



## THE EQUIPMENT RENTAL SHOW

COMPACT EQUIPMENT, ELECTRIC POWER, SMART RENTAL TECH

**2-4 JUNE 2026** | Maastricht MECC, The Netherlands

**ireshow.com**

# Four events - stronger together



**1,600\***

RENTAL  
PROFESSIONALS

\*Includes delegate numbers from ERA convention and awards

Join the ultimate three-day gathering for equipment rental – two dynamic exhibitions, a high-impact conference, and prestigious awards dinner. Showcase your innovations and connect with key rental decision-makers.



**4,500**

VISITORS

Free movement between IRE and APEX, the dedicated aerial platform show for rental companies.



**400+**

ATTENDEES

The major networking event in Europe's equipment rental industry, with more than 400 attendees.



**ANNUAL CONVENTION**

**400+**

DELEGATES

Delegates from Europe's biggest rental companies have free access to IRE show.

# Spotlight on rental

IRE is an event dedicated to equipment rental and is the ideal platform to connect with buyers in the industry

Rental companies are seeking strong partnerships with equipment suppliers and IT specialists. Showcase your latest electric machines, product innovations and digital solutions. Meet and network with leading rental buyers, and position your brand at the heart of the rental industry.

## Over 150 exhibitors

### BE VISIBLE AS THE MARKET REBOUNDS

By June 2026 Europe's economy and construction industry are forecast to be recovering. Be visible as rental companies re-invest.

### SIDE BY SIDE WITH APEX

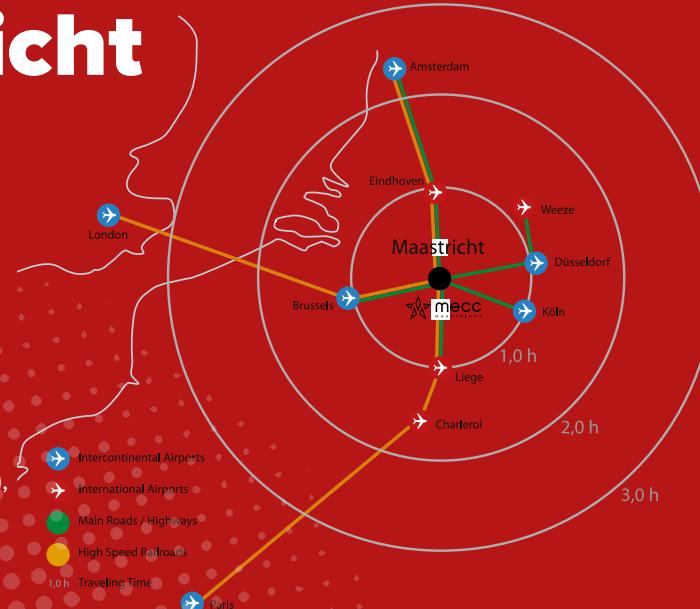
IRE & APEX are the only exhibitions at MECC in June 2026, making it easy for exhibitors and visitors to organise and attend.

### ERA CONVENTION & RENTAL AWARDS

A captive audience - from the ERA Convention - of senior delegates who represent the biggest buyers of rental equipment in the world. Join the awards party to celebrate and network with the rental industry.

## Maastricht

Free shuttle buses will operate from Brussels Zaventem and Düsseldorf Airports. MECC Maastricht is located just off the A2 motorway, the E25 interchange and the A79 motorway. Drive from Cologne (1 hr 20 mins), Dortmund (2 hrs), Frankfurt (3 hrs), Paris (4 hrs 30 mins), Amsterdam (2 hrs).



### POPULAR HOST CITY FOR NETWORKING

Maastricht is a popular city and very convenient for networking and entertainment.

### DISCOUNTED DELEGATE TICKETS

Be part of the ERA convention with discounted tickets and network with industry leaders. Your biggest customers in the world will be there, so should you.

### EASY ACCESS FOR APEX VISITORS

The co-location of APEX with IRE will allow more than 6,000 visitors to move easily between the two events. Many delegates will be buyers of both access and general rental equipment.

# Big Spenders

Equipment rental companies in Europe spend more than €4.5 billion each year on refreshing and expanding their fleets. Worldwide the annual investment figure is in the range of €10-15 billion.



## MANAGING THE ENERGY TRANSITION

Help rental companies understand the options available as they shift the balance of their fleets towards lower carbon emission products.

## 2026 TO BE BIG YEAR FOR INVESTMENT

With fleet spending down in 2024 and forecast flat in 2025, a recovery in spending in 2026 is widely anticipated.

## FOCUS ON RENTAL DIGITALISATION

Digitalisation is a key priority for equipment rental companies. Use IRE to demonstrate your expertise and showcase your digital tools, from telematics and ERP systems to paperless working solutions.

## BE A PARTNER IN SUSTAINABILITY

Rental companies are looking for suppliers who will partner with them in meeting their carbon reduction and net zero targets.

Showcase your new electric or hybrid products and demonstrate that you are a leader in your field.

