



AED[®] SUMMIT



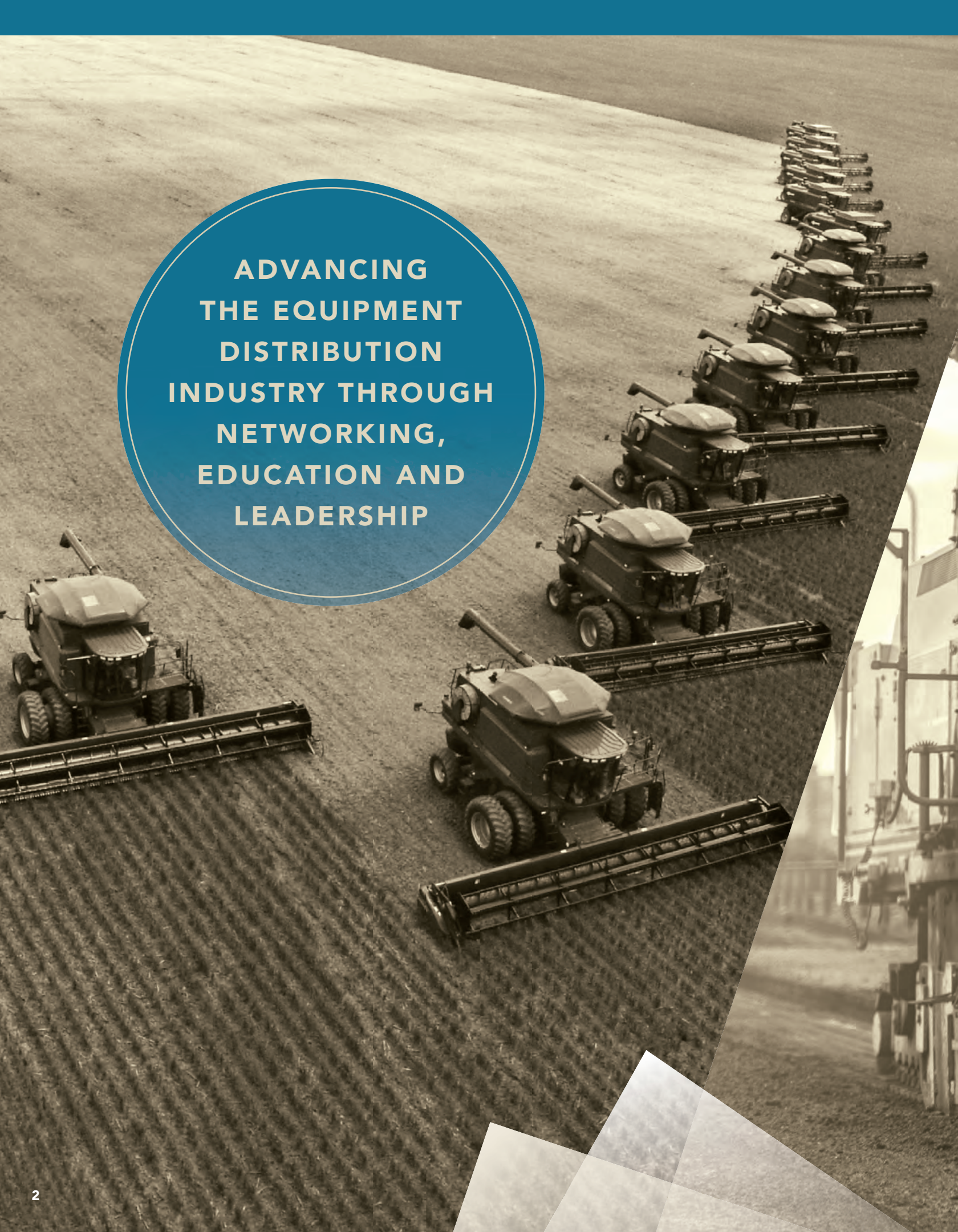
ADVANCE PROGRAM GUIDE

2027 AED SUMMIT

ROSEN SHINGLE CREEK ORLANDO

JANUARY 25-27, 2027

Where Industry Leaders Come Together To Address What Matters Most – And Shape What Comes Next



**ADVANCING
THE EQUIPMENT
DISTRIBUTION
INDUSTRY THROUGH
NETWORKING,
EDUCATION AND
LEADERSHIP**

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MARSHALL ANDERSON

2026 AED CHAIRMAN
RDO EQUIPMENT CO.

DEAR AED MEMBER:

As Chairman of the Board, I'm pleased to invite you to the 2027 AED Summit, January 25–27, 2027, at the Rosen Shingle Creek Resort in Orlando, Florida.

The AED Summit is the one event each year where the equipment industry comes together in one place. Nowhere else will you find equipment dealers, manufacturers, and service providers all under one roof, creating opportunities to build relationships, exchange ideas, and strengthen the partnerships that drive our industry forward.

Business is built on relationships, and the connections made at the AED Summit often extend well beyond the conference. Whether you're reconnecting with long-time colleagues, meeting new suppliers, or learning from fellow dealers facing similar challenges, the conversations that happen throughout the week are just as valuable as the sessions themselves.

The Summit also delivers practical education you can put to work immediately. Industry-focused sessions are designed to address today's most pressing business challenges, from workforce development and technology to leadership, finance, operations, and market trends. You'll leave with actionable ideas, fresh perspectives, and strategies you can put to work in your dealership.

Beyond the educational sessions, you'll have the opportunity to explore the latest products, services, and innovations at CONDEX, the industry's premier marketplace. Whether you're looking for new equipment offerings, emerging technologies, or business solutions, CONDEX provides direct access to experts who can help your business succeed. Combined with networking events throughout the week, the Summit offers countless opportunities to expand your professional network and strengthen your business long after the conference ends.

One of the most anticipated events of the Summit is the AED Foundation Fundraising Gala. This year's Casino Royale theme promises an exciting evening of networking, entertainment, and celebration alongside industry colleagues. Beyond the excitement, the Gala plays a vital role in supporting the AED Foundation's workforce development initiatives, helping prepare the next generation of equipment industry professionals. It's an evening you won't want to miss and one that helps shape the future of our industry.

Whether you're a first-time attendee or a longtime member, the AED Summit offers an unmatched opportunity to learn, connect, and grow alongside the people who help shape our industry.

I encourage you and your leadership team to attend the 2027 AED Summit and take advantage of everything this unique event has to offer. I look forward to seeing you in Orlando!

