



Dear Rental Colleague,

ERA, the European Rental Association, represents more than 5,000 equipment rental companies in Europe, either directly for the larger ones or through the existing national rental associations.

Our annual convention has over the years has become the not-to-miss meeting place for Europe's rental industry. It gathers several hundred leaders of rental companies from all over Europe, representatives of national rental associations and suppliers to our industry.

The next edition of our convention will be taking place on 10 and 11 June in Maastricht, alongside the International Rental Exhibition (IRE), the only tradeshow solely dedicated to the construction equipment rental industry in Europe. The IRE will open on 9 June.

As in the previous editions, APEX, the aerial platform exhibition, will be taking place on the same dates in the same location, just next to the IRE show. The several thousand visitors to APEX and IRE will be able to visit both exhibitions. This combination – supplemented with our annual convention - provides a unique opportunity for rental companies to meet equipment manufacturers and other suppliers to the rental industry and to discover new equipment and services all under one roof in only three days.

Not to forget: on 10 June in the evening, the European Rental Awards Dinner will reward the best performing rental companies and the achievements of individuals in the rental business. We encourage you to attend this unique event in the European rental industry.

Considering the encouraging growth of the European rental industry despite challenging economic circumstances, and the more confident outlook across equipment rental companies reflected in the increase in investment in rental equipment, I can thus only encourage you to consider visiting in the IRE Show and the ERA Convention. More information on the IRE show is available at [www.ireshow.com](http://www.ireshow.com). The full programme of our convention will be available in February at [www.erarental.org](http://www.erarental.org).

I hope to meet you at what will be the European equipment rental industry's flagship event in 2020.

Yours Sincerely,

*Pierre Boels*

Pierre Boels  
President of ERA