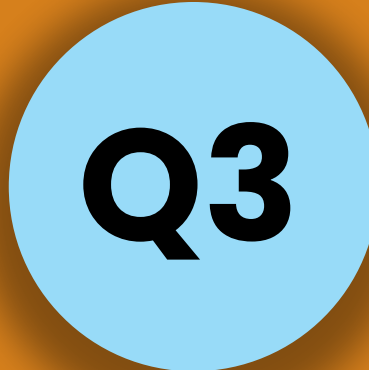


2025 OEM Content Calendar



Spring

Feature: AI and Manufacturing/Cyber Security

Ad Close: 2/10/25
Materials Due: 2/17/25

Summer

Feature: Sustainability/Global and Local Standards

Ad Close: 5/7/25
Materials Due: 5/14/25

Fall

Feature: The Next Generation Workforce/Robotics

Ad Close: 7/16/25
Materials Due: 7/23/25

Winter

Feature: Predictive Maintenance/Sales and Marketing

Ad Close: 10/22/25
Materials Due: 10/29/25

2025 Webinars



Connecting Predictive Maintenance Programs and Machine as a Service (MaaS)
Close: April 9
Broadcast: April 23



Digitizing Legacy Equipment for Data Collection and Analysis
Close: September 3
Broadcast: September 17