

REX
2023
10th
EDITION
MAASTRICHT
6 - 8 JUNE

**The International Access
Platform Exhibition**

**APEX returns to MECC
Maastricht in 2023:**

The key international access show



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INTERNATIONAL

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THE ACCESS INDUSTRY'S KEY SHOW RETURNS

After a gap of six years – following the cancellation of the 2020 show because of the pandemic – APEX returns in 2023 and promises to be a fantastic meeting place for the industry.

The market disruption of 2020/1 will give the show added significance.

“By June 2023 our industry will be ready to get together to share business stories, learn from each other, and collaborate on planning for the post-pandemic environment. There will be enormous pent-up demand for business networking,” said Tony Kenter, President of organiser, BV Industrial Promotions International (I.P.I.).

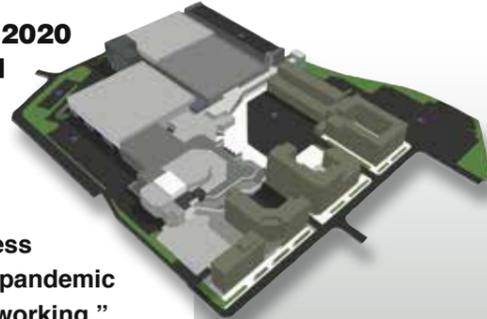
The MECC in Maastricht will also host the European Rental Association Convention and the International Rental Exhibition (IRE) at the same time, making the three days a genuine ‘one-stop-shop’ for all things access and rental.

The show moves back to the venue where the first seven editions were held. It is returning to its roots, but now with added benefits, because MECC has invested heavily in its facilities in recent years. This includes an enlarged outside area, which will provide increased space for exhibitors to display their equipment. This new area is directly linked to the indoor space.

In addition, APEX and IRE will be the sole exhibitions at MECC in the summer of 2023 - rather than being one show among many at Amsterdam RAI. That will simplify logistics for both exhibitors and visitors.

Maastricht was a popular host city for APEX, providing opportunities for business events and relaxed networking in a compact, manageable location. And these possibilities have only improved in recent years.

Shuttle buses will run between MECC and Brussels Zaventem and Düsseldorf Airport, making it very easy for visitors to reach Maastricht.



Maastricht

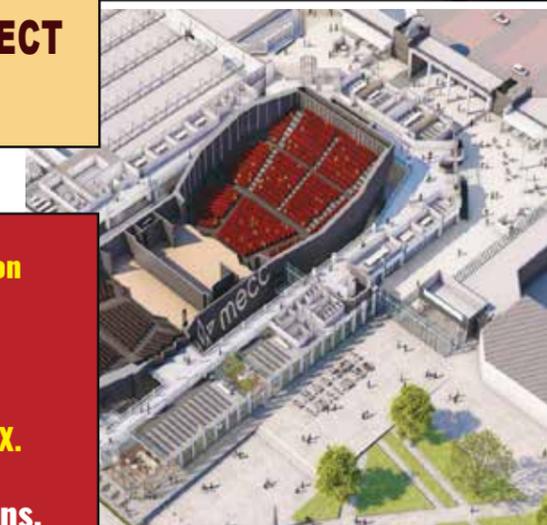


ONE OF EUROPE'S MOST INTERNATIONAL EXHIBITION CENTRES

The recent upgrade and expansion of the facilities at MECC Maastricht mean that the convention centre offers an even better environment for a productive, inspiring and enjoyable exhibition.



A WORLD CLASS VENUE PROVIDES THE PERFECT BACKDROP FOR SUCCESSFUL MEETINGS.



APEX is the undisputed global forum for the access equipment community. The 10th edition on 6, 7 and 8 June 2023 will represent a ‘renewal’ of the industry and an unrivalled showcase for new products and services.



The International Rental Exhibition (IRE) and the European Rental Association's annual Convention, will again be co-located with APEX.

Visitors will be free to move between the two exhibitions.

EXHIBITING IS A GREAT INVESTMENT

Showcase your latest access products and solutions at the leading global event.
Connect with prospective and existing customers.
Support your sales and lead generation strategy.
Meet key decision makers with budgets to invest.
Enhance your brand awareness and gain media exposure.
Close sales at almost half the cost of field sales calls.



WHO WILL YOU MEET?

With APEX's extensive media reach in the international aerial platform and construction sector, APEX 2023 will deliver a high-level targeted audience that is relevant to your business.

- Access Rental Companies
- General Rental Companies
- Construction Contractors
- Industrial Maintenance Contractors
- Public & Private Utilities
- Cleaning Contractors
- Structural Engineers
- Heating & Ventilation Contractors
- Rail & Transport Companies
- Airport Authorities
- Petrochemical Plants
- Demolition Contractors
- Fire Fighting
- Ports & Shipbuilding
- Outdoor Broadcasting
- Government Personnel
- Sign Writers

For at least one year before the show, organiser Industrial Promotions International, in close cooperation with the KHL Group, publisher of the Access International magazine, will aggressively promote APEX 2023 to more access platform users than ever before.