SUNDAY, JANUARY 24, 2027

- 1:00PM – 5:00PM ————— Registration
6:00PM – 9:00PM ————— Past Presidents' Dinner (by invitation only)

MONDAY, JANUARY 25, 2027

- 8:00AM – 5:00PM ————— Registration
8:00AM – 5:00PM ————— Hospitality/Meeting Room Suites
9:00AM – 10:00AM ————— Industry Education Sessions
10:15AM – 11:15AM ————— Industry Education Sessions
12:30PM – 1:15PM ————— Annual Meeting of the Membership (members only)
1:30PM-2:30PM ————— General Session
Keynote: Sal Giunta, Medal of Honor Recipient - Uncommon Valor:
The Importance of Teamwork, Sacrifice and Leadership
2:45PM – 3:45PM ————— Industry Education Sessions
4:00PM – 5:00PM ————— Industry Education Sessions
5:15PM – 6:15PM ————— 1st Time Attendee/New Member Reception
5:15PM – 6:15PM ————— Women In Equipment Reception
6:00PM – 9:00PM ————— The AED Foundation's Casino Royale Annual Fundraising Gala with Live Auction
presented by RB Global
9:00PM – 11:00PM ————— After Hours Welcome Reception

TUESDAY, JANUARY 26, 2027

- 8:00AM – 3:00PM ————— Registration
7:45AM – 8:45AM ————— Manufacturer Member Breakfast Meeting (by invitation only)
8:15AM – 9:00AM ————— Summit Networking Breakfast
9:00AM – 10:45AM ————— General Session
Keynote: Marissa Shandell - Unlocking Potential:
Empowering Individuals, Teams and Organizations to Thrive
10:45AM – 5:00PM ————— Hospitality/Meeting Room Suites
10:45AM – 2:30PM ————— Conference Dealer Expo – CONDEX
10:45AM – 11:30AM ————— Summit Coffee & Networking in CONDEX Café
11:00AM – 12:00PM ————— Workforce Development Committee Meeting (by invitation only)
12:00PM – 1:00PM ————— Lite Lunch in CONDEX
1:00PM – 2:00PM ————— Public Policy Council (by invitation only)
2:30PM – 4:45PM ————— Conference Dealer Expo – CONDEX (open for private meetings)
2:30PM – 3:30PM ————— Industry Education Sessions
3:30PM – 4:30PM ————— Manufacturer Advisory Council Meeting (by invitation only)
3:45PM – 4:45PM ————— Industry Education Sessions
4:45PM – 6:45PM ————— Summit Happy Hour Reception

WEDNESDAY, JANUARY 27, 2027

- 7:30AM – 8:30AM ————— Summit Fun Run/Walk
8:00AM – 2:00PM ————— Registration
8:15AM – 9:15AM ————— The AED Foundation Vision Champagne Breakfast (by invitation only)
8:15AM – 9:15AM ————— Canadian Member Breakfast (by invitation only)
8:45AM – 9:30AM ————— Summit Networking Breakfast
9:30AM – 10:45AM ————— General Session
Keynote: Taylor St. Germain, ITR Economics - Prospering Through The Cycle
10:45AM – 2:30PM ————— Conference Dealer Expo – CONDEX
10:45AM – 11:30AM ————— Summit Coffee & Networking in CONDEX Café
10:45AM – 5:00PM ————— Hospitality/Meeting Room Suites
11:15AM – 12:15PM ————— Women In Equipment Advisory Group (by invitation only)
12:00PM – 1:00PM ————— Lite Lunch in CONDEX
1:00PM – 2:00PM ————— Emerging Leaders Council (by invitation only)
2:30PM – 3:30PM ————— Industry Education Sessions
3:45PM – 4:45PM ————— Industry Education Sessions
6:30PM – 9:00PM ————— Closing Keynote Dinner and A Conversation with General Mark A. Milley

Schedule subject to change



HOTEL INFORMATION

TAKE ADVANTAGE OF AED'S *SPECIAL* DISCOUNTED ROOM RATE

HOTEL RESERVATIONS

Hotel accommodations are not included with your registration. AED Summit is pleased to offer a special discounted hotel rate at the Rosen Shingle Creek Orlando, DoubleTree by Hilton Orlando Theme Park and Homewood Suites by Hilton Orlando Theme Parks.

Rosen Shingle Creek Orlando

9939 Universal Blvd. | Orlando, FL 32819

DoubleTree by Hilton Orlando Theme Park

10100 International Drive | Orlando, FL 32821

Homewood Suites by Hilton Orlando Theme Parks

6940 Westwood Boulevard | Orlando, FL 32821

Transportation will be provided to/from these hotels and the Rosen

Discounted AED room rates are limited and available on a first-come, first-served basis. Once sold out, discounted rates are no longer guaranteed.

Important: The room block links to reserve your hotel room will be included in your registration confirmation email which is automatically sent once your Summit registration is processed. Reservations are limited to (1) reservation per name and/or email address.

BEWARE OF UNOFFICIAL HOUSING OFFERS

Please be aware that some third-party travel companies may attempt to solicit you regarding housing for the 2027 AED Summit. These companies are not authorized by AED and may provide false information. AED does not use any housing agencies related to our events. AED does not share or sell the registered attendee list externally to any companies not participating in AED Summit.

**BOOK
NOW!**



REGISTRATION

Individual Registration Fee Includes:

- Educational Sessions
- Hospitality/Meeting Room
- General Sessions
- Receptions
- Keynote Dinner
- Breakfasts and Lunches
- CONDEX

Spouse/Family Member Registration

For Spouse/Family Members that would like to attend the AED Summit breakfasts, lunches and receptions, AED offers a reduced registration fee.

AED Foundation Fundraising Gala

Tickets to the AED Foundation Fundraising Gala are **not included** in the individual registration fee but are available for purchase during the registration process. General Admission Tickets are \$425. Reception Only Gala Tickets are \$300.

For full Gala details, please see page 9.



Scan the QR
Code to Register



AIRPORT & GROUND TRANSPORTATION

Orlando International Airport (MCO) is conveniently located near all three Summit hotels:

Rosen Shingle Creek: 11 miles | Approx. 15-minute drive

DoubleTree by Hilton Orlando Theme Park: 11 miles |
Approx. 15-minute drive

Homewood Suites by Hilton Orlando Theme Parks:
13 miles | Approx. 20-minute drive



DRESS CODE

General Session & Meetings: Business Casual

Receptions & After Hour Events: Business Casual

Gala: Black Tie Optional

Keynote Dinner: Business Attire



AED CANCELLATION POLICY

Refunds are not permitted within 30 days of the event.



REGISTRATION FEES FOR THE 2027 SUMMIT

FEE TYPE	Regular Rate (Until 1/22/2027) / Late Rate (after 1/22/2027)
EQUIPMENT DEALER: 1 ATTENDEE	\$1,225 / \$1,325
EQUIPMENT DEALER: 2 ATTENDEES	\$1,075 / \$1,175
EQUIPMENT DEALER: 3 ATTENDEES	\$825 / \$925
EQUIPMENT DEALER: 4 ATTENDEES	\$740 / \$840
EQUIPMENT DEALER: 5 ATTENDEES	\$625 / \$725
EQUIPMENT DEALER: 6 ATTENDEES	\$565 / \$665
EQUIPMENT DEALER: 7 OR MORE ATTENDEES	\$540 / \$640
MANUFACTURER	\$1,225 / \$1,325
SERVICE PROVIDER	\$1,225 / \$1,325
INDUSTRY AFFILIATE	\$1,225 / \$1,325
SPOUSE/FAMILY MEMBER (not for guests or company employees)	\$425

THE AED FOUNDATION 11TH ANNUAL GALA & LIVE AUCTION



Casino Royale

MONDAY, JANUARY 25, 2027 · 6:00PM–9:00PM · THE ROSEN SHINGLE CREEK

DRESS TO IMPRESS. PLAY TO WIN. GIVE FOR THE FUTURE.

Join Us for Casino Royale: An Evening That Invests in the Future

The AED Foundation's 2027 Gala brings the equipment industry together for an unforgettable Casino Royale-themed evening of networking, entertainment and celebration—all in support of a stronger future for our industry.

The AED Foundation is committed to addressing one of the equipment industry's most critical challenges: building and sustaining a skilled workforce. Through workforce development, education and research, the Foundation helps create pathways into equipment careers, strengthen industry-focused training programs and provide insights that help dealers navigate workforce challenges.

