

FOUR EVENTS - ONE VENUE - GREAT VALUE



International Rental Exhibition

**A DEDICATED SHOW FOR THE GLOBAL  
RENTAL INDUSTRY AND COMPACT  
CONSTRUCTION EQUIPMENT BUYERS**

**15-17  
JUNE  
2021**

**MECC  
Maastricht  
The Netherlands**

[www.ireshow.com](http://www.ireshow.com)

# Four events - stronger together



International Rental Exhibition

**1,600\***

RENTAL  
PROFESSIONALS

\*Includes delegate numbers from  
ERA convention and awards

Meet the world's major rental equipment buyers  
as the market rebounds from Covid-19. More than  
6,000 visitors are expected to attend the four events.



**4,650**

VISITORS



**350**

ATTENDEES



**380**

DELEGATES

**15 - 17 JUNE 2021** | Maastricht MECC, The Netherlands

# Plan for the future

**The pent-up demand for business meetings and networking will make IRE the perfect vehicle to revitalise the rental industry following the disruption of Covid-19. A year later than originally planned - because of the pandemic - the new June 2021 dates will allow the industry to meet again and plan for the future.**

The market disruption of 2020 gives the show added significance. "By June 2021 our industry will be ready to get together to share Covid-19 business stories, learn from each other, and collaborate on planning for the economic recovery. There will be enormous pent-up demand for business networking," said Tony Kenter, President of organiser, BV Industrial Promotions International (I.P.I.).

## Move to Maastricht

**IRE 2021 moves to the MECC venue in Maastricht alongside the 10th APEX show and the annual ERA Convention and European Rental Awards.**

### 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).



### BE VISIBLE AS THE MARKET REBOUNDS

By June 2021 the rental Industry will be recovering from the pandemic. Make sure you are visible to rental companies as the market comes back to life.

### 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 2021 – rather than being one show among many at the Amsterdam RAI. That will make logistics for exhibitors and visitors much simpler.

### ERA CONVENTION & RENTAL AWARDS

A captive audience of senior delegates who represent the biggest buyers of rental equipment in the world. Join the awards party to celebrate and network with the rental industry

### 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.

# Big Spenders

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).

## INDUSTRY RECOVERING POST-COVID

Rental companies are continually refreshing their fleets, with investment increasing in positive market conditions. The Covid-19 crisis has disrupted the normal buying cycle, but by June 2021 rental companies will be looking to invest again and plan for 2021/22.

## SHARE EXPERIENCES AND HELP RENTAL RECOVERY

The rental industry has had to make enormous adjustments through the pandemic. The IRE show will be the perfect opportunity for you to share your experiences with rental companies and show how you can partner with them during the recovery.

Rental businesses will be looking for products and technology that can help them rebound, and will be seeking information on services that you can provide to help them as the market revitalises.

**Use IRE to show the depth of your commitment to the rental industry.**

# 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 year leading up to IRE 2021 will attract rental company owners and purchasing managers from around the world. There will be pent-up demand for business meetings and networking after the worst of the Covid-19 crisis.**

## **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

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



[www.ireshow.com](http://www.ireshow.com)

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