee.

Nawar Toma
Founder and CEO of Guardio Safety

Nawar Toma is the founder and CEO of Guardio Safety, a company specialized in innovative solutions in the field of personal protection equipment. Nawar has more than 10 years of experience in product development and is driven to help elevate the level of work safety on sites all over the world with products and knowledge sharing based on the latest research and innovations. After his studies at the University of Stockholm and before devoting his work to Guardio Safety, Nawar served in different leading positions at Kuoni Travel Group and Tele2 Sweden.
EDUCATION HIGHLIGHTS

SAFETY TECH-TALKS:
INNOVATIONS THAT KEEP PEOPLE ALIVE AND SAFE

This fast-paced, engaging session will be an informative teaser meant to introduce safety innovations and technologies that every fleet manager should have on their radar.

**Live Streaming and 360° Cameras**
Two end-users, Steve Riddle, CEM with Branch Civil and Jon Kaye, with Gallagher Asphalt Corp will share their experiences and the implications of deploying real-time and recorded viewpoint technology on their mobile equipment.

They will share with you:
- The results of a pilot program.
- The complexities surrounding local, state and federal law and regulations surrounding audio/video recording or transmission.
- What training & coaching can help with effective implementation?

**Next Generation Hard Hats**
According to the Center for Disease Control and Prevention (CDC), “the construction industry has the greatest number of both fatal and nonfatal traumatic brain injuries (TBIs) among U.S. workplaces.” Join us to learn the latest advancements in safety helmet design aimed at dramatically reducing brain injuries in this industry.

Be the first US audience to:
- Learn the science behind MIPS and the patented brain protection system used in skiing, bicycling and hockey helmets.
- Participate in a show & tell of the hardhat technology designed to mitigate brain-damaging forces.

**TECH-TALKS Network & Refreshments**
Immediately following the session, this networking break will provide a unique opportunity to engage with the speakers off-stage and dive deeper into their subjects. Ask questions, appease your curiosity and learn how the technology is being used in the field. Spark discussions with your peers as we enjoy an afternoon break with refreshments and snacks.
EDUCATION HIGHLIGHTS
ELECTRIC, CONNECTED
AND AUTONOMOUS:
THE WORKSITE OF THE FUTURE
IS ALREADY HERE

In October 2015, a collaboration began between Skanska, Volvo, Swedish Energy Agency, Mälardalen University and Linköping University aimed at finding a solution for the quarry and aggregate industry that would be environmentally friendly without production or safety consequences. The proposal? To use electricity instead of diesel to power construction equipment in every one of the transport stages of a quarry – from excavation to transport to crushing.

The main targets of the project were to:
• Reduce CO2 emissions by up to 95%.
• Reduce total cost of operation by up to 25%.
• Prove the potential to run a demonstrator for 10 weeks with a targeted production rate of 750t/h.

Were they successful? What innovative systems and technologies are needed for it to be operational? Were the systems in place reliable? What did they learn from the collaboration? What will early adopters stand to gain?

**Core Competencies:** Financial Management; Risk Management; Safety; Technology; Environmental
EDUCATION HIGHLIGHTS
THE API – SCARY TECHNOBABBLE OR SALVATION OF THE EQUIPMENT MANAGER?

You’re drowning in data, but if you can just crack the code you know it will be crucial to the future of your business. Equipment managers must stay ahead of the technology curve which means putting APIs to work for you and your team. Join James Hamilton as he breaks down APIs into simple concepts and illustrate common API use cases. Get a better understanding of how you can leverage them in equipment management, why you need to integrate them into your workflows, and how you can use them to drive innovation throughout your entire operation. Technology in the fleet intensive industries is changing fast – the API is how you stay on top.

This session will focus on the critical value of APIs:
- What is an API and why should you care?
- How to leverage the API to benefit you.
- How does our Industry currently use the APIs?
- Examples of API use cases and best practices.

Core Competencies: Technology

James Hamilton
Senior Product Manager
at EquipmentWatch

James Hamilton is a Senior Product Manager at EquipmentWatch. He has over 15 years of Product Management experience between his work in Healthcare and Construction Intelligence. James is a focused and composed individual who believes that building client relationships and listening to the customer is key to building products that customers love. When James is not being the voice of the customer he enjoys hiking and traveling with his wife and son.
Renewable diesel has been around for several years but the fuel and its vast benefits are relatively unheard of in the heavy equipment industry. Commonly referred to as “Green Diesel”, it’s produced from 100% renewable and sustainable raw materials (bio-mass). No, it’s not Bio-Diesel, a common misconception, it’s Green Diesel! This session will dive into the manufacturing process, technical specifications, country wide availability, emission benefits, and regulations. Uncover why this new alternative fuel of choice should be on every fleet managers radar.

