

FOUR EVENTS - ONE VENUE - GREAT VALUE



THE DEDICATED SHOW
for the global rental industry

9 - 11 JUNE 2020 | Maastricht MECC, The Netherlands

www.ireshow.com

Four events - stronger together



International Rental Exhibition

1,600*

RENTAL
PROFESSIONALS

*Includes delegate numbers from
ERA convention and awards

Opportunities to meet some of the biggest rental equipment buyers from around the world. More than 6,000 visitors are expected to attend the four events.



4,650

VISITORS



350

ATTENDEES



380

DELEGATES

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Move to Maastricht

IRE 2020 moves to the MECC venue in Maastricht alongside the 10th APEX show and the annual ERA Convention and European Rental Awards.



MOVING TO A VERY POPULAR LOCATION

Maastricht was a popular host city for the first seven APEX shows, and offers a compact, manageable location for business networking and entertaining.

SIDE BY SIDE WITH APEX

IRE and APEX will be the sole exhibitions being staged at the MECC in the summer of 2020 – rather than being one show among many at the Amsterdam RAI. That will make logistics for exhibitors and visitors much simpler.

ERA CONVENTION ADJACENT TO IRE

A captive audience of senior delegates who represent the biggest buyers of rental equipment in the world.

DISCOUNTED DELEGATE TICKETS

Be part of the ERA convention with discounted tickets and network with industry leaders. Your biggest customers in the world will be there, so should you.

EASY ACCESS FOR APEX VISITORS

The co-location of APEX with IRE will allow more than **6,000** visitors to move easily between the two events. Many delegates will be buyers of both access and general rental equipment.

EUROPEAN RENTAL AWARDS

Join the awards party to celebrate with your peers and meet the cream of the global rental industry.



MAASTRICHT: AN ACCESSIBLE VENUE

Free shuttle buses to MECC will operate from Brussels Zaventem and Düsseldorf Airports. MECC Maastricht is located just off the A2 motorway, the E25 interchange and the A79 motorway. Driving times: Cologne (1 hr 20 mins), Dortmund (2 hrs), Frankfurt (3 hrs), Paris (4 hrs 30 mins), Amsterdam (2 hrs).

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Spending big

Equipment rental companies in Europe spend more than €4.5 billion each year on refreshing and expanding their fleets. Worldwide the investment figure is in the range of €10-15 billion.

VISITOR NUMBERS INCREASED IN 2017

IRE attracted a record number of delegates in 2017, a healthy increase to 1,600 equipment buyers. APEX attracted more than 4,600 visitors, all of whom have free access to IRE.

TOP BUYERS ATTEND IRE AND ERA CONVENTION

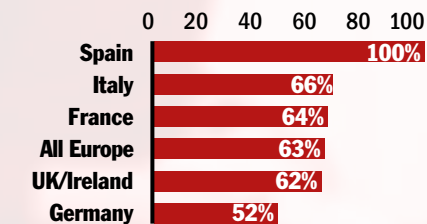
IRE will be the best place to show your products and services to rental companies. The show has a track record of attracting the biggest rental companies in Europe and the world (see opposite).

ERA FORECASTS +3% GROWTH IN RENTAL

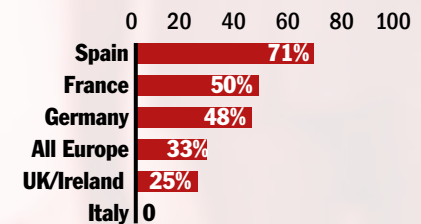
Rental companies are continually refreshing their fleets, but investment increases in positive market conditions. The ERA forecast at least 3% annual growth in the rental markets in 2018 and 2019, showing that the European rental market is in the middle of a healthy period.

ERA RENTAL TRACKER RESULTS

Percentage of European companies reporting growth 2018 vs 2017



Percentage expecting to increase investment by at least 10% in 2019



Top buyers

17 of the top 25 equipment rental companies in Europe, plus the world's largest rental company (United Rentals) and the largest in the Middle East (Zahid Tractor) have attended previous IRE and ERA conventions.

COMPANIES WHO HAVE ATTENDED PREVIOUS IRE AND ERA CONVENTIONS INCLUDE:

Acces Industrie, AFI, **Aggreko**, Ahern Rentals, Alfasi Hire, A-Plant, Avesco Rent, Barloworld Finanzauto, Bergerat Monnoyeur, **Boels Verhuur**, **Brandon Tool Hire**, Bredenoord Aggregaten Verhuur, CGT, CONTAINEX Container, **Cramo**, Crestchic, Dromad Hire, Easi Uplifts, Energyst, GAM, **GAP Group**, GGR Group, HKL, Hotmobil, **HSS Hire**, Industrial Access, **Kiloutou**, **Lavendon Group**, **Liebherr Mietpartner**, Fortrent, Locasix, **Loxam**, Mateco, Nacanco, Nationwide Platforms, **Peinemann**, Pon Equipment, Pon Rental Norway, **Ramirent**, **Riwal**, SALTI Group, **Speedy Hire**, **TVH**, United Rentals, Venpa Spa, **VP PLC**, Workx, Zahid Tractor, **Zeppelin Rental**.

