

FUSABLE

ConExpo 2026 | March 3-7

Advertising Packages

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ConExpo 2026 | Las Vegas, NV

By the Numbers

North America's largest tradeshow occurs every 3 years with

2.4K+

Exhibitors

139K+

Attendees

36

Exhibiting Countries

133

Attending Countries

3M ft²

of exhibit space

Insights into Las Vegas Visitors*

Millions of people visit Las Vegas for its unmatched entertainment and unique experiences.

38,270,600

people visited

42,975,600

total rooms nights occupied

83.9%

hotels occupied

* The stats shown above are for January-November 2024. Source: [The Last Vegas Convention and Visitors Authority](#).

ConExpo 2026 | Las Vegas, NV

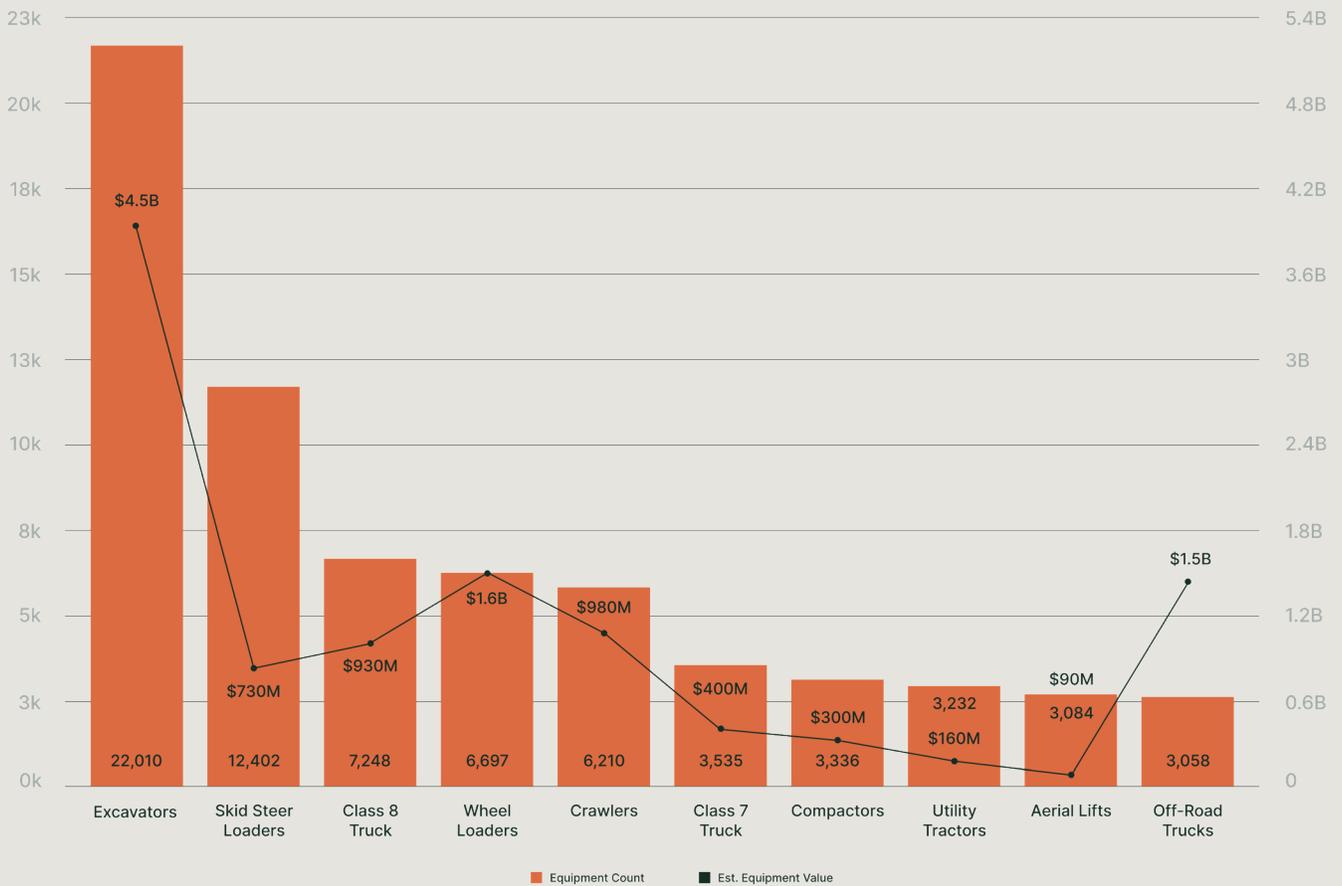
Media advertising

Our targeted marketing solutions allow you to connect directly with Equipment World readers, the driving force behind nearly \$14 billion in new equipment financing over the past five years.

