

INTERNATIONAL
rental
CONFERENCE **ASIA**

TO BE HELD THE DAY BEFORE

bauma CHINA

CREATING A RENTAL COMMUNITY



SPONSORSHIP OPPORTUNITIES

Promote your brand in the world's fastest
growing equipment rental market

INTERNATIONAL
rental NEWS **khl**

25 November 2024

SHANGHAI, CHINA

www.khl-irc.com

ON AVERAGE THE
EVENT ATTRACTS

450+

DELEGATES

180+

COMPANIES

25+

COUNTRIES &
REGIONS

THE MEETING PLACE FOR THE RENTAL INDUSTRY



BENEFIT FROM A GROWING RENTAL MARKET

Sales of aerial platforms in China now exceed 40,000 units each year and is forecast to rise to 125,000 annually by 2023.

China's total access rental fleet now totals around 550,000 units and is forecast to reach almost 1 million by the year 2027.

China's construction equipment market is the largest in the world, reaching almost 500,000 units every year, driven by urbanisation and infrastructure investment.

There are more than 30 rental companies in China with aerial platform fleets of more than 1000 units, and is the fastest growing rental market in the world.

SHANGHAI 2024

The International Rental Conference (IRC): a high-level forum for debate and education for the fast-growing equipment rental industry in China and Asia.

The eleventh event, will be held in Shanghai on 25 November 2024, and built on the success of previous conferences and feature a line-up of leading Chinese and international speakers sharing their expertise with counterparts in Asia.

The conference will be held the day before the Bauma China exhibition.

The 2024 event will be conducted in Chinese and English with simultaneous translation in both languages.

The event is organised by International Rental News and its publisher KHL Group with the support of the International Powered Access Federation (IPAF) and the knowledge partner Off-Highway research.

SPEAKERS AT THE 2023 SUMMIT INCLUDED



Zeng Guangan
Chairman of Liugong



Paul Rankin
COO, Loxam Powered Access division



Chi Sen Gay
Senior VP, Asia Pacific & Japan, Trackunit AP



Tei Gyomei
MD, Hitachi Construction Machinery Distribution (China)



Chai Zhao Yi
MD & VC, Shanxi Construction Machinery



Han Xiao Ming
Chairman, Shijiazhuang Tianyuan Technology Group



Peter Douglas
CEO, International Powered Access Federation (IPAF)



Wang Shijin
MD & Chairman, China Construction Bright Futures Machinery (Shanghai) (CCBF)

WHAT
ONE DAY
CONFERENCE
AND NETWORKING
EVENT

WHERE
SHANGHAI, CHINA

WHEN
25 NOVEMBER 2024

Held the day before

bauma CHINA

IRC is supported by the International Powered Access Federation (IPAF)



Knowledge partner

Off-Highway
RESEARCH

China's ambitious Belt and Road Initiative continues to foster infrastructure development to boost trade routes with neighbours and the world.

China's construction growth has moderated but remains high, with annual rises of 4.5% forecast up to 2027.

Rental growth is driven by rising wages, a focus on productivity and safety, and a wider trend towards the outsourcing of equipment.

Major global rental companies are investing in Chinese rental operations, including Aggreko, Kanamoto, AJ Networks and more.

Rental expanding beyond aerial platforms to include equipment such as power, earthmoving, and trenching and shoring.

HIGH LEVEL DELEGATES ATTENDED IRC

CHINA

- ▶ **Shanghai Pangyuan** – second largest construction equipment rental business in China (in world top 100)
- ▶ **Shanghai Horizon** – largest rental business in China
- ▶ **Zhongneng United Rentals** – One of the fastest growing access rental businesses in China
- ▶ **LSH (Lei Shing Hong)** – largest Caterpillar dealer in China and one of the largest rental businesses as well. Based in Shanghai.
- ▶ **Tat Hong** – part of Singapore based Tat Hong Group. One of Asia's top 15 rental businesses.
- ▶ **XCMG Guanglian Machinery** – major construction equipment rental company in China
- ▶ **Atlas Copco (Shanghai) Equipment Rental Co., Ltd.** – part of Atlas Copco industrial rental business, operating worldwide. One of the top 40 rental companies worldwide
- ▶ **AP Rentals** – one of Hong Kong's biggest rental businesses
- ▶ **CCBF (Shanghai)** – a Shanghai based rental company specially for access equipment and generator rental
- ▶ **Dongguan Jiafeng** – has access fleet exceeding 10,000 units.
- ▶ **Tongguan Rental** – top five access rental company in China
- ▶ **Folangsi** – Largest forklift rental company in China

- ▶ **Modern (Intl) Access & Scaffolding Ltd** – based in Hong Kong and one of Asia's largest rental companies
- ▶ **Zhejiang Huatie Emergency** – A top 50 rental company worldwide, with revenues of €443m in 2022.