From preparing the next generation of technicians to connecting students with industry opportunities and researching the issues impacting the equipment workforce, the Foundation is working today to secure tomorrow. Proceeds from the Gala directly support these efforts and help create a stronger talent pipeline for the entire equipment industry.

Join us for Casino Royale and enjoy an evening featuring an opening reception, casino tables, formal seated dinner, premium open bar, live entertainment, and live and silent auctions—all while making an investment in the future of the industry we serve. *Not included with Summit Registration. Additional ticket purchase required.*

Pricing & Seating

RECEPTION-ONLY TICKET | \$300

Enjoy an interactive cocktail hour featuring casino games, networking and an open bar before heading to your other evening commitments.

GALA TICKET | \$425

Experience the full Casino Royale evening, including the opening reception, casino games, premium open bar, formal seated dinner, live entertainment, and live and silent auctions. Assigned seating provided; seating with your party is not guaranteed.

VIP GALA TABLE | \$7,500

Elevate your Casino Royale experience with a private table for 10, exclusive VIP reception access, premium networking, elevated dining and beverages, a signature Martini Bar, and front-row access to the live auction.

Black Tie Attire Optional

ROLL THE DICE. PLACE YOUR BID. CHANGE THE FUTURE.



DINNER & CONVERSATION WITH **GENERAL MARK A. MILLEY**

**20TH CHAIRMAN OF
THE JOINT CHIEFS OF STAFF**

Wednesday, January 27, 2027

Associated Equipment Distributors (AED) is proud to welcome General Mark A. Milley as a keynote speaker at the 2027 AED Summit. As the 20th Chairman of the Joint Chiefs of Staff and the nation's highest-ranking military officer, General Milley brings decades of leadership, strategic insight and firsthand experience in guiding the U.S. military through some of the world's most complex challenges. His perspectives on leadership, decision-making, resilience and navigating change will offer valuable lessons for today's business leaders. General Milley joins an exceptional legacy of AED Summit keynote speakers including former U.S. Attorney General William P. Barr, General James Mattis, U.S. Ambassador Nikki Haley, and President George W. Bush, continuing the Summit tradition of bringing world-class leaders to inspire and challenge AED members.

General Mark A. Milley is the 20th chairman of the Joint Chiefs of Staff, the nation's highest-ranking military officer, and the principal military advisor to the president, secretary of defense, and National Security Council.

Prior to becoming chairman on October 1, 2019, General Milley served as the 39th chief of staff of the U.S. Army. A native of Massachusetts, he graduated from Princeton University in 1980, where he received his commission from Army ROTC.

General Milley has had multiple command and staff positions in six divisions and a Special Forces group throughout the last 44 years, which include command of the 1st Battalion, 506th Infantry, 2nd Infantry Division;

the 2nd Brigade Combat Team, 10th Mountain Division; deputy commanding general, 101st Airborne Division (Air Assault); commanding general, 10th Mountain Division; commanding general, III Corps; and commanding general, U.S. Army Forces Command.

While serving as the commanding general, III Corps, General Milley deployed as the commanding general, International Security Assistance Force Joint Command, and as deputy commanding general, U.S. Forces Afghanistan. His joint assignments also include the Joint Staff operations directorate and military assistant to the secretary of defense.

General Milley's operational deployments include the Multinational Force and Observers Task Force, Sinai, Egypt; Operation JUST CAUSE, Panama; Operation UPHOLD DEMOCRACY, Haiti; Operation JOINT FORGE, Bosnia-Herzegovina; Operation IRAQI FREEDOM, Iraq; and three tours during Operation ENDURING FREEDOM, Afghanistan. He also deployed to Colombia and Somalia and served two years on the DMZ in the Republic of Korea.

In addition to his bachelor's degree in political science from Princeton University, General Milley has a master's degree in international relations from Columbia University and one from the U.S. Naval War College in national security and strategic studies. He is also a graduate of the MIT Seminar XXI national security studies program.

Visit www.aedsummit.com for updated information

2027 KEYNOTE SPEAKERS

SAL GIUNTA *MEDAL OF HONOR RECIPIENT*

SESSION TITLE: Uncommon Valor: The Importance of Teamwork, Sacrifice and Leadership

SESSION DATE: Monday, January 25



Salvatore "Sal" Augustine Giunta was born on January 21, 1985, in Clinton, Iowa. At age 17, he decided to enlist in the U.S. Army, joining in November 2003. He completed Infantry One Station Unit Training and the Basic Airborne Course at Fort Benning, Georgia, before being assigned to the 173rd Airborne Brigade Combat Team in Vicenza, Italy. Promoted to staff sergeant in 2009, Giunta completed two combat tours in Afghanistan totaling 27 months.

On October 25, 2007, while leading a patrol through Afghanistan's Korengal Valley, Giunta and his team were ambushed by a well-coordinated insurgent force. Under heavy enemy fire, Giunta immediately engaged

the enemy before risking his own life to reach and rescue his wounded squad leader, moving him to cover and administering medical aid. After enemy fire struck his body armor and secondary weapon, Giunta continued fighting, using grenades to conceal his position as he advanced toward other wounded soldiers. Realizing one soldier remained separated from the squad, Giunta moved forward alone. Cresting a hill, he saw two insurgents carrying away an American soldier. He immediately engaged them, killing one and wounding the other before reaching the wounded soldier and providing medical aid until the rest of his squad arrived.

For his extraordinary gallantry, courage and selfless leadership, Giunta was awarded the Medal of Honor by President Barack Obama on November 16, 2010. He became

the first living recipient of the Medal of Honor for service in Iraq or Afghanistan, the first living service member to receive the award since the Vietnam War, and the eighth recipient for actions in those conflicts. He later chose to bequeath his medal to his brigade, saying it belonged to all the men and women who served alongside him. His other military decorations include the Bronze Star, Purple Heart, Army Commendation Medal, Army Achievement Medal, National Defense Service Medal, Army Good Conduct Medal, and Global War on Terrorism Service Medal.

Giunta retired from the Army in June 2011 and is the author of *Living with Honor* (2012). He lives in Colorado with his wife, Jennifer, and their children.



2027 KEYNOTE SPEAKERS

TAYLOR ST. GERMAIN *ECONOMIST, ITR ECONOMICS*

SESSION TITLE: Prospering Through the Cycle

SESSION DATE: Wednesday, January 27



Taylor St. Germain brings a strategist's precision to economic forecasting, helping business leaders connect market movements to the decisions that drive growth, profitability and long-term competitive advantage. As an economist and senior consulting speaker at ITR Economics, he advises small businesses, trade associations and Fortune 500 companies across a wide range of industries. His forecasts, at both the market and company levels, give executives a clearer view of where demand, risk and opportunity are likely to emerge.

St. Germain is a key contributor to ITR Economics' 94.7% forecast accuracy rating, a distinction that reinforces the analytical rigor behind the guidance he brings to clients.

Known for translating economic intelligence into practical business strategy, he is recognized for his dynamic presentation style and deep understanding of economic trends and their business impact. He addresses critical topics such as inflation, interest rates, downside risks and long-term outlooks through the 2030s. For executive teams making decisions about pricing, capacity, investment, labor, inventory and market timing, he turns forecast data into actionable strategy, helping leaders plan with greater confidence ahead of business-cycle shifts.

He has been featured in OEM Magazine, NALP, Lawn & Landscape, and on The Fab Lab and Wealth Formula podcasts.

MARISSA SHANDELL

SESSION TITLE: Unlocking Potential: Empowering Individuals, Teams and Organizations to Thrive

SESSION DATE: Tuesday, January 26



Marissa Shandell is a Ph.D. candidate in management and organizational behavior at the Wharton School of the University of Pennsylvania. She is studying the psychological and social forces that drive employees to feel and do their best at work.