APEX 2017 HAILED 'BEST EVER'

APEX 2017 attracted record numbers of visitors, with 4650 industry professionals attending. The show was hailed a resounding success by exhibitors, many of whom said it had been the best edition yet, with large numbers of high quality visitors.

"We are very happy with the visitor numbers," said Michel Denis, president and chief executive officer of Manitou Group, reflecting on the first day. "We have had many customers on the stand."

Alastair Robertson, Universal Equipment owner, said APEX 2017 was the best one yet and had generated significant sales leads and connections.

Jonathan Vioni, export sales manager at Almac, which exhibited at APEX 2017 for the first time, added that it, "was a fantastic exhibition. Thanks to all the visitors and customers, old and new, for joining us."

BOOK YOUR EXHIBITION SPACE NOW!

It's not only what you say, but how you say it. Choose from our exhibition spaces and create the perfect stand to showcase your products and make a long-lasting impression.

Please go to www.apexshow.com and click on the 'Book your stand space' button to complete the application form. It is simple and quick. **Apply today!** Now is the right time to start preparing for the industry's premiere event. Alternatively, if you need more information, simply contact the organiser or your relevant agent (see page 8 of this brochure).

Participation alternatives are:

- Indoor space only € 199 /m²
- Indoor shell scheme € 269 /m²
- Outdoor space only € 159 /m²

APEX is the landmark event for the global aerial platform industry.

STRONG MARKETS, TECHNOLOGY IN TRANSITION

The global access industry remains in a positive situation, despite the economic shock caused by the Covid-19 pandemic. The rental industry has an upward trajectory – even in mature markets like Europe and North America - and at the same time the sector is undergoing a transition from traditional diesel powered equipment to hybrid and electric technology.

That shift in technology is gathering pace and APEX 2023 will provide an unrivalled ‘snapshot’ of that process. And for all machines, even larger platforms still reliant on diesel power, developments in control systems, materials and technology such as the Internet of Things (IoT) provide enormous scope for innovation and product advances.

Fleet investment was impacted by the pandemic in 2020 and then by supply chain issues in 2021, but the industry anticipates a strong market in 2023 and 2024 as rental companies continue to replace and grow their fleets. Nowhere is this trend clearer than in China, where rental companies are growing at extraordinary rates, and where buyers are now looking to augment their boom and scissor fleets with the kind of niche machines that will be on show in Maastricht.

In Europe and North America, where large fleets require constant renewal - there is a shift to expand end user markets beyond the core construction sector. This is reflected in the development of specialist machines for industrial and commercial applications, and this type of equipment will also be prevalent at APEX 2023.



Europe and North America’s equipment rental markets remains the largest in the world, and that has fed into continued investment in rental fleets. This bedrock of demand has enabled OEMs to invest in manufacturing and sales activities all over the world, further extending the international networks of producers, distributors, buyers and users.

MAASTRICHT: A CITY TO FALL IN LOVE WITH

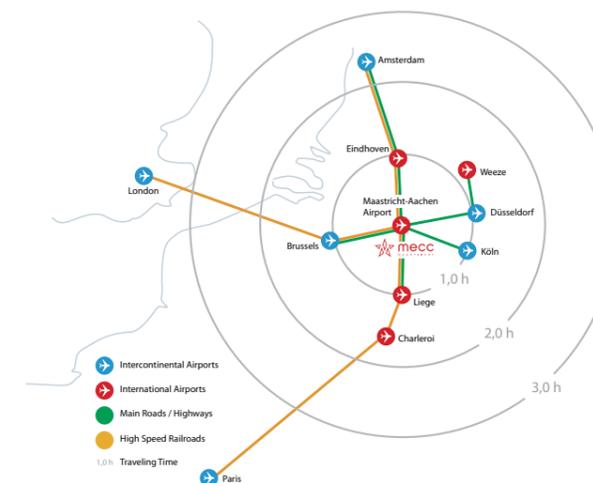
Maastricht is located in the heart of the Euregion, the area where the Netherlands, Germany and Belgium meet. It is a city with a unique energy and vitality which you won’t experience anywhere else in the Netherlands. Even for many Dutch visitors, the exuberant city of Maastricht feels like being abroad. Its mix of cultures, languages, and flavours adds to the city’s already leading role in academic research, the creative industries, and, of course, culinary delights.



ACCESSIBILITY

MECC Maastricht is located just off the A2 motorway, the E25 interchange (Amsterdam-Brussels) and the A79 motorway (liege-Aachen/Cologne) and has convenient connections to European motorways.

The nearest train station is just a five-minute walk away, while the Centre is also accessible from a large number of airports, such as Maastricht-Aachen Airport, Brussels Zaventem Airport, Brussels Charleroi Airport, Düsseldorf International Airport, Liege Airport, Eindhoven Airport, Cologne-Bonn Airport and Weeze Niederrhein Airport. There is a train link between Schiphol Airport and Maastricht.



The scene is set for an access industry ‘renewal’ at APEX 2023.

NEED MORE INFORMATION?



If you need any further information on APEX 2023 or would you like to discuss your requirements, simply contact the most relevant agent below.

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SEE YOU IN 2023!

www.apexshow.com