ASIA PACIFIC

- ▶ **Kanamoto** – second largest rental business in Japan and in top 8 in the world, with rental operations in Japan, China, Kong Hong, Singapore, Thailand, Vietnam, Indonesia and the Philippines
- ▶ **Kennards Hire** – 2nd largest rental company in Australia and in global top 50
- ▶ **Mitsubishi Corp** – owners of Nikken, a global top 10 rental company and 3rd largest in Japan.
- ▶ **Galmon** – largest powered access company in Singapore and a pioneer of the market
- ▶ **Height for Hire** – a major Access rental company in Australia
- ▶ **AJ Networks** – largest access rental business in South Korea and in top 15 worldwide
- ▶ **Korea Rental** – one of South Korea's top three access rental companies
- ▶ **Nishio Rent All** – one of the top four rental companies in Japan and a top ten global rental business
- ▶ **Nikken** – one of the top four rental companies in Japan. Rank 13 at global rental market

EUROPE

- ▶ **Boels Rental** – a top 10 General rental company in world rental market
- ▶ **TVH Group** – seventh largest access rental company in the world, based in Europe, but with operations, also in Malaysia
- ▶ **Kiloutou** – number two rental player in France, with pan European operations
- ▶ **Zeppelin Rentals** – top 25 rental company in the world and top 10 in Europe
- ▶ **Loxam** – largest rental company in Europe, ranked 4th at global rental market
- ▶ **Riwal** – top 15 access rental business in the world, with operations in Europe, the Middle East and India

USA

- ▶ **United Rentals** – largest rental business in the world, with rental fleet valued at US\$12 billion
- ▶ **Herc Rentals (Hertz)** – top six rental business in the world, with operations in the US and Middle East

IRC 2024 will provide a great opportunity to showcase your brand and products to the fastest growing rental companies in China, including aerial platform specialists and roadbuilding/earthmoving equipment companies.

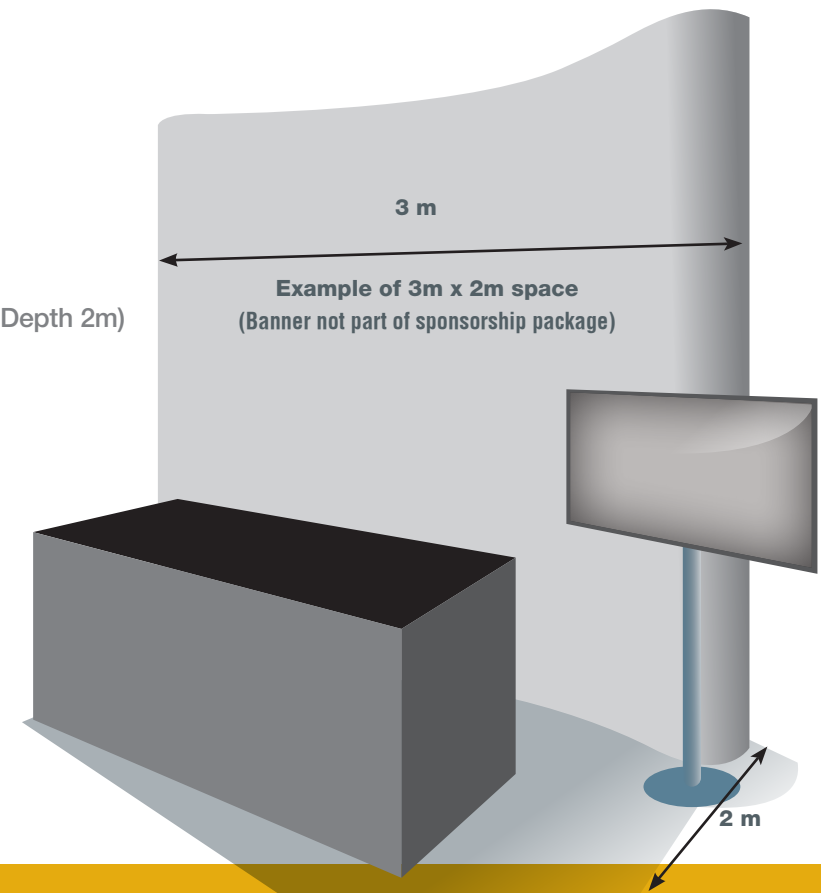
SPONSORSHIP PACKAGES

GOLD

US\$25,000

Only five companies have the opportunity to benefit from the highest profile Gold sponsorship.

- ✔ Table top display in premium position for lunch, coffee breaks and evening reception (Width 3m x Depth 2m)
- ✔ Company logo on delegate bag
- ✔ Prominent company branding throughout the whole event
- ✔ Company logo on the front cover of conference brochure
- ✔ Full page advertisement in the conference brochure
- ✔ Company logo on banners at the event
- ✔ 20 tickets for the conference
- ✔ 50% discount on additional tickets for clients, distributors and colleagues
- ✔ Prominent banner on the event web site
- ✔ Pre - and post-event publicity in KHL magazines and website



WHY SPONSOR?

