

Product Launch Package

Turn uncertainty into certainty



www.khl.com

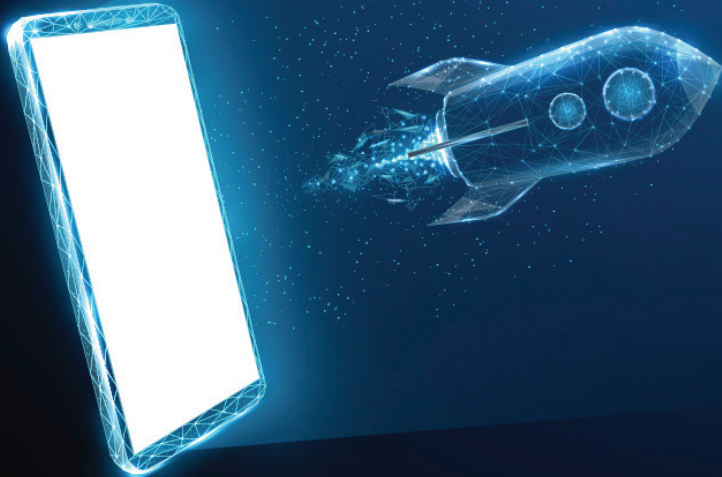
Are you looking to launch a new product with a virtual event? KHL has the expertise and audience to ensure you can still successfully launch your products.

KHL's Product Launch Package allows you to reach key decision makers in the industry. It is an opportunity to showcase your new product to buyers of equipment, with comprehensive prelaunch and post-launch marketing.

KHL offers a bespoke service depending on your needs and budgets. Talk to your sales representative for a detailed plan and quote.

Why KHL?

- ✓ KHL is the leading global supplier of construction and power information.
- ✓ True global coverage with KHL's online and print publications read in every country in the world.
- ✓ KHL's circulation reaches the key decision makers in the industry.
- ✓ KHL has the technical experience to ensure the product launch is a success.
- ✓ KHL will provide full support throughout the process with journalists, designers, marketers, and IT experts all part of the team.



KHL's media brands

KHL's media brands comprehensively cover the construction and power industries worldwide. 15 websites, 14 weekly newsletters, 60+ social media channels, 16 Print publications, a global audience of over 200,000

**international
construction**

**CONSTRUCTION
europe**

**construction
TECHNOLOGY**

**COMPRESSOR
TECH**

**CONSTRUÇÃO LATINO-AMERICANA
CLA**
Incorporando a CONSTRUÇÃO PAN-AMERICANA

**CONCRETO
LATINOAMERICANO**

**Diesel & Gas Turbine
WORLDWIDE**

**DP
DIESEL PROGRESS**

sa
scaffold & access magazine

**INTERNATIONAL
CRANES
AND SPECIALIZED TRANSPORT**

**AMERICAN CRANES & TRANSPORT
ACT&T**

**access
INTERNATIONAL**

**ACCESS, LIFT & HANDLERS
ALH**

**INTERNATIONAL
rentall
NEWS**

**DEMOLITION &
d&ri
RECYCLING INTERNATIONAL**

**NPP
NEW POWER PROGRESS**

**DPI
DIESEL PROGRESS INTERNATIONAL**

KHL can carry out a comprehensive pre event marketing campaign for your event, resulting in thousands of impressions for your brand

COMMUNICATION CHANNELS OFFERED

Magazines

Promote your launch to a wide audience using adverts and advertorials or tailor it to regions or demographics using inserts or cover mounted invites.

E-Blasts

A series of E-Blasts in the lead up to the event will deliver your message directly to the inboxes of the target audience.

Sponsored content

Provide detailed information, links, images and videos to KHL's web visitors with sponsored content.

Remarketing

Ensure KHL's website visitors don't miss your messages. Target them directly as they browse the web.

Business development

Utilise the power of KHL's Business Development Team. They will call the key contacts and invite them personally to the launch event.

Social media

Create a buzz around the event with social media marketing on KHL's channels.

Direct mail

The event may be virtual, but we can still reach our contacts with physical invitations mailed to them. Stand out from the crowd and make an impression with this personal touch.

Newsletter banners

Advertise the event in KHL's weekly newsletters to reach an engaged audience.

Website banners

Place your banners on KHL's editorial and equipment websites to reach thousands of potential attendees.

Creative services

We have an experienced team that can help with print and digital design, print management, video production, copywriting, audio visuals, event management and more. We can work with you to bring your launch to life.

Visual Launch Solutions

KHL offers two different visual solutions for the launch event to fit your needs and budget. Full technical support and hosting is available if required.