Her research program concentrates on two streams: employee well-being (e.g., burnout, workaholism, perfectionism) and social motivation at work (e.g., motivation contagion between colleagues). Her research

investigates fundamental questions about the conditions that enable employees to work not only harder but also smarter and healthier.

Prior to her doctoral studies, she was an associate partner at McKinsey & Company, where she spent several years serving financial services clients on a wide range of topics. She also spent time on McKinsey's People Analytics team. She received her Bachelor of Science in economics from Wharton, with concentrations in management and finance.

MY SHOW PLANNER

As a participant in an onsite or online event, you want to ensure you are making the most of your time engaging with exhibitors online.

Creating a My Show Planner account is your ticket to maximizing your show experience.

Creating An Account Allows You To:

- Compile a must-connect-with list of exhibitors
- Participate in Online Education sessions
- Create a list of new products you are interested in
- Communicate with company contacts
- Explore scheduled events
- Create a personalized show experience
- Save time on the show floor by focusing your approach
- Map out your route using the online interactive floor plan
- Increase efficiency by organizing your events and appointments all in one place

How to Create An AED Summit Planner Account:

- 1 Visit the AED Summit home page www.aedsummit.com and click "Create Your Summit Planner"
- 2 Click "Create Your My Show Account"
- 3 Fill in Required Fields on Registration Page
- 4 By Selecting "YES" in the "Connect with Exhibitors" section, your name and email will be shared with exhibitors saved in your My Show Planner
- 5 Click "Create Your Free Account" to complete your setup

Your Summit Planner will be automatically synced between your AED Summit website profile and the AED Summit app after login.

Scan the QR Code to Download the 2027 AED Summit App



SUMMIT EXHIBITORS

Experience a diverse range of companies at AED Summit, including technology giants, trusted insurance providers, financial experts, established manufacturers, and innovative up-and-comers. Whether you're seeking cutting-edge services for your business, eager to reconnect with your trusted suppliers, or searching for fresh products to fuel your growth, these companies, and many more, will be waiting to meet you at the exciting 2027 AED Summit.

◆ = MANUFACTURER ● = SERVICE PROVIDER

Exhibitor List as of 9/1/2026

- | | | |
|--|---|---|
| ● Alliance Funding Group | ◆ Cemen Tech Inc | ◆ Exodus Global |
| ◆ Allu USA Inc | ● Chasi AI | ◆ FAE USA, Inc. |
| ◆ AMI Attachments Inc. | ◆ Chicago Pneumatic Power Technique | ◆ Fecon, LLC |
| ◆ Ammann America, Inc. | ◆ CMC North America | ● Federated Insurance |
| ◆ ANA, Inc | ◆ CMI Mulching | ◆ Felling Trailers Inc. |
| ◆ Anaconda USA Inc | ◆ Connect Work Tools | ● Filmore Inc. |
| ◆ Antraquip Corporation | ● Construct Collect Technologies | ● First Citizens Bank Equipment Finance |
| ● Aptean | ● Construction Credit & Finance Group | ● Flyntlok DMS |
| ● Ascentium Capital | ● Construction Equipment Guide | ◆ FRD.USA |
| ● Associated Construction Publications | ◆ Cummins Inc. | ● FridayParts |
| ● Assurant Commercial Equipment | ◆ DEVELON | ◆ Fuchs North America |
| ◆ Attach2 LLC | ◆ Diamond Z | ● Fusable |
| ◆ Bandit Industries, Inc. | ◆ Digga North America | ◆ Gehl |
| ● Basic Software Systems | ● DLL | ● GenAlpha Technologies |
| ◆ Bedrock Machinery | ◆ DOZCO (INDIA) PVT. LTD. | ◆ Genesis Attachments, LLC |
| ◆ Bell Trucks America, Inc. | ◆ DPL Telematics | ● Glynn General Company LLC |
| ◆ Bergmann Americas | ◆ Dresser Utility Solutions / Kobus Pipe Puller | ◆ Gorilla Hydraulic Breakers |
| ● BigIron | ◆ Dynapac North America LLC | ◆ Gradall Industries, LLC |
| ◆ Black Cat Wear Parts | ● eBS | ● Great American Insurance Group |
| ◆ Blue Diamond Attachments | ◆ Ecoverse Industries, Ltd. | ◆ GRYB International |
| ● BMO Bank | ◆ EDDIE PRECISION | ● GSI, Inc. |
| ● BOK Financial | ◆ Eggersmann North America Inc. | ● HBS Systems |
| ◆ BOMAG Americas Inc | ◆ ELGi Portable Compressors | ◆ HD Hyundai Construction Equipment North America |
| ● Brilliant Harvest | ◆ Epiroc Attachments/Paladin/ LaBounty/WainRoy | ◆ Hensley Industries, Inc. |
| ● Canon Financial Services, Inc. | ◆ Epiroc USA LLC | ◆ HKX, Inc. |
| ◆ Canycom USA | ● Equipment Insurance International | ◆ HydrauliCircuit Technology, LLC |
| ◆ CASE Construction Equipment | | |

- ◆ INDECO North America, Inc.
- Interstate Billing Service
- ◆ IROCK Crushers LLC
- JPMorgan Chase Bank. N.A
- JT Bates Group
- ◆ KATO/Compact Excavator Sales LLC
- ◆ KEMROC Inc.
- Klipboard
- ◆ Knapheide Manufacturing Company
- ◆ KOBELCO Construction Machinery USA
- ◆ Komatsu America Corp.
- ◆ Komplet America
- ◆ LaBounty
- Lahzo
- ◆ Larson Cable Trailers, Inc.
- ◆ LBX Company LLC
- ◆ Liebherr USA, Co.
- Lienguard LLC
- LightHill Solutions
- ◆ Lippmann Milwaukee, Inc.
- ◆ LiuGong Construction Machinery N.A. LLC
- ◆ Loftness Specialized Equipment
- Ludia Consulting
- ◆ Manitou North America
- ◆ Manitowoc Company
- ◆ MB America, Inc.
- ◆ McCloskey Environmental
- ◆ McCloskey International Inc.
- McKinley Holdings Group, LLC
- ◆ Merlo America LLC
- ◆ Metalgalante S.p.A. dba Carmix America Corp
- ◆ Midland Machinery
- Mitsubishi HC Capital America, Inc.
- MODERN
- ◆ Montabert
- ◆ Morbark, LLC
- ◆ MPP Aftermarket
- ◆ Nordic Lights
- Northland Capital Equipment Finance
- Northpoint Commercial Finance
- ◆ NPK Construction Equipment Inc.
- Oakmont Capital Services
- ◆ OilQuick Americas
- ◆ Okada America, Inc.
- ◆ Oriel Attachments
- ◆ Paladin
- ◆ PALFINGER
- Panasonic Connect North America
- Parts ASAP
- ◆ Partwerks Inc.
- PEAC Solutions
- ◆ Pemberton Attachments
- Perceptive Processing
- Performance Brokerage Services
- ◆ Philippi-Hagenbuch, Inc.
- Pinion
- PNC Bank
- PNC Vendor Finance
- ◆ Ponsse Plc
- Prescott IOS
- Prokeep
- Purple Wave Auction
- RBGlobal
- Record360
- Renterra
- RepMove
- RIMSS Business Systems Technology
- ◆ Rockland Manufacturing Co.
- ◆ Rockster
- ◆ RockZone Americas
- ◆ Rotobec, Inc.
- ◆ Rototilt Inc.
- Rouse Services
- ◆ S.I.BO. srl
- ◆ Sakai America, Inc.
- Sandhills Global
- ◆ Sandvik
- ◆ Sandvik Rock Processing North America (Rammer)
- SATISFYD
- ◆ Screen Machine Industries LLC
- ◆ SDLG North America
- Sedona Technologies
- Sentry Insurance Company
- ◆ Seppi m. USA
- ◆ ShearCore
- ◆ ShoulderMaster
- Sikich
- SmartEquip Inc.
- ◆ Smiley Monroe
- ◆ Soosan USA, Inc
- Specialty Equipment Insurance Services, Inc.
- ◆ STAG Inc.
- ◆ Star Industries
- ◆ Stewart-Amos Sweeper Co.
- ◆ Stucchi USA, Inc.
- Suite Engine
- ◆ Sullair, LLC
- ◆ Sullivan-Palatek
- ◆ Superior Industries
- ◆ Superior Tire & Rubber Corp.
- ◆ Sy-Klone Co
- ◆ Taizhou Beilite Machinery Co., Ltd.
- ◆ Takeuchi
- TARGIT
- Tax Favored Benefits, Inc.
- ◆ Terramac
- Texada Software
- The Daniel Group
- The Stanek-Haack Group at Morgan Stanley
- Tinnacity
- ◆ Toku America, Inc.
- ◆ Topcon Positioning Systems
- Towsleys Inc.
- Tractor Zoom
- Trnsact, Inc.
- ◆ TRUE Attachments Inc
- Tucker Albin & Associates
- TVH Parts Company
- US Bank Equipment Finance
- Vi by visorPRO
- Visual Marking Systems
- VitalEdge Technologies
- VizaLogix
- ◆ Volvo Construction Equipment North America, Inc.
- ◆ WainRoy
- Warranty Consulting Services LLC
- ◆ WEIR ESCO
- Wells Fargo
- ◆ Werk-Brau Co, Inc.
- ◆ Wirtgen America, Inc.
- ◆ WTC Machinery LLC
- XAPT Corporation
- ◆ Yanmar Compact Equipment North America

