

The essential meeting place for the North American access community, combining a one-day, high-quality conference with a prestigious awards dinner.

Hilton San Diego Bayfront
September 12, 2019

ALH

ACCESS, LIFT & HANDLERS

CONFERENCE & AWARDS 2019



SPONSORSHIP OPPORTUNITIES



EVENT PARTNER

CREATED AND ORGANIZED BY



Find out more at

www.alh-ca.com

THE PREMIER
EVENT FOR THE
NORTH AMERICAN
ACCESS INDUSTRY





“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

CONFERENCE • AWARDS • NETWORKING

About the ALH C&A

The 4th Access Lift & Handlers Conference and Awards (ALH C&A) promises to be the most comprehensive to date and aims to provide an important meeting place for the North American access community. The high-quality, one-day conference features presentations from industry leaders along with educational breakout sessions highlighting specific topics relevant to daily business operations. This will be followed by the prestigious ALH Awards ceremony and gala dinner that evening.

Conference

The conference will provide delegates with must-have information on rental fleet trends, product design, 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
Murray Pollok, Events Director, KHL Group: 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 awards are an excellent 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



Winners from 2017

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 C&A's were:



Previous attendees

Attendees have included representatives from the following companies:

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

2017 speakers:

KEYNOTE SPEAKER

Michael Kneeland - CEO, United Rentals Inc.

Kenneth D. Simonson - Chief Economist, Associated General Contractors of America

Kevin O'Shea - Director of Safety, Hydro Mobile

David Felts - MD, TM Capital Corp

Donna Laquidara-Carr - Industry Insights Research Director, Dodge Data & Analytics

Nabil Kassam - Founder, Chairman & CEO Co-presenting with **KJ Park** - VP, Growth & Strategy, Noble Iron

Jim Green - CEO, Spartan Solutions

Giles Councill - Director of Operations, International Powered Access Federation (IPAF)

Robert S. Messina - Senior VP, Engineering & Technology, Chief Technology Officer, Oshkosh Corporation

Teresa A. Kee, CHMM, CSP - Director, Field Safety, United Rentals

Stephen Huzyk - VP of Sales, Quest Resource Management Group



SPONSOR ALH C&A IN A NUMBER OF WAYS

Sponsorship

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
- Logo on the front cover of the conference program
- Sponsorship banners within conference and foyer with prominent gold level positioning
- On-screen branding during conference with prominent gold level positioning
- Full page advertisement in the conference brochure

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 or advertisement within dinner menu
- Prominent branding of gold level sponsors on-screen during awards dinner
- Option for a corporate representative to present an award during awards ceremony

Plus Media Promotions*

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

* Media Promotions

- Logo on event website
- Shared branding on display advertisements appearing in *ALH* and *AI*
- Editorial mentions in *ALH* and *AI* when promoting the event
- Promotion on *ALH* and *AI* webpages
- Shared branding on all partnering e-casts to industry delegates
- Promotion on social media within KHL outlets

BESPOKE ADDITIONS

Purchase any of the above sponsorship options and add any of the below bespoke additions, only available to one sponsor.

Breakfast sponsor

- Your company logo on napkins.
- Banners next to breakfast buffet during registration.
- Additional two tickets to the Conference and Awards.

\$ 4,000

Breaks sponsor

- Your company logo on napkins.
- Banners next to coffee stations.
- Additional two tickets to the Conference and Awards.

\$ 5,000

Lunch sponsor

- Your company logo on napkins.
- Banners next to buffet lunch.
- Additional two tickets to the Conference and Awards.

\$ 5,000

Opportunities

EXCLUSIVE TO ONE SPONSOR

\$1,950
worth of FREE
tickets

Drink Reception
\$15,000

Silver \$12,500

\$1,950
worth of FREE
tickets

Supporting \$5,000

\$780
worth of FREE
tickets

Conference Promotions

- 5 conference tickets
- Tabletop display to be showcased throughout the day
- Sponsorship banners within conference and foyer
- Logo within the conference program
- On-screen branding
- Half page advertisement in the conference brochure

Award Promotions

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

Plus Media Promotions*



Welcome Pack

- Your company design on the hotel room key cards.
- Your company logo, slogan and URL on the schedule to be handed out with the key cards as guests check in to the hotel.
- Additional two tickets to the Conference and Awards.

\$ 5,500



Pen & pad sponsor

- Your company logo on pens and pads to be placed on conference tables during the Conference.
- Additional two tickets to the Conference and Awards.
- Client to supply

\$ 3,000

Conference Promotions

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

Award Promotions

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

Plus Media Promotions*



Table wine sponsor

- Your company logo/design on wine bottle hangers during the awards dinner.
- Additional two tickets to the Conference and Awards.

\$ 3,000



Water bottle sponsor

- Your company logo on water bottles to be placed on conference tables.
- Additional two tickets to the Conference and Awards.
- Client to supply

\$ 3,000

Promotion

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

* To be approved by KHL events team and client to supply and put up decoration

TO RESERVE YOUR SPONSORSHIP POSITION OR FOR ADDITIONAL INFORMATION, CONTACT

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SPEAKER AND EVENT INFORMATION

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