

Product Launch Package

Turn uncertainty into certainty



www.khl.com

With exhibitions and other live events not possible in 2021, KHL has the expertise and audience to ensure you can still successfully launch your products.

Don't let the cancellations of exhibitions, such as Intermat, customer events, roadshows and factory visits ruin your product launch. A virtual product launch will allow you to reach potential buyers across the globe, regardless of travel restrictions.

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**

**international
construction** TURKEY

CONSTRUÇÃO LATINO-AMERICANA
CLA
Incorporando a CONSTRUÇÃO PAN-AMERICANA

CONCRETO
LATINOAMERICANO

**Diesel & Gas Turbine
WORLDWIDE**

COMPRESSOR TECH

DP
DIESEL PROGRESS

INTERNATIONAL
CRANES
AND SPECIALIZED TRANSPORT

AMERICAN CRANES & TRANSPORT
ACT S&T

access
INTERNATIONAL

ACCESS, LIFT & HANDLERS
ALH

INTERNATIONAL
rental NEWS

d&ri
DEMOLITION &
RECYCLING INTERNATIONAL

NPP
NEW POWER PROGRESS

DPI
DIESEL PROGRESS INTERNATIONAL

KHL will carry out a comprehensive marketing campaign for your product launch event, resulting in hundreds of thousands of impressions for your brand.

COMMUNICATION CHANNELS

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-Casts

A series of E-Casts 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



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.



KHL webinar zoom registration email with your branding



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



“ 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

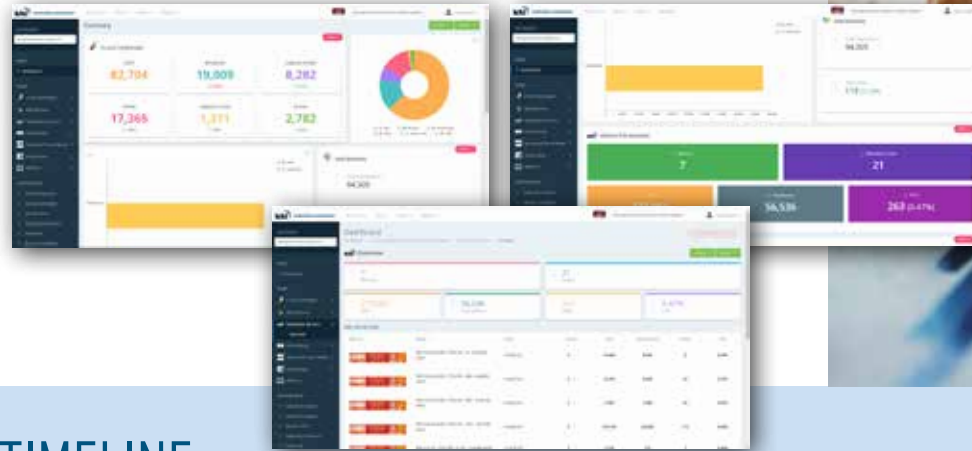
“ I GIVE YOU THE BEST WEBINAR AWARD! THIS WAS THE BEST I'VE ATTENDED. CONGRATULATIONS ”

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	●		●		●
ECASTS	●	●	●	● ●	●
MAGAZINE ADVERT	●	●	●		●
SPONSORED CONTENT					●
REMARKETING		●	●		●
SOCIAL MEDIA	●	●	●		●
NEWSLETTER BANNERS		●	●		●
WEBSITE BANNERS	●	●	●		●
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.

DIGITAL SUPPORT, MARKETING AND EVENTS TEAM



PETER WATKINSON
Digital Media Director
Tel: +44 (0)1892 786240
e-mail: peter.watkinson@khl.com



MURRAY POLLOK
Events Director
Tel: +44 (0)1505 850043
e-mail: murray.pollok@khl.com



IZZY CROUCH
Group Marketing Manager
Tel: +44 (0)1892 786277
e-mail: izzy.crouch@khl.com



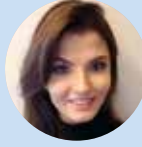
SAARA ROOTES
Events Director
Tel: +44 (0)1892 784088
e-mail: saara.rootes@khl.com



KATIE BIVENS
Marketing Manager (North America)
Tel: +1 262 754 4140
e-mail: katie.bivens@khl.com



GARY BRINKLOW
Events Design Manager
Tel: +44 (0)1892 786247
e-mail: gary.brinklow@khl.com



CHLOE WING
Marketing Assistant
Tel: +44 (0)1892 786226
e-mail: chloe.wing@khl.com



GABBY MCNAMARA
Events Co-Ordinator
Tel: +44 (0)1892 786271
e-mail: gabby.mcnamara@khl.com

GLOBAL SALES REPRESENTATIVES

USA

Alister Williams
Tel: +1 843 637 4127
e-mail: alister.williams@khl.com

USA

Josh Kunz
Tel: +1 414 379 2672
e-mail: josh.kunz@khl.com

USA

Thomas Kavooras
Tel: +1 312 929 3478
e-mail: thomas.kavooras@khl.com

USA

Pete Balistrieri
Tel: +1 262 754 4131
e-mail: pete.balistrieri@khl.com

MAINLAND EUROPE

Gabriele Dinsel
Tel: +49 (0)711 3416 7471
e-mail: gabriele.dinsel@khl.com

MAINLAND EUROPE

Petra Kaiser
Tel: +49 (0)711 3416 7472
e-mail: petra.kaiser@khl.com

UK/BENELUX/SCANDINAVIA

Linda Cameron
Tel: +44 (0)2031 792 979
e-mail: linda.cameron@khl.com

ITALY

Roberta Prandi
Tel: +39 (0)0464 014 421
e-mail: roberta.prandi@khl.com

JAPAN

Michihiro Kawahara
Tel: +81 (0)3 32123671
e-mail: kawahara@rayden.jp

KOREA

CH Park
Tel: +82 (0)2 7301234
e-mail: mci@unitel.co.kr

CHINA

Cathy Yao
Tel: +86 (0)10 6553 6676
e-mail: cathy.yao@khl.com

KHL OFFICES

UNITED KINGDOM (Head Office)

KHL Group LLP
Southfields, Southview Road,
Wadhurst, East Sussex, TN5 6TP, UK
Tel: +44 (0)1892 784 088

USA HEAD OFFICE

KHL Group Americas LLC
3726 East Ember Glow Way,
Phoenix, AZ 85050, USA
Tel: +1 480 659 0578

USA CHICAGO OFFICE

KHL Group Americas LLC
205 W. Randolph Street,
Suite 1320,
Chicago, IL 60606, USA
Tel: +1 312 496 3314

USA WAUKESHA OFFICE

20855 Watertown Road,
Suite 220,
Waukesha, WI 53186-1873, USA
Tel: +1 262 754 4100

GERMANY OFFICE

KHL Group, Niemöllerstr. 9
73760 Ostfildern (Stuttgart), Germany.
Tel: +49 (0)711 3416 7471

CHINA OFFICE

KHL Group China
Room 769, Poly Plaza, No.14, South Dong
Zhi Men Street, Dong Cheng District,
Beijing 100027, P.R. China
Tel: +86 (0)10 6553 6676

SOUTH AMERICA OFFICE

KHL Group Américas LLC
Av. Manquehue 151, of 1108,
Las Condes, Santiago, Chile
Tel: +56 2 2885 0321