INDUSTRY EDUCATION SESSIONS

LEARN. LEAD. GROW.

With more than 50 educational sessions, AED Summit offers valuable insights, practical strategies and fresh perspectives to help you strengthen your skills and grow your dealership.

New this year, AED Summit expands its educational lineup with dedicated Agriculture and Artificial Intelligence (AI) tracks, bringing timely content on two rapidly evolving areas of the equipment industry.

The sessions listed below are just a sample of what's available. The full program features eight educational tracks: Leadership, Management, Sales, Rental, Product Support, Technology, Agriculture and Artificial Intelligence (AI). For the complete list of sessions, visit www.aedsummit.com.

Education Sessions as of 9/1/2026

For a complete list of education sessions please visit www.aedsummit.com

Sessions and schedule subject to change

LEADERSHIP

FROM SALE TO CASH: A DEALER'S PLAYBOOK FOR RECEIVABLES, LIEN RIGHTS & COLLECTIONS

Curtis Fort | McKinley Holdings Group, LLC

A sale isn't complete when the equipment leaves the yard, parts are delivered to the customer, or service on a machine is completed — it's complete when the dealer gets paid.

In this practical, educational session, attendees will learn how to proactively manage receivables and protect the cash generated by every sale. Attendees will learn what dealers should do before an account becomes delinquent, when a customer first goes past due, and when it's time to escalate.

This session will examine lien and bond rights, critical deadlines, documentation, and other tools available to dealers to protect a dealer's position — and why waiting too long can significantly limit those options. Finally, attendees will learn when internal collection efforts have gone as far as they should, when professional collections may make sense, and how to evaluate whether litigation is a practical path to recovery.

Key takeaways:

- How to build a proactive receivables process that starts before the sale
- What steps to take when an account becomes past due — and how quickly to take them
- How to handle delinquent accounts without letting customer relationships dictate credit decisions
- How and when to protect lien and bond rights
- How to establish clear escalation points for increasingly serious delinquency
- How to evaluate whether litigation makes financial and strategic sense

POWERING THE BUILD: HOW COMMODITIES ARE RESHAPING CONSTRUCTION & EQUIPMENT DEMAND

Matt Stephani | BOK Financial

As global demand for infrastructure, energy and data centers accelerates, the construction and equipment industry sits at the center of a rapidly evolving commodity landscape. From copper and rare earths to fuel and power generation, access to critical materials is reshaping project economics, supply chains and equipment demand.

This session explores how geopolitical shifts, electrification and AI-driven energy needs are influencing the availability and cost of key commodities—and what that means for contractors, equipment operators and developers. Attendees will gain a clearer view of where demand is heading, how supply constraints may impact timelines and pricing, and how to position their business to capitalize on emerging opportunities across infrastructure, energy and industrial construction.

Content includes:

- Commodity demand driving construction growth: Materials like copper, uranium, rare earths and energy resources are directly influencing where and how projects get built.
- Energy and AI reshaping infrastructure needs: Data centers and electrification are accelerating demand for power, fueling new construction and equipment cycles.
- Supply constraints defining winners: Companies that anticipate commodity risk and secure access to materials will be best positioned to execute and grow.

WHY FRACTIONAL LEADERSHIP MAY BE THE MOST IMPORTANT HIRE YOU DON'T MAKE

Wayne Brozek | WB Global Services

As dealerships face increasing pressure to improve performance, develop leaders, and execute operational change, many organizations lack the internal resources to drive those initiatives consistently. This session explores how fractional leadership provides dealerships with access to experienced executive talent, accountability, and strategic guidance without the cost of a full-time executive hire.

Attendees will learn when fractional leadership is most effective, how it accelerates organizational growth, and the measurable impact it can have on profitability, leadership development, and operational execution.

Content includes:

- Understanding the role and value of fractional leadership within today's equipment dealership environment
- Identifying situations where fractional leadership can provide a stronger return on investment than a traditional full-time hire
- How fractional leaders drive accountability, leadership development, and operational execution
- Developing a framework for successfully integrating a fractional leader into an existing management structure

MAKING HARD DECISIONS WHEN THE MARKET SOFTENS

Zach Hetterick | Harvesting Potential Coaching & Consulting

Hard decisions don't get easier with time. They get more expensive. In a softening equipment market, the costliest decisions are often the ones leader's delay.

This session will teach the tools to move from "we should probably talk about this" to a clear action they can take back to your dealership. Attendees will learn to start by identifying where profitability is quietly leaking, before the business reaches a crisis point, and then walk through a practical framework and decision tree for deciding what to protect, what to pause, what to redesign, and what can no longer wait.

MANAGEMENT

THE COST OF SILENCE: LEADING TOUGH CONVERSATIONS WHEN IT MATTERS MOST

Sheena Burt | Insight Consulting, Inc.

Most leadership challenges are caused by delayed conversations. Whether addressing performance issues, managing conflict, or delivering disappointing news, leaders often avoid difficult conversations because they fear damaging relationships or creating tension. This session provides a simple framework for preparing for and leading difficult conversations with confidence and professionalism. Attendees will learn how to reduce defensiveness, stay focused on facts, and move toward solutions instead of conflict.

STOP BEING THE ANSWER: IS YOUR EXPERTISE HOLDING BACK THE TEAM?

