

ICUEE 2011 exhibit space tops 1 million net square feet

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Advance registration opens June 8

Exhibit space sales for the 2011 ICUEE – The Demo Expo have topped 1 million net square feet, with more than 570 companies already set to showcase their latest equipment, technologies, products and services for the utility/construction industry.

The 2011 ICUEE - International Construction and Utility Equipment Exposition will be held October 4-6, 2011 at the Kentucky Exposition Center in Louisville, Kentucky, with a focus on the electric, phone/cable, sewer/water, gas, general construction, landscaping and public works sectors.

Advance registration is open as of June 8, 2011, and attendees can register online for the exhibition as well as housing and the show's in-depth education programming - www.icuee.com. Registering in advance saves time and money off onsite fees.

ICUEE is known for its numerous hands-on equipment demonstrations where attendees can "test-drive" underground, at-ground and aerial equipment in job-like conditions.

"Trade shows provide that invaluable face-to-face contact to talk with industry experts and check out and compare products up close," said ICUEE Show Director Melissa Magestro.

"At ICUEE, attendees have the added advantage of not only examining but also experiencing a wide range of equipment capabilities to determine first-hand what products best fit their business needs," she added.

Magestro said that ICUEE connects attendees with the leading industry manufacturers and service providers, and it connects exhibitors with highly qualified customers, citing these numbers from the last show:

- 97 percent of attendees at the last ICUEE said the show was valuable to their business
- 78 percent had a role in buying equipment for their companies
- 77 percent said they would not have made the same purchase decision if they had not attended ICUEE

ICUEE 2011 attendees will also have access to the co-located H2O-XPO show for water and wastewater utility equipment and products, sponsored by the National Rural Water Association (NRWA), and the IP Safety Conference and Expo, focused on safety and training products.

ICUEE 2011 will feature a new Sustainable Energy exhibit pavilion and new Fleet Management exhibit pavilion from the Association of Equipment Management Professionals (AEMP), as well as the returning Safety Zone pavilion sponsored by Incident Prevention.

Attendees say the number one reason they go to trade shows is to see new products, and ICUEE's New Product and Technology Program will highlight exhibitors' new-to-market products (online and at the show). Attendees will also be able to access an online listing of exhibiting company "technical experts" who will be participating in ICUEE 2011. And, the show is planning to issue a "demo schedule," which will also make it easier for attendees to plan their time onsite.

For more information on attending or exhibiting at ICUEE 2011, visit www.icuee.com.

Source: Association of Equipment Manufacturers