

International Rental Exhibition

**The major international
event for the rental industry**



24-26 JUNE

Amsterdam RAI centre

- **IRE EXHIBITION**
- **ERA CONVENTION**
- **RENTAL AWARDS DINNER**
- **APEX EXHIBITION**

In official cooperation with:



www.ireshow.com

WELCOME TO IRE 2014

A new growth cycle

The International Rental Exhibition (IRE) provides the perfect setting for suppliers to meet rental companies at a time when many are planning to renew and expand their fleets after several years of low investment.

The timing of the show will coincide with the start of a new growth cycle in Europe's rental sector, with the European Rental Association (ERA) forecasting a return to expansion in Europe after several years of minimal or zero growth in rental revenues.

The show will benefit, as in the past, from the presence of high-level rental delegates attending the ERA Convention, and will get a significant additional boost by being held alongside the well-established APEX aerial platform exhibition, which attracts thousands of rental buyers from around the world.



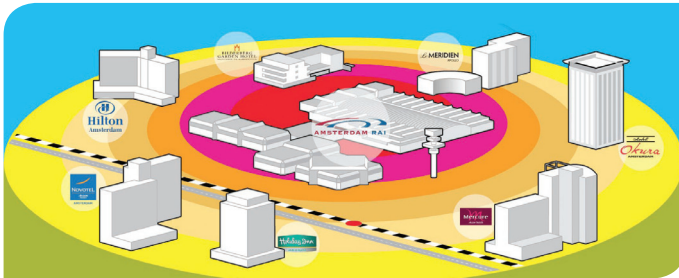
- IRE EXHIBITION
- ERA CONVENTION
- RENTAL AWARDS DINNER
- APEX EXHIBITION

Visitors to IRE

WHERE

Amsterdam RAI Exhibition and Convention Centre

There are a large number of five-star and four-star hotels near the centre, some within walking distance. IRE 2014 will take place in one of RAI's premier halls, with 15000m² of gross space.



GETTING THERE

- Schiphol International Airport is only 8 minutes from Amsterdam RAI and 15 minutes from the city centre.
- High-speed train links from all over Europe stop at Schiphol International Airport and Amsterdam Central Station.
- The RAI train station is close to the exhibition centre, offering rapid access to national and international railway networks.

WHO

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
- Homeowner/DIY rental
- Small tool rental
- Landscaping/Groundcare rental

WHY

The top three reasons for their visit to IRE:

- **BUSINESS:** to view new products and services and build new relationships
- **EDUCATION:** to learn new skills and market trends
- **NETWORKING:** to meet like-minded colleagues and future business partners from across the world



ATTRACTING QUALITY VISITORS TO IRE

Four global events bringing re

Rental professionals from around the world will gather at the RAI exhibition and convention centre in June 2014 to attend four prestigious events:

- **IRE EXHIBITION**
- **ERA CONVENTION**
- **RENTAL AWARDS DINNER**
- **APEX EXHIBITION**

These international events will provide many opportunities to make new contacts, renew existing relationships and ultimately generate more business for your company.

APEX EXHIBITION

IRE will be held concurrently with APEX, the aerial platform exhibition, with expected visitor numbers of over 4000.

- The only global exhibition for the access platform industry



ntal professionals together

ERA CONVENTION

ERA's annual convention held during IRE will attract hundreds of influential rental professionals to the event.

- ERA's annual convention – held alongside the main exhibition in a purpose-built conference hall



“

ERA strongly encourages all rental

companies to save the date of the next IRE and plan to

be present at both the show and the ERA Convention.

ERA also encourages all suppliers with a strong focus

on the rental industry to consider exhibiting at the

IRE show and to use this occasion to meet and

exchange with their (prospective) clients.

”

Michel Petitjean

Secretary General

European Rental Association (ERA)

RENTAL AWARDS

The premier event for the European rental industry. Attracting over 400 industry leaders.

- IRE 2014 will see a return to the European Rental Awards prestigious 8-category format. The awards dinner will be jointly organised by *International Rental News* (IRN) magazine and the ERA.



EXHIBITORS

Exhibitor information

Meet industry professionals from all over the world and take full advantage of the upturn.