Alexis Gladstone | Chatfield Global

Are you the first call when something goes wrong? Is your team afraid to solve a problem without your help? You didn't get promoted to solve every problem. The skills that made you exceptional in your previous roles can quietly become the very thing that keeps your team from growing.

This session is for leaders who are ready to shift from problem-solver to people-developer. Attendees will walk away with simple tools and a new way of thinking about their role—one that frees you them up to lead instead of doing it all.

If you're tired of being indispensable for the wrong reasons, this session is for you.

ATTRACTING TOP TALENT IN A CHANGING MARKET

Justin Hubbard | The Richmond Group

Join an industry-focused veteran recruiter for an interactive discussion on the latest talent acquisition trends, how candidate expectations continue to evolve, and what leading employers are doing to stay competitive. This session will explore how organizations can effectively balance traditional recruiting methods with modern talent attraction strategies, while identifying the factors that most influence an employer's ability to attract, engage, and hire high-performing talent. Whether you're actively hiring or planning for future growth, this session will provide practical insights to strengthen your recruiting strategy and employer brand in a rapidly changing market.

BUILDING A HIGH-PERFORMING WORKFORCE IN THE EQUIPMENT INDUSTRY

Trey Thompson | Star Industries

In today's equipment and rental environment, workforce challenges continue to impact productivity, culture, retention, safety, and long-term growth. This session explores practical lessons in building and maintaining a high-performing team in a competitive labor market. Attendees will gain insight into how leadership, communication, accountability, culture, and workforce development strategies can improve employee engagement and operational performance.

Key topics include:

- Building a workforce culture that attracts and retains talent
- Hiring challenges in skilled trades and industrial environments
- Developing employees into long-term contributors
- Leadership practices that improve performance and morale
- Operational excellence and workforce alignment
- Retention strategies for industrial and equipment businesses



SALES

STOP LOSING ONLINE BUYERS

Tim Whitley | TracTru

Most equipment dealers know their website matters. The larger issue is what happens after a visitor arrives. Across customer-journey data from 500 agriculture and construction dealer websites, visitor-to-lead conversion often falls between 4% and 7%. At a 4% visitor-to-lead conversion rate, 100 website visitors produce only 4 measurable leads. The other 96 leave without calling, submitting a form, requesting a quote, submission of a finance form, or scheduling service.

This session focuses on the opportunity inside that gap. Lead generation is not simply adding more forms; it is understanding buyer intent and providing a clear next step.

Key topics include:

- Diagnosing where online buyers abandon the path
- Matching lead-generation tools to buyer intent
- Improving routing, response, and follow-up
- Sales team transparency with how leads are handled
- Converting more existing traffic into sales, service, parts, and financing conversations

MEASURING WHAT MATTERS IN SALES: LOOKING BEYOND REVENUE

Elliott Vigil | Elliott Vigil LLC

Revenue is often the first—and sometimes only—metric leaders use to evaluate sales performance. While revenue is an important outcome, it is not the activity that creates growth. High-performing organizations understand that sustainable sales success comes from measuring and influencing the leading indicators that drive revenue, not simply reviewing the financial results after the fact.

This presentation will provide equipment dealers, rental companies, manufacturers, and sales leaders with a practical framework for identifying, tracking, and coaching the activities that produce long-term growth. Attendees will learn how to move beyond traditional sales reporting and focus on the metrics that create stronger customer relationships, increased market share, and more predictable revenue performance.

It will explore the role of new account acquisition, account penetration, customer retention, diversification of revenue sources, and customer loyalty. Attendees will also learn how to apply the Pareto Principle (80/20 Rule) to better understand customer concentration risks and opportunities while creating a healthier and more balanced customer portfolio.

Through real-world examples, attendees will gain actionable strategies to improve sales management, coaching, forecasting, and overall business performance.

YOUR BUYER ALREADY DID THE RESEARCH: SELLING EQUIPMENT IN A BUYER-DRIVEN MARKET

Troy Harrison | Troy Harrison & Associates

The customer who calls your rep has already spent hours online comparing machines, specs, financing, and competitors. By the time they engage a salesperson, much of the decision is made — and a rep who opens with a product pitch is answering questions the buyer settled days ago. The information balance has flipped, and selling the old way leaves margin on the table. This session shows salespeople and managers how to sell to an already-informed buyer.

By the end of this session, attendees will be able to:

- Explain how the equipment buying process has shifted toward the buyer
- Identify where salespeople still add value to an informed buyer — and where they don't
- Enter a deal that's already in progress without losing control of it
- Apply approaches that defend price and margin against commoditization



RENTAL

RENTAL AS A REVENUE ENGINE: BUILDING A PROFITABLE RENTAL DEPARTMENT IN AN EQUIPMENT DEALERSHIP

George Keen | Wise Wolf Consulting

Rental is the most under-leveraged department in the typical equipment dealership. At a 45% gross profit target, it generates more than twice the margin of equipment sales — from assets the dealer already owns. It creates recurring revenue, deepens customer relationships, and drives parts and service demand from every unit in the fleet. Yet across the AED membership, rental is routinely treated as a sideline accommodation rather than the strategic aftermarket asset it genuinely is. This session is for dealers who are ready to change that — whether they are building a rental operation from the ground up or restructuring one that has never performed at its potential.

FROM GOOD TO GREAT: WHAT TOP-PERFORMING DEALER RENTAL OPERATIONS DO DIFFERENTLY

Adam Kropf | Texada Software

Rental is one of the fastest growing revenue streams for equipment dealers, but it carries its own operational demands: availability, utilization, contract discipline, and customer expectations all require precision at every step. Drawing on deep experience in dealer rental operations, this session walks through what separates high-performing rental businesses from the rest—and where dealers most often leave revenue on the table. Attendees will also examine how a dealership can win against national pure-play rental houses by leaning into capabilities that competitors cannot match, from parts and service depth to local relationships. The session closes on how the right processes and systems let a dealer scale rental volume without scaling overhead at the same rate.

By the end of this session, attendees will be able to:

- Benchmark a rental operation against high-performing peers on utilization and time-on-rent
- Identify where contract terms, availability, and process gaps quietly leak revenue
- Leverage dealership strengths that national pure-play rental houses cannot match
- Scale rental volume without scaling overhead at the same pace

FLEET LIFECYCLE ECONOMICS: KNOWING WHEN TO HOLD, SELL, OR REPLACE

Brad Spitzer & Eddie Aldrich | Rouse

For many dealers and rental companies, fleet decisions are still driven by experience, instinct, and historical practices. Yet in today's environment of shifting demand, rising capital costs, and fluctuating equipment values, organizations need a more data-driven approach to fleet management. In this session, attendees will learn how to evaluate an asset's true economic performance across its lifecycle to identify the optimal time to buy, hold, or sell. By combining rental utilization metrics, maintenance costs, market valuation trends, depreciation data, and disposal insights, organizations can build a repeatable decision-making framework to maximize ROI across the equipment lifecycle and improve overall returns.

YOUR FLEET ISN'T FREE: UNDERSTANDING THE TRUE COST OF OWNING RENTAL EQUIPMENT

Joey Carabetta | Aptean

Most rental pricing decisions are made with incomplete cost information. Dealers know what they paid for the machine. Fewer have a clear picture of the total cost of owning it through its rental life—utilization-driven maintenance intervals, damage absorption, the cost of idle iron, financing costs, and depreciation curves that don't always match the original projections.

This session builds a total cost framework for rental fleet ownership and shows how pricing strategy needs to account for it. It also addresses the fleet mix decision—when it makes financial sense to add to the rental fleet, when to redeploy an asset to the used equipment pipeline, and how utilization thresholds should drive those decisions.

