



CASE STUDY

# Constructing an ironclad media plan

AEM CASE STUDY





# At a glance

A photograph of a rocky coastline with a sandy beach and a chain-link fence in the foreground. The fence is in the upper left, and the beach leads to a rocky shore with many dark, rounded rocks. The sky is dark and overcast.

**AEM hosts the largest CON/AGG  
equipment trade shows in North America**

## **Challenges**

- Attracting attendees for large-scale events
- Recruiting members to the association
- Targeting the right audience on the right channels
- Generating buzz about niche events

## **Results**

**CONEXPO- CON/AGG 2023 posted a record 139,000 attendees**



## The universal challenge:

### Rebounding from the COVID pandemic

Before COVID, the trade show industry generated over \$1 trillion in direct spending and attracted 1.5 billion attendees.<sup>1</sup> That all came to an abrupt halt in 2020 because of concerns about superspreader events. The big question coming into 2023 was whether exhibitors and attendees would be comfortable enough to return to in-person events.

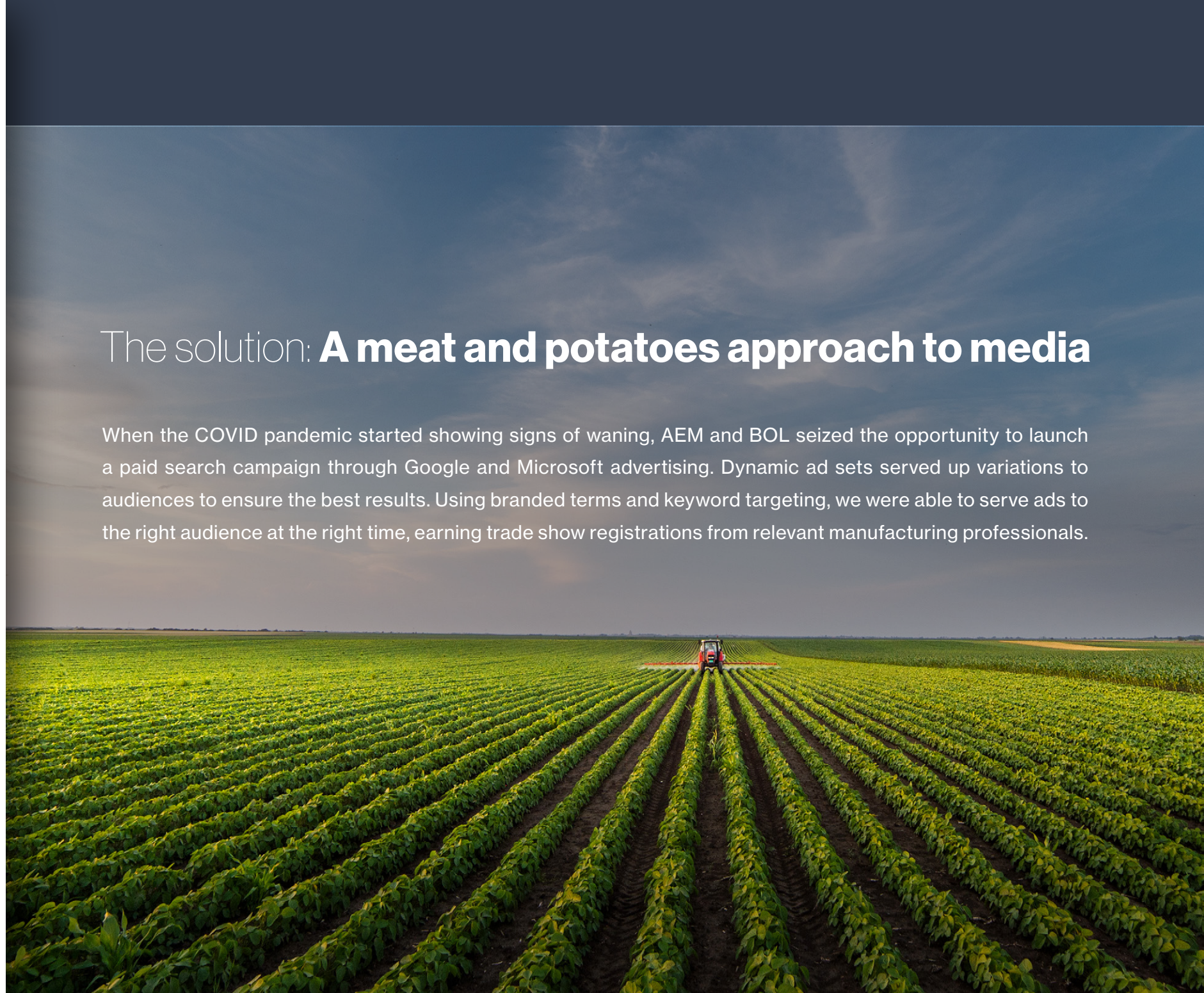
## The marketing challenge:

### Turning hesitant targets into attendees

AEM, the Association of Equipment Manufacturers, supports construction and agriculture manufacturers by advocating for their interests, connecting members with opportunities, and providing information that helps members make smart business decisions. One of the biggest ways AEM provides for their members is through events, where attendees can learn, share, sell, and buy. So it was important for the CONEXPO CON/AGG 2023 trade show to be a big success.

## The solution: **A meat and potatoes approach to media**

When the COVID pandemic started showing signs of waning, AEM and BOL seized the opportunity to launch a paid search campaign through Google and Microsoft advertising. Dynamic ad sets served up variations to audiences to ensure the best results. Using branded terms and keyword targeting, we were able to serve ads to the right audience at the right time, earning trade show registrations from relevant manufacturing professionals.



# We crushed it

BOL employed tried and true methods to target the agriculture and construction equipment manufacturers and end users. We had our greatest success with the following tactics:

- Google Ads (text)
- Microsoft advertising
- Google responsive display ads

To keep these advertisements fresh, the creative was updated every 4 months. We noticed that targets were responding well to video content, so we added more to the rotation.

**Drawing  
over**

**139,000**  
PROFESSIONALS

MORE THAN  
**2,400**  
exhibitors

FROM  
**36 countries**

SPREAD OUT OVER  
**3 million**

SQUARE FEET  
OF EXHIBIT SPACE



**Stand out media.**

**Outstanding results.**

**What can BOL do for you?**

[bol-agency.com](http://bol-agency.com)

