

IRE extends exhibition area as waiting list grows

9 May 2014 by Vervoort Communicatie

The International Rental Exhibition (IRE) is to have as many as 20 additional exhibitors following an expansion of the show triggered by the large size of the waiting list.

The new exhibitors will add to the existing 70 companies attending and expand the show area at Amsterdam RAI by as much as 400 m². The show takes place at the Amsterdam RAI venue in the Netherlands on 24-26 June, 2014.

Tony Kenter, managing director of show organiser Industrial Promotions International (IPI), said he was delighted with the increase in size of the show: "We have filled up our original space allocation and are now able to expand the show because of the extra demand. A bigger, stronger show is good news for everyone. It expands the range of equipment on display for visitors and helps generate increased traffic for all the exhibitors. IRE, taken together with the APEX aerial platform show, gives rental companies a fantastic array of suppliers to visit at a single location over three days."

The IRE show, which is supported by the European Rental Association and International Rental News (IRN), is being held at the RAI in an adjoining hall to the APEX aerial platform exhibition. Visitors registered for one of the shows will have free access to the other.

Visitors are being encouraged to register for the shows in advance to avoid paying the € 20 'on-the-day' fee. Pre-register online at www.IREshow.com. To register for the ERA convention and European Rental Awards dinner, visit www.erarental.org. More on APEX can be found at www.APEXshow.com.

More than 70 companies have signed up for IRE, including major names such as JCB, Hitachi, Wacker Neuson, Volvo CE, Terex, Yanmar CE, Vermeer and Kubota. A full list can be found at the show website, www.IREshow.com

Visitors to IRE will also have free access to the APEX show, and vice versa, meaning that visitors will have access to more than 180 companies that supply equipment to the rental sector. APEX exhibitors include Terex AWP, JLG Industries, Skyjack, Snorkel, Manitou, Merlo and many more.