This group includes 17 of the top 25 equipment rental companies in Europe (highlighted in bold)

WHO VISITS

Your existing and future customers are coming to IRE:

- General rental companies
- Specialist rental companies (power, pumps etc.)
- Aerial platform rentals (attending APEX show)
- Industrial equipment rental
- Small tool rental
- Landscaping/Groundcare rental

WHY THEY VISIT

- Attend the ERA's annual convention
- See the latest rental products and services
- Discover new products and more cost-effective solutions
- Have face-to-face meetings with new and key suppliers
- Obtain expert advice on specific challenges
- Gain new ideas and insights to grow their business
- Engage with the local and global rental community
- Stay up-to-date with emerging or changing trends

Targeting rental buyers

Extensive marketing campaigns in the 6 months leading up to IRE will aim to attract rental company owners from around the world together with their equipment purchasing managers.

GLOBAL REACH

KHL Group has a number of leading international magazines: *International Rental News*, *Access International*, *International Construction* and *Construction Europe* that all specifically target equipment buyers from the rental sector.

MULTI-CHANNEL MARKETING

Unrivalled global reach via magazines, websites, newsletters, direct mail, social media and e-mail marketing will ensure that the four rental events get enormous media coverage. An extensive telemarketing campaign targeting local rental companies will also form part of the show's marketing plan.

MEDIA PARTNERS

The four events will have international media partners to promote the shows to the widest possible audience.

ASSOCIATIONS & MEMBERS

The ERA, together with its member associations, will extensively promote the shows to reach key rental managers throughout Europe.

NEW PRODUCT LAUNCHES

IRE will provide the perfect platform to launch new products. The show's organisers will work closely with exhibitors to promote new product launches in advance of the show.

Exhibition rates

PRICES – PER SQUARE METRE

Indoor space only	€ 260
Indoor space only (ERA members)	€ 245
Indoor space with shell scheme	€ 330
Indoor space with shell scheme (ERA members)	€ 315

Minimum stand size 3 x 3m



Once your stand is booked as an exhibitor you immediately become part of the pre show publicity campaign and we will assist you in every way we can to reach your potential audience by way of extensive PR coverage leading up to the show.

TO RESERVE YOUR STAND SPACE CONTACT

Graeme Lea

Sales & Marketing Manager
Tel: +44 (0)1892 786253
e-mail: graeme.lea@khl.com

Ms. Gerdi Hondebrink

Exhibition Organiser
tel: +31 (0)547 27 15 66
e-mail: gerdi@ipi-bv.nl

- The sales manager for your area (see back cover)
- Book through the website: www.ireshow.com



www.ireshow.com

CONTACTS

EVENT ORGANISER FURTHER INFORMATION AND SPACE BOOKINGS:

Ms. Gerdi Hondebrink
B.V. Industrial Promotions
International (I.P.I.)
P.O. Box 225
7470 AE Goor
The Netherlands
Tel.: +31 (0)547 27 15 66
Fax: +31 (0)547 26 12 38
e-mail: gerdi@ipi-bv.nl

ERA ENQUIRIES ON ERA CONVENTION:

Tel.+ 32 2 761 16 04
era@erarental.org
www.erarental.org

KHL GROUP HEAD OFFICE

Southfields
Southview Road
Wadhurst, East Sussex
TN5 6TP, UK
Tel: +44 (0)1892 784088
www.khl.com

AREA SALES AGENTS

UK/IRELAND

Graeme Lea
Tel: +44 (0)1892 786253
e-mail: graeme.lea@khl.com

NORTH AMERICA

Wil Holloway
Tel: +1 (312) 929-2563
e-mail: wil.holloway@khl.com

Thomas Kavooras
Tel: +1 (312) 929-3478
e-mail: thomas.kavooras@khl.com

Alister Williams
Tel: +1 (843) 637-4127
e-mail: alister.williams@khl.com

Tony Radke
Tel: +1 480-478-6302
e-mail: tony.radke@khl.com

FRANCE/BELGIUM

Hamilton Pearman
Tel: +33 (0)1 4593 0858
e-mail: hpearman@wanadoo.fr

SPAIN

Mike Posener
Tel: +353 86 043 1219
e-mail: mike.posener@khl.com

ITALY

Fabio Potestà
Tel: (010) 570 4948
e-mail: info@mediapointsrl.it

THE NETHERLANDS

Arthur Schavemaker
Tel: +31 (0)547 275005
e-mail: arthur@kenter.nl

SWEDEN/FINLAND/ DENMARK/NORWAY

Bridget Leary
Tel: +44 (0)1892 786 220
e-mail: bridget.leary@khl.com

TURKEY

Emre Apa
Tel: +90 (0)532 324 36 16
e-mail: emre.apa@apayayincilik.com.tr

GERMANY/SWITZERLAND/ AUSTRIA

Simon Battersby
Tel: +44 (0)1892 786 232
e-mail: simon.battersby@khl.com

CHINA

Cathy Yao
Tel: +86 (0)10 6553 6676
e-mail: cathy.yao@khl.com



Industrial Promotions International

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