



CONTACT:

Cindy Challis Orr, Senior VP
AEMP
cindy@aemp.org
970-384-0510

AEMP selects AC Business Media as official media partner

Glenwood Springs, CO (January 22, 2018) – The Association of Equipment Management Professionals (AEMP), the only professional organization for equipment managers and their teams, announces the official partnership with AC Business Media (ACBM), a leading B2B media and business intelligence company in the heavy equipment industry.

As the official media partner, ACBM will be responsible for content creation, distribution, and marketing on behalf of AEMP. New content that equipment managers and AEMP members can look forward to include a printed publication – *Journal of Equipment Management* – produced annually, an online channel on ACBM’s ForConstructionPros.com, and a bi-weekly *Equipment Manager* e-newsletter.

ACBM will utilize this content to generate a new audience and grow the AEMP membership base through marketing efforts including lead generation, advertising, and sponsorships at live events – offered to AEMP strategic partners and association members.

“We are thrilled to start 2018 off strong with an association that is highly regarded in the industry,” commented Carl Wistreich, CEO of AC Business Media. “With our shared interest in the heavy equipment industry, the partnership between AEMP and ACBM is a natural fit and together we will be able to offer a lot of amazing opportunities to our readers, clients, and AEMP members.”

“ACBM has been a long-time supporter of AEMP,” stated Stan Orr, AEMP President and CSO. “This newly expanded relationship presents AEMP with the opportunity to increase our touch points into organizations that are fleet intensive and that recognize, or are beginning to recognize, that a well-managed fleet – led by a professional equipment manager – is critical to their long-term success. By providing us with the opportunity to leverage the growing use of online communications, the ACBM partnership will help us better serve our members’ needs and those seeking help with their fleets. We are excited about the opportunities ahead.”

[AC Business Media](#) is a leading B2B media and business intelligence company with a portfolio of renowned brands in heavy construction, asphalt, concrete, paving, rental, sustainability, landscape, manufacturing, logistics and supply chain markets, as well as data-driven marketing and content. AC Business Media delivers relevant, cutting-edge content to its audiences through its industry-leading digital properties, trade shows, videos, magazines, webinars and newsletters and provides advertisers the analytics, data and ability to reach their target audience.

About AEMP

[AEMP](#) is the premier organization representing and serving those who manage and maintain heavy equipment. The Equipment Triangle Philosophy is the cornerstone of the association's philosophy, recognizing that a balanced relationship must exist between the end user, distributor, and OEM/supplier in the life cycle of heavy equipment or products. AEMP advances this philosophy through its education and certification programs.