

# ALH

ACCESS, LIFT & HANDLERS

## CONFERENCE & AWARDS 2017

October 12, 2017 Miami Marriott Biscayne Bay, USA

## SPONSORSHIP OPPORTUNITIES



CREATED AND ORGANIZED BY



[www.khl.com/alh-ca](http://www.khl.com/alh-ca)



THE KEY EVENT FOR THE  
AERIAL PLATFORM INDUSTRY

CONFERENCE • AWARDS • NETWORKING

# About the ALH-CA

The 3<sup>rd</sup> Access, Lift & Handlers Conference & Awards (ALH-CA) will provide an essential meeting place for the North American access rental community, combining a one-day, high-quality conference with a prestigious awards dinner in the evening.

## Conference

The conference will provide delegates with must-have information on rental fleet trends, product design issues, demand forecasts, expert safety advice, and comment from senior figures in the industry.

Networking opportunities throughout the day offer delegates and sponsors the chance to exchange ideas and build relationships.

**If you would like to give a presentation, or suggest a topic or speaker, contact:**

**Lindsey Anderson**, Editor, ALH: [lindsey.anderson@khl.com](mailto:lindsey.anderson@khl.com)  
**Murray Pollok**, Events Director, KHL Group: [murray.pollok@khl.com](mailto:murray.pollok@khl.com)

## Partner Association

The International Powered Access Federation (IPAF) is the official partner association for the event.

In addition to providing advice on the safety element of the conference program, IPAF will hold annual meetings at the conference hotel, helping to ensure that the right audience is at the event.



## Awards

The ALH-CA awards are a great opportunity for sponsors to network with customers and equipment buyers in a relaxed and celebratory environment.

The awards recognize the achievements of rental companies, manufacturers and dealers in a wide range of categories, including several product of the year awards and rental company and safety-related awards.

**For details on the award categories, criteria and judging process, contact:**

**Lindsey Anderson**, Editor, ALH.  
E-mail: [lindsey.anderson@khl.com](mailto:lindsey.anderson@khl.com)



October 12, 2017  
Miami Marriott  
Biscayne Bay

“I think anytime you get a group together with common interests - where they can share ideas on how to promote the industry and how to promote effective operational improvements - is great. It’s an opportunity for the industry to learn from one another and collectively it will make us better in the marketplace.”

**Larry Silber**, CEO & President, Herc Rentals

A group of people, including men and women, are seated at a table, looking towards the left. They appear to be listening intently to a speaker. The woman in the foreground has her hand to her chin, and the man next to her is also looking in the same direction. The background is slightly blurred, suggesting a large gathering or conference.

SUPPORT AN EDUCATIONAL EVENT,  
NETWORK WITH BUYERS AND  
CELEBRATE EXCELLENCE

A MUST-ATTEND CONFERENCE AND AWARDS EVENT

# Attracting buyers

The event will attract a wide range of equipment buyers and users, including many of the largest access rental companies in North America.

## Why sponsor?

- Promote your company, brand, products and services to key equipment buyers
- Demonstrate your commitment to industry education and professionalism
- Increase brand loyalty by supporting a beneficial industry event
- Network with key existing and potential customers
- Use the event to support a sales promotion or marketing initiative
- Demonstrate industry leadership and positive involvement
- Benefit from associated publicity before, during and after the event
- Gain exposure from the event website and marketing campaigns
- Offer discounts on delegate fees to customers and contacts

## Past sponsors

Sponsors of previous ALH-CA's were:



## Attendees in 2016:

Attendees included representatives from the following companies:

- |                           |                                 |                                |
|---------------------------|---------------------------------|--------------------------------|
| • Able Equipment          | • Haulotte Group                | • RaycoWylie Systems           |
| • ACME Lift Company       | • Helgesen                      | • RCB Locacao de Equipamentos  |
| • AEM                     | • Herc Rentals                  | • ReachMaster                  |
| • Ahern Rentals           | • High Reach Co.                | • RentalYard                   |
| • All Access Equipment    | • Holland Lift International    | • Ritchie Bros                 |
| • ARA                     | • Hy-Brid Lifts                 | • Rouse Services               |
| • Arden Equipment         | • Hydra Force                   | • SAIA                         |
| • BigRentz                | • Hydro-Mobile                  | • Skyjack                      |
| • BlueLine Rental         | • Interstate 80 Forklift Inc    | • SmartEquip                   |
| • Broderson Manufacturing | • IPAF                          | • SMS Construction             |
| • Caterpillar             | • IronPlanet                    | • Snorkel                      |
| • CBS Rental & Supply     | • JCB                           | • SOSLOCATION.CA               |
| • Century Elevators       | • JLG Industries                | • SouthernSun Asset Management |
| • Citi Research           | • Kardie Equipment              | • Spider Access                |
| • Cloverdale Rentals      | • Kohler Engines                | • SteadMan Lifts               |
| • Compact Power Rental    | • Lizzy Lift                    | • Sunbelt Rentals              |
| • Dinolift Oy             | • Magni Telescopic Handlers     | • Teupen USA                   |
| • EquipID                 | • Manitou Americas              | • Trackunit                    |
| • Evercore ISI            | • Mastclimbers                  | • TVH                          |
| • Fascan International    | • MEC                           | • Unique Business Systems      |
| • Generac Mobile Products | • Neff Rentals                  | • United Rentals               |
| • Genie                   | • NES Rentals                   | • Universal Equipment          |
| • Genisys 2               | • Point-of-Rental Software      | • US Markets                   |
| • Grupo Vertikal          | • Preventative Tire Maintenance |                                |