Reach this powerful audience and increase sales with Fusable.



Top 10 Equipment Categories financed by Equipment World Recipients



This graph shows 10 of the top 20 equipment types surveyed by EDA Data analysts. See the [Equipment World media kit](#) for all 20 equipment categories.

Available packages for 2026

*Monthly

**Limited Spots Available

Video Series Sponsorships

Pre-Show and At-Show: \$15,000**

Additional Coverage Post-Show: \$7,500**

- Pre-Show: Sponsored content from January 2026 through February 2026, featuring native advertising campaigns with video segments hosted by The Dirt’s Bryan Furnace and distribution in Equipment World’s newsletter, website, and social media.
- At-Show: Bryan Furnace visits sponsor booths at CONEXPO-CON/AGG March 3–7, 2026 to create video footage for post-show wrap-ups and sponsor use.
- After-Show: Video wrap-up from March 2026 through April 2026 with booth footage and sponsor-provided b-roll, distributed via Equipment World’s newsletter, website, and social media.

Special Edition Newsletter

Top Ad Position: \$5,000*

Native: \$2,500*

Three Rotating Positions: \$2,000*

- Twelve weekly issues curated by award-winning *Equipment World* editors.
- Publishing schedule: Weekly from mid-January through mid-April.



Equipment World Audience

66K

Newsletter subscriptions

232K

Monthly website visits

186K

Total lead actions

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Digital Packages

Expand, accelerate and capture your market, before, during and after the show!

Digital Package

\$15,000

Google Search Ads

- **Google Display/Gmail:** Build brand awareness through targeted impressions and drive traffic to your landing pages and website
- **Youtube:** Allows you to drive home a visually-impactful message where users are
- **Discovery:** Drive consideration and action by tapping into Google's understanding of user interests and intent signals

Social Advertising

- **Meta & LinkedIn:** Target a custom audience of known decision makers where they're most active

Hyper Geo-Targeting

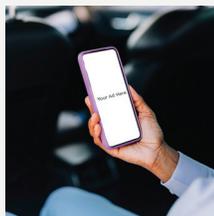
- **Geofencing Display/Video:** Target your prospects, wherever they are using Advanced Media Technologies

Timeline

Target a custom audience of known decision makers where they're most active



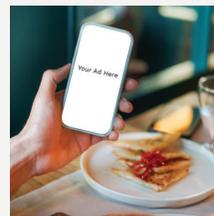
Airport



Taxi



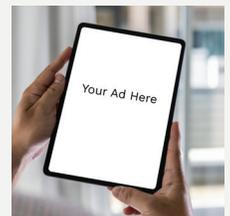
Hotel Room



Eating Dinner



Getting Drinks



Hotel Room

2024 Digital Team Performance

2.8B

Total impressions

248K

Total lead actions

25.5M

Clicks

Win big with DOOH in Las Vegas

Digital-Out-Of-Home

Contact for pricing



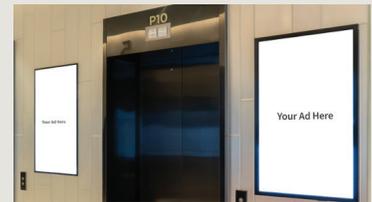
Unmatched Visibility

Las Vegas is known for its massive, high-impact digital displays that capture the attention of millions of annual visitors day and night.



Diverse and Engaged Audiences

Sin City attracts a global audience, offering exposure to a mix of demographics. DOOH placements can target specific audiences based on locations like trade shows, concerts, or sporting events.