Option 1

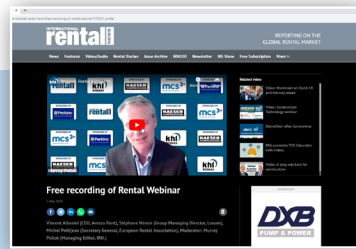
Zoom Platform

Up to 1000 attendees can join live and watch as you unveil your new product to the world.

- Live virtual event
- Live Q & A from the audience
- Display pre-recorded video
- Invite panellists to talk live and answer questions about your product
- Event can be recorded
- Cost-effective solution
- Details of all registrations will be provided to you with relevant permissions



KHL webinar zoom registration email with your branding



The Webinar recording will be made available post event on khl.com and our youtube channel.

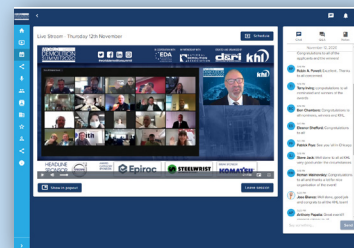
Option 2

Crowd Comms Platform

For a fully dynamic experience that brings all the advantages of an in-person event into the virtual world. KHL's chosen event platform has everything that you need.



- Secure online platform dedicated to your event.
- Seamless registration process, including GDPR compliance.
- Multiple screen options: presenter view, video, PowerPoint.
- Chat and video call functionality for live interaction.
- Separate modules within site for brochures, specs, videos.
- Separate modules to chat with product specialists.
- Live chat and Q&A function built-in to viewer.
- Brand the platform with your logos, colours, images.



“ IT WAS A FANTASTIC EVENT - VERY WELL RUN AND A GREAT PLATFORM TO USE. ALEX WAS ALSO A GREAT HOST. ”

CON GALLAGHER, GLOBAL SALES MANAGER, KIVERCO

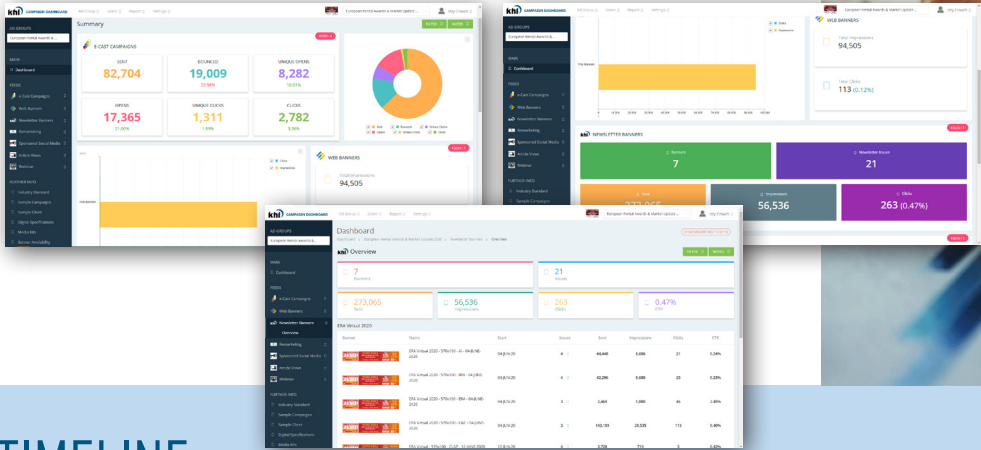
“ I GIVE YOU THE BEST WEBINAR AWARD! THIS WAS THE BEST I'VE ATTENDED. CONGRATULATIONS ”

PATRICK FRYE, LARGE PROJECT DIRECTOR, CARDEM

QUOTES FROM KHL'S 2020 VIRTUAL WORLD DEMOLITION SUMMIT

Throughout the whole campaign you will have full support from the KHL team and access to the KHL campaign performance to view your campaign statistics.

After the event, you will be provided with a full report and the list of attendees to your event, with relevant marketing permissions.



EXAMPLE CAMPAIGN TIMELINE

	Month 1	Month 2	Month 3	LAUNCH	Post launch
BUSINESS DEVELOPMENT	<div><div></div></div>		<div><div></div></div>		<div><div></div></div>
E-BLASTS	<div><div></div></div>	<div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>
MAGAZINE ADVERT	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>		<div><div></div></div>
SPONSORED CONTENT					<div><div></div></div>
REMARKETING					<div><div></div></div>
SOCIAL MEDIA	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>		<div><div></div></div>
NEWSLETTER BANNERS		<div><div></div></div>	<div><div></div></div>		<div><div></div></div>
WEBSITE BANNERS	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>		<div><div></div></div>
EXAMPLE MESSAGE TYPE	Save the date and register your interest	You're invited. Don't miss it.	The wait is almost over. One month to go. How to log in		Thank you for attending. Product information sent to non-attendees.

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