## 2016 speakers:

**Larry Silber**, CEO, Herc Rentals

**Brad Boehler**, President, Skyjack

**Gary McArdle**, Executive Vice President, Rouse Services

**Alex Schuessler**, President, International Group & Founder of SmartEquip

**Dale Asplund**, Senior Vice President - Business Services and Chief Information Officer, United Rentals

**Tony Groat**, North American Manager, International Powered Access Federation (IPAF)

**Chad Hislop**, Director of Engineering, Terex Aerial Work Platforms/Genie

**Kip Eideberg**, Vice President, Public Affairs & Advocacy, Association of Equipment Manufacturers (AEM)

**Liam Stannard**, Chief Technology Officer, BigRentz

**Craig Paylor**, Chief Operating Officer, Ahern Rentals

Plus a roundtable given on fleet management with **Charles 'Chuck' Miller**, Herc Rental; **Mike Crouch**, ACME Lift; **Jonathan Dawley**, JLG Industries and **Alex Schuessler**.



SPONSOR ALH-CA  
IN A NUMBER OF WAYS

# Sponsorship Opportunities

## Gold \$20,000

\$3,900  
worth of FREE  
tickets

### Conference Promotions

- 10 conference tickets
- Tabletop display in a premium position throughout the day
- Flat screen TV to emphasize product messaging next to tabletop
- Company logo featured within conference program
- Sponsorship banners within conference and foyer with prominent gold level positioning
- On-screen branding during conference with prominent gold level positioning

### Award Promotions

- 10 VIP tickets to awards dinner (Table of 10 in prime position)
- The opportunity to place a free gift on all the award tables. Client to supply
- Logo on front of the dinner menu
- Page of advertorial within dinner menu
- Prominent branding of gold level sponsors on-screen during awards dinner
- Corporate representative to present an award during awards ceremony

### Media Promotions

- Logo on event website
- Company profile on event website
- Shared branding on display advertisements appearing in *ALH* and *AI*
- Shared branding on *ALH* and *AI* webpages
- Shared branding on digital banners on *ALH* and *AI* weekly e-newsletters
- Shared branding on all partnering e-casts to industry delegates
- Shared branding on social media promotions within KHL outlets

## FOR FURTHER INFORMATION ON SPONSORSHIP OPPORTUNITIES CONTACT

### Tony Radke

Sales manager

Tel: +1 480 478 6302

e-mail: [tony.radke@khl.com](mailto:tony.radke@khl.com)

## Silver \$12,500

\$1,950  
worth of FREE  
tickets

### Conference Promotions

- 5 conference tickets
- Tabletop display to be showcased throughout the day
- Sponsorship banners within conference and foyer
- On-screen branding

### Award Promotions

- 5 VIP tickets to awards dinner
- Logo within the dinner menu
- Shared branding on screen during awards dinner

### Media Promotions

- Logo on event website
- Shared branding on display advertisements appearing in *ALH* and *AI*
- Shared branding on *ALH* and *AI* webpages
- Shared branding on digital banners on *ALH* and *AI* weekly e-newsletters
- Shared branding on all partnering e-casts to industry delegates

## Supporting \$5,000

\$780  
worth of FREE  
tickets

### Conference Promotions

- 2 conference tickets
- Tabletop display to be showcased throughout the day
- Sponsorship banners within conference and foyer
- On-screen branding during conference

### Award Promotions

- 2 tickets to awards dinner
- Logo branded within the dinner menu
- Shared branding on-screen during awards dinner

### Media Promotions

- Logo on event website
- Shared branding on display advertisements appearing in *ALH* and *AI*
- Shared branding on *ALH* and *AI* web pages
- Shared branding on digital banners on *ALH* and *AI* weekly newsletters

## Exclusive Drink Reception \$15,000

\$1,950  
worth of FREE  
tickets

### Drinks Reception Promotion

- Sole sponsor of drinks reception
- Company-branded table with ice sculpture
- Opportunity to display equipment upon entrance of room\*
- 5 conference tickets
- 5 tickets to awards dinner
- Branding on plasma screens throughout reception area
- Welcome banners at entrance and throughout receptions room
- Table top display to be showcased throughout the day

### Media Promotions

- Logo on event website
- Shared branding on display advertisements appearing in *ALH* and *AI*
- Shared branding on *ALH* and *AI* webpages
- Shared branding on digital banners on *ALH* and *AI* weekly e-newsletters

\* To be approved by KHL events team

**All sponsors have the opportunity to buy additional tickets at a 30% discount - for clients, distributors and colleagues**

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#### SPEAKER AND EVENT INFORMATION

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#### EVENT REGISTRATION

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