

June 25, 2014
Elicium Conference Centre
RAI Amsterdam

EUROPEAN RENTAL AWARDS 2014

The premier event for the
European rental industry

Awards co-organised by

INTERNATIONAL
rental NEWS



EUROPEAN
RENTAL
ASSOCIATION

Sponsorship Opportunities

www.khl.com/rentalawards

Welcome to Amsterdam

June 25, 2014, Elicium Conference Centre, RAI Amsterdam



EUROPEAN RENTAL AWARDS 2014



The European Rental Awards in 2014 will celebrate outstanding achievement in the rental industry. The event will attract more than 400 of the industry's leading lights and will be held at the same time as the European Rental Association's Annual Convention. The awards event also coincides with the IRE & APEX exhibitions.



The awards categories will include:

- Large Rental Company of the Year (revenues over €15m)
- Small Rental Company of the Year (Turnover less than €15m)
- Rental Product of the Year
- Rental Person of the Year
- Best Rental Marketing Programme of the year
- Best Rental Safety Programme of the Year

www.khl.com/rentalawards

Sponsorship opportunities

Sponsors will be given extensive exposure to senior executives, procurement managers and other senior staff at Europe's largest equipment rental companies, as well as representatives from rental companies from around the world. As many as 400 professionals attended last year's event in Paris.

Gold Package – €15,000

Awards Promotion

- 10 VIP tickets to the awards dinner
- Logo on front of the dinner menu
- Page of advertorial within the dinner menu
- Logo on all flags during dinner
- Prominent branding on screen
- Pop up banner at entrance

Media Promotion

- Logo in prominent position on awards website
- Company profile on awards website
- Shared branding on display advertisements within *IRN*
- Shared branding on digital banner on *IRN* newsletter
- Shared branding on *IRN* web pages
- Social media promotion including Facebook, Twitter and LinkedIn

Enhanced sponsorship opportunities are available to Gold sponsors only

For more options and to discuss sponsorship contact Lynn Collett: Tel: +44 (0)1892 786219 E: lynn.collett@khl.com





“ It is one of the most popular events on the rental industry calendar and in 2014 it will be held in Amsterdam, The Netherlands” ”

European Rental Association (ERA)

Silver Package – €7,500

Awards Promotion

- 5 tickets to the awards dinner
- Shared branding on back cover of the dinner menu
- Shared branding on screen

Media Promotion

- Shared branding on awards website
- Shared branding on display advertisements within IRN
- Shared branding on digital banner on IRN newsletter
- Shared branding on IRN web pages

Exclusive Drinks Reception – €10,000

Pre-dinner Drinks Reception Promotion

- 5 tickets to the awards dinner
- Branding on plasma screen on ERA stand
- Welcome banners at entrance and throughout reception area
- Branding on flags in reception area



Supporting €3,500

Awards Promotion

- 2 tickets to the awards dinner
- Shared branding within the dinner menu

Media Promotion

- Shared branding on awards website
- Shared branding on display advertisements within IRN
- Shared branding on digital banner on IRN newsletter
- Shared branding on IRN web pages

Award category sponsorships are available on request

For more options and to discuss sponsorship contact Lynn Collett: Tel: +44 (0)1892 786219 E: lynn.collett@khl.com

www.khl.com/rentalawards

Event promotion will appear on the following websites/newsletters/magazines

Media promotions

500,000
potential views
of sponsor
logos

MAGAZINES



WEBSITES



Event site



khl.com



IRN site

E-NEWSLETTERS & E-CASTS



Event e-casts



IRN e-newsletter

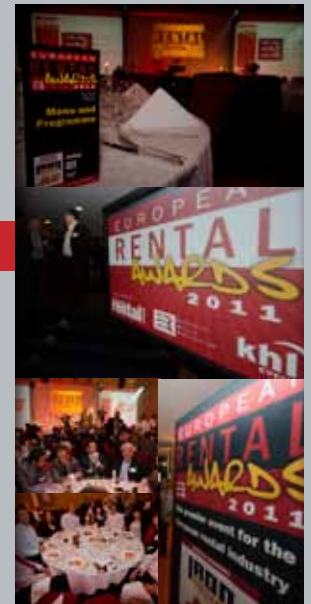


ERA Rental weekly
e-newsletter

AT THE EVENT

Sponsors logos will appear on:

- Pull up banners
- Awards menus
- Plasma screens
- Stage branding





About the magazine

IRN is read by rental companies worldwide

International Rental News (IRN) is the only equipment rental magazine with a significant and expanding readership in every rental market in the world.

- Circulation of 10,500 targets:
 - developed rental markets of Europe, North America, Australia & Japan
 - emerging markets of South America, Eastern Europe, Middle East & Asia
- Dynamic circulation constantly updated
- Multiple copies sent to *IRN*100 companies - who represent 45-50% of total rental market
- *IRN*100 companies spend €10 billion annually on equipment
- Readers added in emerging countries for rental such as, Brazil, Romania & China

www.khl.com/rentalawards

contacts

Sponsorship and Promotion

Opportunities

Lynn Collett

Tel: +44 (0) 1892 786219

Email: lynn.collett@khl.com

Awards Information

Murray Pollok

Tel: +44 (0) 1505 850043

Email: murray.pollok@khl.com

Event information

Martin Davies

Tel: +44 (0) 7841 260097

Email: martin.davies@khl.com

Registration

For full details of how to book tickets,
please go to the website at
www.khl.com/rentalawards.

www.khl.com/rentalawards



Awards co-organised by

INTERNATIONAL
rental **NEWS**



EUROPEAN
RENTAL
ASSOCIATION