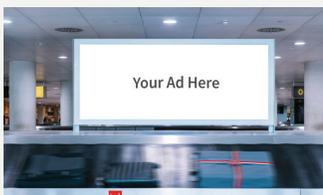


Event-Driven Marketing Opportunities

As the #1 destination in the US for conferences, Las Vegas creates endless opportunities for brands to connect with specific, relevant audiences.

Timeline

Target a custom audience of known decision makers where they're most active



Airport



Taxi



Hotel Room



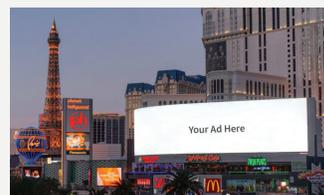
Exploring the Strip



Walk to Dinner



Dinner



Walk to the Sphere



Show at the Sphere

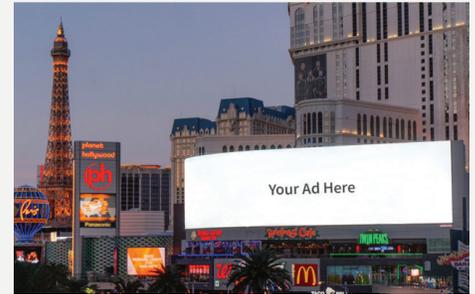
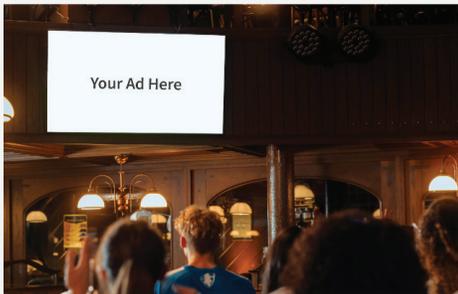
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Digital marketing opportunities

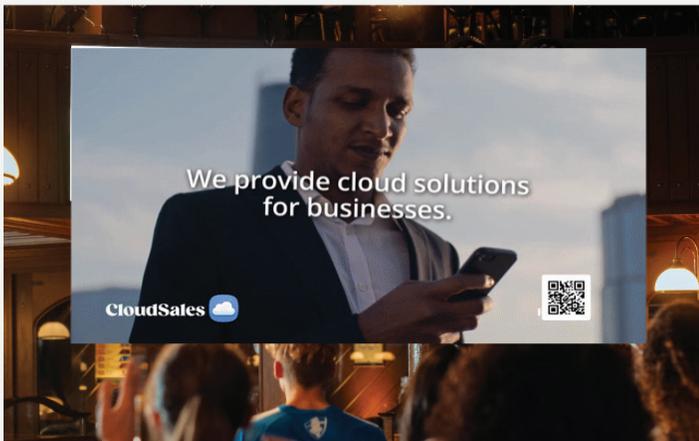
Reach them when they return home

Retarget Vegas attendees who were exposed to your DOOH ads, ensuring continued engagement and reinforcing your message long after they've returned home.

What they saw in Vegas



What they see when they return home



Programmatic Channels

Retarget on channels such as native, display, video, audio, in-game, and connected TV (CTV)

Elevators

Advertise in office building elevators of key B2B prospects after they attended a conference in Las Vegas

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The world's largest LED screen

The Packages

*A lead time of 15-18 weeks is recommended.

Advertise at the Sphere in Las Vegas to captivate a global audience with stunning, immersive visuals on the world's largest LED screen.

BASE PACKAGE

One-Week Residency

- ✓ One-week residency rotating at 3x per hour over 14 hours.
- ✓ 294+ feature appearances.
- ✓ 294+ total minutes of airtime.

BEST VALUE

Takeover + One-Week Residency

- ✓ A two-hour brand takeover during a four-hour window on a specific date, along with a one-week residency with ads rotating three times per hour over 14 hours each day.
- ✓ 414+ feature appearances.
- ✓ 414+ total minutes of airtime.

What's Included

Minimum Investment \$1.5M

The Largest LED Screen in the World

This is your chance to advertise at an iconic global landmark that is visible from the Vegas Strip, thousands of hotel rooms, the monorail, and even the sky.

Additional Media Provided

The Sphere will provide five photos and one drone-captured video of your brand's creative to be shared on your brand's owned and operated social media accounts.

300K

Average in-person impressions

580K

Square-foot exterior

1.23M

Programmable LEDs

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