Take Aways:

• Hear how easy it is to integrate into your fleet.
• Examine real-world examples of how big fleets are meeting their sustainability goals using green diesel to reduce greenhouse gas emissions.
• Understand how it can actually improve the performance of Tier 4 diesel emission systems, drive down maintenance cost, and improve uptime.
• Discover how your company can beat out the competition with the use of Alternative Fuels while reducing your bottom line (ROI).

Core Competencies: Risk Management; Financial Management; Specifications; Environmental
EDUCATION HIGHLIGHTS

THE SUPPLY CHAIN TO SUPPORT YOUR SUPPLY CHAIN: PARTS AND SERVICE TECHNOLOGY TO MAXIMIZE EQUIPMENT EFFICIENCY AND UPTIME

Project Managers are well aware of the challenges imposed by the supply chain: getting the correct equipment, labor resources, and materials to a project at the right time are critical for timely project completion and profitability. Delivery delays result in idle machines and labor. The consequence? Overall project delays, cost overruns, and an immediate reduction in profitability.

A critical piece to these economics is the management of equipment parts and service – a subset of critical resources which form their own supply chain, to keep machines available and productive. Having the right parts at the right place at the right time is critical. Drawing on over 20 years of technology experience in the equipment industry, Schuessler provides an overview of using the newest technologies governing parts logistics associated with the equipment lifecycle.

This session will help you stay ahead of the curve by:
- Identifying new solutions to persistent supply chain issues.
- Helping you guarantee that you have the right parts available at the right time, maximizing equipment uptime.
- Showing you how the least expensive part is often the most expensive from a full supply chain perspective.
- Helping you reduce labor overtime.

Core Competencies: Parts Management; Customer Service; Technology; Shop & Facilities Maintenance

Alexander A. Schuessler, Ph.D.
Founder and President, International Group, SmartEquip

Alex Schuessler is a 20+ year technology and equipment industry veteran, founder and co-founder of two successful startup enterprises, and a frequent author, advisor, and speaker across international industry and academic platforms. His expertise extends across equipment lifecycle management, parts distribution, machine telematics, the statistics of “big data”, and expert workflow knowledge management solutions to complex machine populations. In 2000 he founded SmartEquip, Inc., a company which provides industry-spanning, procurement and lifecycle management networks across equipment-intensive verticals. Schuessler is a member of the technology committee of the European Rental Association in Brussels. He received his dual Ph.D. from Harvard University, where he was a research fellow at the Harvard-MIT data center.
EDUCATION HIGHLIGHTS

MAKING DIRT COOL AGAIN

As we collectively look to the future of our workforce, we face a people problem. We must change, we must find a solution, we really don’t have a choice. How do we create a vibrant future for the equipment management profession and the industry if we don’t inspire the next generation to join and eventually replace us? 24-year-old Aaron Witt has tapped into something that is working and believes he has part of the answer: We do it through storytelling.

Join us and explore ways to tell the story of your people and the awesome work they do to inspire your current and future workforce.

Specific items Aaron will cover to help you are:

• The anatomy of a great story.
• A brief guide on social media and how we can use it to inspire the next generation.
• Real-world examples from successful end-user companies.

Core Competencies: Human Resources, Employee Training
The world has started to change -- and with it, the heavy equipment industry. We already see the early deployment of autonomous, connected and electric (ACE) vehicles in various verticals including the heavy equipment industry. Over the next 20 years, this trend will accelerate and there will be impacts on virtually everything: businesses, governments, cities, infrastructure, and our personal lives. The changes will impact business plans, vehicle technology, site operations, vehicle maintenance, and the labor force. All this leads to a significantly changed role for fleet managers.

This keynote will be based in part on a research report, *The Impact of Autonomous Technology*, that Barrie Kirk and his colleagues in CAVCOE prepared for Associated Equipment Distributors (AED). The results show that there are multiple initiatives leading to automation and electrification in the heavy equipment space. The overall impact will not be the sudden arrival of automated heavy equipment in all sectors of the market. Instead, there will be incremental advances, such as driver assistance systems, and certain applications within each market will be automated first simply because they are easier to automate. The long-term impacts will be substantial and disruptive.

Participating in this closing keynote will give you the opportunity to:

- Understand the current status of autonomy and the deployment trends.
- Gain insight into the big picture socio-economic impact on our personal lives, businesses, cities, infrastructure and governments over the next 20 years.
- Identify the changes that will need to be made to business plans now to maximize the opportunities and minimize any negative impacts.
- Fully grasp the skill sets that will be needed by the workforce of the future.
- Understand the approaches that can help your company start to prepare itself for this exciting and yet scary future.

The impact will not just be on fleet management, but on the overall fleet business. In our industry, the winners will be those companies that seek to understand the future and pro-actively prepare for it. Those who leave the future to the last minute will see their businesses suffer.