WHO

Any manufacturer or dealer supplying equipment or services to rental companies, including:

- General Tools - Light Construction Equipment
- Compact Equipment
- Landscaping and Groundcare Equipment
- Power Tools
- Rental Software/IT
- Asset Tracking Systems
- Access Equipment
- Cleaning Equipment

WHY

As the only dedicated international rental event in 2014, IRE offers exhibitors real opportunities to meet rental buyers and professionals with a genuine need to purchase equipment and services.

IRE comes at the start of what should be a recovery for the European and world rental industry and offers you the most cost-effective direct access to the European and global market.

From seminars to special networking events, making sales on the show floor and generating leads for on-going business, IRE 2014 is exactly what you need to make a positive impact on your business.



“

We found the IRE show to be an excellent vehicle to show off our range of pumps to the European rental industry. The quality of attendees was excellent and through this we were able to not only make sales off the stand during the event, but it also provided excellent leads from across Europe but also the Middle East and parts of Russia.

”

Simon Ruffles

Managing Director
Pioneer Pumps Ltd

“

The IRE show is a focused, rental event where you can meet senior managers and buyers of big rental companies, and without the distractions you get at larger, more general exhibitions. If you are targeting the rental sector, then IRE is a great show.

”

Paul Hay

Managing Director
TowerLight UK Ltd

BOOKING INFORMATION

PRICES

SPACE TYPE	PER SQUARE METRE
Indoor space only	€249
Indoor space only (ERA members)	€229
Indoor space with shell scheme	€316
Indoor space with shell scheme (ERA members)	€296

MAXIMUM STAND SIZE

There will be a maximum stand size of 75 m² at IRE 2014 which will not only limit exhibitors' overall financial investment but will also provide a better opportunity to achieve a good return on investment from the exhibition.

To reserve your stand space contact:

■ Lynn Collett,
Sales & Marketing Manager
tel: +44 (0)1892 786219
e-mail: lynn.collett@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



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

Area Sales Offices

UK/IRELAND

Lynn Collett, KHL head office,
Tel: +44 (0)1892 786219
e-mail: lynn.collett@khl.com

FRANCE/BELGIUM

Hamilton Pearman
Tel: +33 (0)1 4593 0858
Fax: +33 (0)1 4593 0899
e-mail: hpearman@wanadoo.fr

GERMANY/AUSTRIA/ SWITZERLAND/EASTERN EUROPE

Simon Battersby
UK Head Office, as above.
Tel: +44 (0)1892 786 232
e-mail: simon.battersby@khl.com

ERA

ENQUIRIES ON ERA CONVENTION:

Michel Petitjean
(Secretary General)
Avenue Jules Bordet 142
B - 1140 Brussels
Belgium
Tel.+ 32 2 761 16 04
Fax.+ 32 2 761 16 99
era@erarental.org
www.erarental.org

TURKEY

Melih Apa
Tel: +90 (0)216 302 53 82
Fax: +90 (0)216 302 08 10
e-mail: melih.apa@makina-market.com.tr

ITALY

Fabio Potestà
Tel: (010) 570 4948
Fax: (010) 553 0088
e-mail: info@mediapointsrl.it

JAPAN

Akiyoshi Ojima
Tel: +81 (0)3 3261 4591
Fax: +81 (0)3 3261 6126
e-mail: ojima@media-jac.co.jp

KHL Group

HEAD OFFICE

Lynn Collett
Southfields
Southview Road
Wadhurst
East Sussex
TN5 6TP, UK
Tel: +44 (0)1892 784088
Fax: +44 (0)1892 784086
e-mail: lynn.collett@khl.com
www.khl.com

CHINA

Cathy Yao
Tel: +86 10 6553 6676
Fax: +86 10 6553 6690
e-mail: cathy.yao@khl.com

KOREA

CH Park
Tel: +82 (0)2 730 1234
Fax: +82 (0)2 730 8899
e-mail: mci@unitel.co.kr

THE NETHERLANDS

Arthur Schavemaker
Tel: +31 (0)547 275005
Fax: +31 (0)547 271831
e-mail: arthur@kenter.nl

SWEDEN/FINLAND/ DENMARK/NORWAY

Peter Gilmore
Tel: +44 (0)20 7834 5559
e-mail: pgilmores@aol.com

USA/CANADA

Matt Burk
Tel: (708) 383-3755
Fax: (708) 383-3760
Cell: (773) 610-9467
e-mail: matthew.burk@khl.com