Attendees will leave this session with:

- A total cost model for rental equipment ownership they can apply to their own fleet
- An understanding of how maintenance intervals change under high utilization and what that costs
- A framework for evaluating fleet additions against utilization and margin thresholds
- Guidance on when to move a rental asset to the used equipment pipeline and how to time it



PRODUCT SUPPORT

GAINING MARKETSHARE LEADERSHIP BY MAKING YOUR PARTS AND SERVICE DEPARTMENTS TEAMMATES

Bill Hoeg | WMH Consulting LLC

This session demonstrates how the parts and service departments can drive customer satisfaction, repeat sales and rentals, and great customer value that provides a firewall against competitors and online competition.

In this session, attendees will learn:

- How parts can drive service efficiency leading to a better customer value
- How service can lower parts freight cost and improve parts discounts
- How parts and service becomes a shock absorber between the customer, OEM, and dealer sales and rental groups to provide improved customer satisfaction and repeat sales
- How parts and service makes payroll, taking cash-flow pressures off of the economic sales cycles of the dealership

MAKING IT EASIER TO DO BUSINESS WITH YOUR DEALERSHIP

Kristina Harrington | GenAlpha Technologies

When equipment goes down, customers need answers fast. Whether they are looking for a part, checking an order status, requesting service, or searching for technical information, every additional step creates frustration, delays resolution, and impacts uptime.

Equipment dealers have invested heavily in parts operations, service capabilities, and internal systems. Yet many support experiences still require customers and employees to navigate multiple phone calls, systems, departments, and information sources before they can find what they need.

This session explores how leading dealerships are improving the parts and service experience by reducing customer effort and shortening the distance between a question and an answer. Attendees will learn practical strategies for improving information accessibility, streamlining support interactions, and helping customers and employees find answers faster. The discussion will focus on how better support experiences can improve customer loyalty, increase employee productivity, and create a meaningful competitive advantage in aftermarket operations.

GIVING TIME BACK TO YOUR SERVICE DEPARTMENT: THE NEW COMPETITIVE ADVANTAGE FOR DEALERSHIPS

Brady Batman | CodifyWorks

Service departments are under constant pressure—growing workloads, technician shortages, rising customer expectations, and increasing operational complexity. Many dealerships attempt to solve these challenges by adding more people, but the real opportunity lies in optimizing the entire service lifecycle.

This session will explore how leading dealerships are rethinking service operations—from job intake and communication to execution and follow-up—by leveraging modern technology and intentional process design. It will discuss how to streamline workflows, improve visibility, and eliminate inefficiencies that consume valuable time across the department.

Beyond technology, it will address the cultural shift required to successfully adopt new systems. Sustainable change happens when teams are aligned, engaged, and empowered—not just when new tools are deployed. Attendees will gain insight into how to drive adoption, improve accountability, and create a service culture focused on efficiency, communication, and customer experience.

This session will provide practical strategies to help dealership leaders reclaim time, improve service profitability, and deliver a better experience for both their teams and their customers.

THE AFTERMARKET ADVANTAGE: HOW SMART DEALERS ARE TURNING PARTS & SERVICE INTO THEIR MOST PROFITABLE BUSINESS UNIT

Ben Groeneveld | Synchron

Equipment sales margins are under pressure, from new low-cost OEM competitors, tariff uncertainty, and customers holding onto machines longer than ever. The dealers who win the next decade won't necessarily be the ones who sell the most iron. They'll be the ones who recognized that parts and service is their most durable, highest-margin business and built it accordingly.

Key topics include:

- How building recurring revenue through service agreements, extended warranties, and proactive customer engagement is your most powerful tool against post-warranty customer defection and independent channel erosion
- How leading dealers maintain performance and grow margins in volatile, uncertain market conditions and why aftermarket is your most resilient business unit when equipment sales soften
- Practical, immediately actionable steps your parts and service team can execute to protect margins, improve inventory availability, and build service agreements that generate sustainable recurring revenue





TECHNOLOGY

ANSWERED, NOT MISSED: MODERN COMMUNICATIONS FOR MULTI-LOCATION DEALERS

Kevin Landers | rocketwise, inc.

Phones, texts, voicemails, field calls—in a multi-branch dealership, customer conversations are scattered across systems and people, and the ones that slip through cost real sales and service revenue.

This session offers a practical, vendor-neutral framework for unifying dealer communications across sales, service, and field teams. It will explore how dealers are bringing VoIP, cellular, and SMS onto one platform; using AI to transcribe calls and surface unhappy customers through sentiment analysis; connecting conversations to their CRM and DMS; and using Voice AI agents and smart call routing so the right person answers every time. Drawing on real-world dealership deployments across North America, attendees will leave with strategies they can evaluate and apply—regardless of which providers they use—to cut complexity, improve visibility, and make sure no customer call goes unanswered.

THE ELECTRIC REALITY

Andrew Ryan | LiuGong North America

Electrification is rapidly reshaping the construction equipment industry, creating new opportunities and challenges for manufacturers, dealers, and customers alike. This session will provide an overview of the evolution of construction equipment electrification, current technologies, and emerging trends that are expected to drive adoption in the coming years. Attendees will learn from the experiences of early adopter customers in North America and around the world, including the operational and business value they have realized. The session will also explore projected adoption rates and the critical role dealers must play in supporting customers through this transition and meeting evolving expectations.

THE FOUR BOXES: WHEN HI-TECH IS THE WRONG ANSWER

Jim Henderson | Exemplary Group, a member of Machinery Advisors Consortium

Every dealer is being told the same thing: go digital, go high-tech, automate everything. But hi-tech is not always the answer and in some cases it's the wrong answer, introducing real cost, complexity, and risk while quietly eroding the customer relationships that have always been the dealer's moat.

By the end of this session, attendees will be able to:

- Map it. Place their own customers and service interactions onto the four boxes and immediately see where the dealership is over-invested (paying for touch or tech a customer doesn't value) and under-invested (starving an account that would reward more).
- Weigh it. Name the specific rewards and risks each box introduces and understand concretely how hi-tech, when misapplied, adds cost, complexity, and risk rather than removing it.
- Decide it. Make the strategic call: match the right box to the right customer segment, decide where technology should amplify a relationship versus replace it, and avoid the single biggest mistake—applying one uniform strategy (hi-tech everywhere, or hi-touch everywhere) across customers who need very different things.

AI, ROBOTICS AND JOB SITE 2030 – THE AUTONOMOUS WAVE

Jeffrey Whitcomb | Mitsubishi HC Capital North America

This session will explore a fundamentally new business model where new and used equipment are transformed from "Yellow Iron" to "Sentient Steel." Where autonomous operation of equipment has been standard in the mining industry for nearly two decades, it is still in its infancy on construction job sites. If anyone had any doubts that this is where the industry is headed, those doubts were quieted with the announcement of a new initiative to spearhead autonomous data center builds and a plan for a company with a pre-IPO valuation of approximately \$100 billion.

In this session, attendees will learn:

- Who the major players are
- What equipment leasing and finance companies are doing to prepare for this new world
- The timeline to prepare for major milestones across different job sites and applications

AGRICULTURE

TWO CLOCKS, ONE MACHINE: HOW TECHNOLOGY LIFECYCLE GAPS ARE RESHAPING DEALER PRODUCT SUPPORT

Eric Randolph | Ag Express Electronics

Ag equipment technology is changing more than how machines operate. It is changing how customers expect to be supported and how dealers must plan, communicate, and manage product support over the life of the equipment. Machines often remain productive for decades, while the electronics, software, displays, controllers, sensors, harnesses, telematics, and support paths that keep them running move on a much faster lifecycle.