**Core Competencies: Technology; Financial Management; Employee Training**
“Jim Schug was excellent. His case-study type teaching really makes you think and holds your attention.”
- Anonymous

“I will be making this training part of my company’s development continuum for fleet supervisors and maintenance supervisors. Well done and valuable!”
- Tom Maxwell, CEM, Henkels & McCoy
Take Your Career to the Next Level

The IGNITE Learning Lab is an intense two-and-a-half day learning experience focused on the application of the knowledge gained from the Career Equipment Fleet Manager (CEFM) manual. While this is not a preparatory course for the Certified Equipment Manager (CEM) or Certified Equipment Support Professional (CESP) examinations, IGNITE will help attendees turn what they have studied into practical skills. The program includes lectures, group discussion and activities designed to take a ‘deeper dive’ into the knowledge and skills needed for successful equipment managers and equipment support professionals. IGNITE is an opportunity to immerse the attendee in the first-hand experiences of leading experts as they network with their peers and gain valuable industry insight.

In addition to the two-and-a-half day lab, you will have access to the AEMP University IGNITE materials (including a practice exam), a PDF copy of the CEFM manual and will receive weekly emails 6 weeks prior to the course with additional materials and a weekly ‘focus’ to keep the attendee on track with their studies. This is ideal for those who need some reinforcement while preparing to take the CEM or CESP examination.

Investing in the IGNITE Learning Lab is an opportunity for attendees to become superior equipment professionals. Those that attend the course are better equipped to apply the knowledge from the CEFM manual leading to a higher overall job performance. Knowledgeable equipment managers lead to less mistakes and an increased bottom line.

The IGNITE Learning Lab is offered twice a year at AEMP’s March and October conferences. IGNITE your career by signing up for the IGNITE Learning Lab today!

At the conclusion of IGNITE, you’ll have the opportunity to take the qualifying exam to become an AEMP Certified Equipment Manager or an AEMP Certified Equipment Support Professional. These leading credentials in equipment management demonstrate your skills, knowledge and experience as an equipment fleet manager or supplier.

“I have benefited by learning more about what our top customers in the industry are learning and doing to manage their equipment business. I would definitely recommend this program to people I respect in the industry.”

- Zac Shipman, CESP, Western States CAT
AEMP’S EQUIPMENT SHIFT 2019
SPONSORSHIP OPPORTUNITIES

**Diamond Level**
Achieve the greatest marketing impact possible with these opportunities.
Investment: $10,000+

Each of these includes two conference registrations

**Tuesday Opening Networking Event**  The EquipmentSHIFT Meeting will kick-off with a special reception on Tuesday evening. Attendees will gather with friends new and old during this highly-attended event ensuring the sponsor receives extraordinary recognition.
Could be optioned to be a much larger and/or offsite event if sponsor has the budget and when the sponsor commits—let’s discuss.

**Wednesday Reception/Happy Hour**  This event will provide excellent networking opportunities with the top fleet managers in America!
Could be optioned to be a much larger and/or offsite event if sponsor has the budget and when the sponsor commits—let’s discuss.

**Hotel Room Key and Sleeve**  All hotel guests will receive a custom branded hotel key card as they check in under the official AEMP hotel block. Sponsor this item and you’ll be “in the pocket” of every conference attendee! Production included.

**Mobile App**  Attendees will access the conference program, session details and exhibit information via the mobile app on their smart phones, tablets or the web. The sponsor’s logo will be featured on the app and will be seen by all who use the it.

**Wednesday Lunch**  Attendees are invited to the Technician of the Year Lunch to honor the best in class technicians.

---

**Platinum Level**
Hone in on your target audience with these opportunities.
Investment: $7,500+

Each of these includes one conference registration

**Lanyards**  Meeting-themed lanyards will be distributed to each attendee at registration. The sponsor’s logo will be featured on the lanyard and is sure to generate great exposure as participants are required to wear name badges throughout the duration of the conference. Production included.

**WiFi**  Internet access will be available to conference attendees throughout the AEMP meeting space. Opportunities for sponsor recognition include featuring the sponsor’s logo on the WiFi landing page, the option to customize access login credentials such as the username and/or password, which will plant your brand in the minds of every attendee. Complete scope of sponsor options to be confirmed pending venue capabilities. Production included.

**Tossable Q&A Mics**  To amp up audience participation at the conference, we’re ditching the hand-held audience mic for one that can be tossed and bounced from question to question in the general session room. A conversation starter for sure! The tossable mics will be branded with the sponsor’s corporate logo and used in the main education room. Production included.

For the full list of EquipmentSHIFT 2019 sponsorship opportunities, download the full 2019-2020 AEMP Sponsorship Prospectus at www.tinyurl.com/AEMP-Sponsorship or contact Tony Veroeven at tveroeven@aemp.org