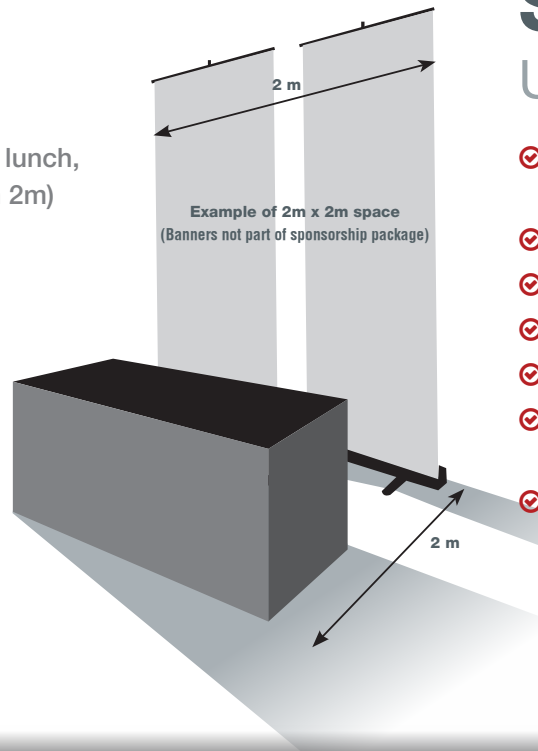
- **China is one of the fastest growing rental markets in the world (particularly the aerial platform sector):** make the most of this exciting opportunity
- **The IRC attracts high-level rental company decision-makers;** sponsor the IRC and promote your brand to them
- **Chinese rental companies are looking to expand into new product areas**
- **Network with existing and new clients**
- **Benefit from publicity before, during and after the event**

SPONSORSHIP PACKAGES

SILVER

US\$15,000

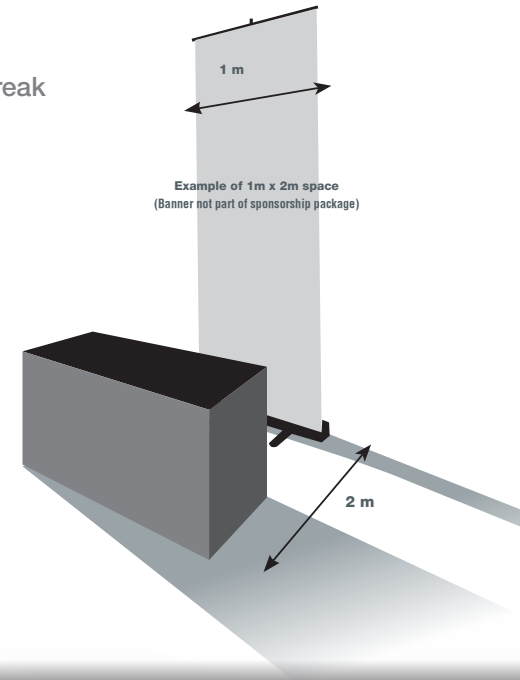
- ✔ Table top display in prominent position during lunch, coffee break and reception (Width 2m x Depth 2m)
- ✔ Company logo displayed in rotation during conference and reception
- ✔ Company logo on banners at the event
- ✔ Company logo in the conference brochure
- ✔ Half page advertisement in the conference brochure
- ✔ 10 tickets for the conference
- ✔ 30% discount on additional tickets for clients, distributors and colleagues
- ✔ Pre- and post-event publicity in KHL magazines and website



SUPPORTING

US\$8,000

- ✔ Table top display during lunch, coffee break and reception (Width 1m x Depth 2m)
- ✔ Shared on-screen branding
- ✔ Company logo on banners at the event
- ✔ Company logo in conference brochure
- ✔ 5 tickets for the conference
- ✔ 20% discount on additional tickets for clients, distributors and colleagues
- ✔ Pre- and post-event publicity in KHL magazines and website



NETWORKING BREAKS

US\$10,000

LIMITED TO ONE SPONSOR

INCLUDES LUNCH AND REFRESHMENT BREAKS

- ✔ Company logo on banners promoting break sponsorship
- ✔ Branding on plasma screens in the refreshments area
- ✔ Napkins branded with company logo
- ✔ 5 tickets for the conference
- ✔ 20% discount on additional tickets for clients, distributors and colleagues
- ✔ Pre- and post-event publicity in KHL magazines and website



BESPOKE OPTIONS

DELEGATE EVALUATION FORM

- ✔ 1/3 page advertisement on front of the conference evaluation form with your logo on reverse
- ✔ One additional ticket to the Conference

US\$ 3,000

NOTE PAD & PEN SPONSOR



- ✔ Note pad and pen sponsor (sponsor to supply note pads and pens)
- ✔ One additional ticket to the Conference

US\$ 3,000

INTERNATIONAL **rental** CONFERENCE

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CREATING A RENTAL COMMUNITY

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