This session will examine the gap between ag equipment life and technology support life, why that gap exists, and where it creates pressure for equipment owners, dealers, OEMs, and support partners. Dealers already manage complex parts, service, inventory, and customer support challenges every day. The next challenge is making lifecycle support more intentional and repeatable as technology platforms age, components become harder to source, mixed-fleet compatibility issues increase, and customers look for clearer paths to resolution.

Attendees will learn how to recognize lifecycle support gaps earlier, use service and failure data for better planning, separate one-off problems from repeatable support opportunities, and evaluate which support capabilities should be handled internally or through outside partners. Key takeaways include improving uptime, protecting technician efficiency, strengthening product support profitability, and maintaining customer trust.

ABSORPTION: THE METRIC THAT SEPARATES DEALERSHIPS THAT SURVIVE FROM THOSE THAT DON'T

George Keen | Wise Wolf Consulting

Most equipment dealers can tell you their revenue. Far fewer can tell you their absorption rate — and that gap is costing them more than they realize. Absorption is the single most revealing financial metric available to a dealer: it measures the degree to which parts, service, and rental gross profit covers the entire fixed expense base of the business. When absorption is strong, the dealership weathers economic cycles, interest rate swings, and equipment market contractions with its organization intact. When it is weak, every headwind forces cost-cutting at exactly the moment customers most need support. This session makes the case for absorption as the defining metric of dealership financial health, puts it in benchmark context across the AED membership, and gives every participant a clear path to improving it.

FARMER SENTIMENT AND MACHINERY INVESTMENT TRENDS

Michael Langemeier | Purdue University

This session will examine recent trends in agricultural producer sentiment and how these trends relate to machinery investment plans and the adoption of agricultural technologies.

Recent results from the monthly Ag Economy Barometer survey will be presented. Specifically, survey results related to producer sentiment, machinery investment, adoption of precision agricultural technologies, and the implementation of artificial intelligence will be explored.

WHAT DEALERS GOT WRONG DURING THE BOOM—AND WHAT IT MEANS FOR 2027 AND BEYOND

Marc Johnson | Pinion

As equipment dealers move into a more disciplined phase of the cycle, success will depend not just on sales volume but also more how effectively leaders manage inventory, cash flow, and cost structure. This session delivers practical, dealer-tested strategies to help dealers unlock working capital, strengthen margins through parts and service, and make faster, data-driven decisions. Walk away with clear, actionable insights to stabilize today's performance and position your dealership for the next opportunity.

In this session, attendees will learn:

- How to navigate the shift from high-growth to disciplined, profitability-focused operations
- Where dealers are truly making—and losing—money today
- Practical strategies to unlock cash from inventory and strengthen working capital
- How to re-align the business for a lower-volume, higher-cost environment
- How top dealers are using service, parts, and absorption to stabilize margins





ARTIFICIAL INTELLIGENCE (AI)

AI IN SERVICE OPERATIONS AND THE CONTACT CENTER: DRIVING CAPACITY, MARGIN, AND CUSTOMER SATISFACTION

Lucas Diaz | Ludia Consulting

Dealer leaders are under pressure to improve service performance while managing labor constraints, rising costs, and higher customer expectations.

This session will explore practical AI use cases across the contact center and field service, including case triage, scheduling, technician support, equipment history, proactive service, and customer communication. Attendees will learn how to improve response times, create more consistent service experiences, and select a focused pilot tied to first-time fix rate, technician productivity, service margin, retention, and customer satisfaction.

BEYOND THE HYPE: AI THAT DRIVES REVENUE INSIDE YOUR DEALERSHIP

Jenny Moebius | Flyntlok

"AI" is on every vendor's banner this year, but far fewer can show what it actually does once it's running inside a working dealership: on real parts counters, service bays, and sales desks. This panel skips the hype.

Three equipment dealers who have put AI to work in daily operations share what they expected, what actually happened, where it produced measurable gains, and where it fell short. The conversation stays candid and vendor-neutral, focused on practical lessons from people running real businesses with real margins on the line. Attendees will hear which applications are ready for adoption today, which are still immature, and how to set realistic expectations before investing time and money. Whether you're already experimenting with AI or skeptical of the whole category, you'll leave with a clearer, hype-free picture of what works.

PRACTICAL AI TO GROW AND RETAIN CUSTOMERS: LESSONS FROM 200+ DEALER LOCATIONS

Akash Pavan | Chasi AI

Every customer interaction carries signals worth money, a service need mentioned at the parts counter, a machine due for maintenance, a rental ask for next month. Most of it is never captured. The DMS logs the transaction; the rest walks out the door. Across every branch, division, and after-hours call, that adds up to missed callbacks, dropped follow-ups, and customers who churn before anyone notices.

This session is built to be practical. Using a real dealer case study, we'll walk through what it actually takes to capture those interactions and turn them into customer intelligence the dealership owns, and how leading equipment dealers are doing it today. We'll cover how the technology works in plain terms, where the ROI comes from, and how to close the loop so insights automatically become actions and follow-ups, instead of sitting in a report no one reads. Attendees will leave with a concrete sense of what to capture, how to measure the return, and what a working deployment looks like.

BEYOND THE PROMPT: TRANSFORM YOUR BUSINESS WITH AI AS YOUR STRATEGIC THOUGHT PARTNER

Caryn Reiker | LightHill Solutions

In this session, you'll discover how to move beyond basic AI usage and transform artificial intelligence into a powerful strategic thought partner. While your competitors are still asking AI to write an email or automate a task, you'll learn how to leverage AI for breakthrough thinking, complex problem-solving, and strategic decision-making that sets you apart in the equipment distribution industry. We will bridge the gap between fundamental AI literacy and advanced strategic application.

Attendees will leave with:

- Advanced prompting techniques using structured frameworks that research demonstrates deliver 67% higher productivity compared to informal approaches
- Real-world strategies to use AI as a strategic thought partner for sales strategy, customer relationship management, operational optimization, and competitive positioning rather than simple task automation
- Tactical techniques for collaborative problem-solving with AI that elevate your strategic value to customers and stakeholders
- Actionable examples specific to equipment distribution challenges, including customer advisory, inventory optimization, competitive intelligence, and strategic planning
- A 30-day implementation roadmap to shift your AI usage from transactional to transformational, positioning you as a high-value contributor

As AI adoption spreads across the equipment distribution industry, the differentiator won't be who uses AI, but who uses it strategically.



The logo features the letters 'AED' in a large, bold, blue sans-serif font. The letter 'A' is stylized with a light blue triangle inside its left vertical stroke. Below 'AED', the word 'SUMMIT' is written in a smaller, blue, all-caps sans-serif font with wide letter spacing. A small registered trademark symbol (®) is located to the upper right of the 'D'. The entire logo is centered within a white hexagonal shape that has blue double-line borders extending from its corners.

AED[®] SUMMIT

A wide-angle photograph of the Rosen Shingle Creek hotel in Orlando, Florida. The hotel is a large, multi-story building with a light-colored facade, numerous arched windows, and several towers. In the foreground, there are palm trees and a covered walkway with arches. The sky is overcast.

SEE YOU IN ORLANDO

2027 AED SUMMIT

ROSEN SHINGLE CREEK ORLANDO

JANUARY 25-27, 2027

Where Industry Leaders Come Together To Address What Matters Most – And Shape What Comes Next