**USE IRE TO SHOW THE DEPTH OF YOUR COMMITMENT TO THE RENTAL INDUSTRY.**



**“** With the support of the OEMs that are investing heavily in low emission technologies, the rental industry is at the forefront of the carbon footprint reduction on worksites. **”**

Stéphane Hénon, president, ERA

# Top buyers

Previous IRE and ERA conventions have attracted 20 of the top 25 equipment rental companies in Europe, in addition the world's largest rental company (United Rentals) and Zahid Tractor the largest in the Middle East.

## COMPANIES WHO HAVE ATTENDED PREVIOUS IRE AND ERA CONVENTIONS INCLUDE:

Acces Industrie, AFI, **Aggreko**, Alfasi Hire, Avesco Rent, Bergerat Monnoyeur, **Boels Verhuur**, Bredenoord Aggregaten Verhuur, Collé Rental & Sales, CONTAINEX Container, **Cramo**, Crestchic, Dromad Hire, Easi Uplifts, GAM, **GAP Group**, GGR Group, HKL, Hotmobil, **HSS Hire**, **Kiloutou**, **Liebherr Mietpartner**, Locasix, **Loxam**, **Mateco**, Nationwide Platforms, Naboen, **Peinemann**, Pon Equipment, **Ramirent**, **Riwal**, Renta Group, SALT Group, **Speedy Hire**, **TVH**, **Sunbelt Rentals UK**, **TESYA**, United Rentals, Venpa Spa, **VP PLC**, Zahid Tractor, **Zeppelin Rental**.



THIS GROUP INCLUDES 20 OF THE TOP 25 EQUIPMENT RENTAL COMPANIES IN EUROPE (HIGHLIGHTED IN BOLD)



## WHO VISITS

Your existing and future customers are coming to IRE:

- ➡ General rental companies
- ➡ Specialist rental companies (power, pumps etc.)
- ➡ Aerial platform rentals (attending APEX show)
- ➡ Industrial equipment rental
- ➡ Small tool rental
- ➡ Landscaping/Groundcare rental

## WHY THEY VISIT

- ➡ Attend the ERA's annual convention
- ➡ See the latest rental products and services
- ➡ Discover new products and more cost-effective solutions
- ➡ Have face-to-face meetings with new and key suppliers
- ➡ Obtain expert advice on specific challenges
- ➡ Gain new ideas and insights to grow their business
- ➡ Engage with the local and global rental community
- ➡ Stay up-to-date with emerging or changing trends

# Targeting rental buyers

Extensive marketing campaigns in the year leading up to IRE 2026 will attract rental company owners and purchasing managers from Europe and around the world. There is enormous demand for information on electric and low-emission equipment and digital/IT technology.

## GLOBAL REACH

KHL Group publishes a number of leading international magazines: International Rental News, Access International, International Construction and Construction Europe, as well as our Rental Briefing and Construction Briefing daily newsletters, all of which are read by equipment buyers from the rental industry.

## MULTI-CHANNEL MARKETING

Unrivalled global reach via magazines, websites, newsletters, direct mail, social media and e-mail marketing will ensure that the four rental events receive widespread media coverage. An extensive telemarketing campaign targeting local rental companies will also form part of the show's marketing plan.

## MEDIA PARTNERS

The four events will have international media partners to promote the shows to the widest possible audience.

## ASSOCIATIONS & MEMBERS

The ERA, together with its member associations, will extensively promote the shows to reach key rental managers throughout Europe.

## NEW PRODUCT LAUNCHES

IRE will provide the perfect platform to launch new products. The show's organisers will work closely with exhibitors to promote new product launches in advance of the show.



**“** The International Rental Exhibition was of great value for TOBROCO-GIANT because the right target group visits this exhibition and several long-term relationships have been started because of the IRE. **”**

Evert van den Broek, Marketing & Communication



# Exhibition rates

## PRICES – PER SQUARE METRE

Indoor space only	€ 248
Indoor space only (ERA members)	€ 229
Indoor space with shell scheme	€ 318
Indoor space with shell scheme (ERA members)	€ 295

Minimum stand size 3 x 3m

### **SHELL SCHEME INCLUDES:**

Exhibition floor space, walls, carpet, fascia and name board, 1 spotlight per 7 m<sup>2</sup> and stand cleaning



By confirming your stand early, you benefit the most from being part of the pre-show publicity campaign with exposure across digital and print outlets. In addition you have a wider choice for stand location.

Early commitment will ensure your company has the best possible basis for a great success at the trade show.



### **TO RESERVE YOUR STAND SPACE CONTACT**

**Ollie Hodges**  
Sales Manager  
Tel: +44 (0)1892 786253  
ollie.hodges@khl.com

**Marleen Jerusalem**  
B.V. Industrial Promotions International (I.P.I.)  
+31 (0)547 27 15 66  
marleen@ipi-bv.nl

Or contact the sales manager for your area (see back cover)

## CONTACTS

### EVENT ORGANISER FURTHER INFORMATION AND SPACE

#### BOOKINGS:

Marleen Jerusalem  
B.V. Industrial Promotions  
International (I.P.I.)  
P.O. Box 225  
7470 AE Goor  
The Netherlands  
Tel.: +31 (0)547 27 15 66  
marleen@ipi-bv.nl

### ERA ENQUIRIES ON ERA CONVENTION:

Tel. + 32 2 761 16 04  
era@erarental.org  
www.erarental.org

### GENERAL EXHIBITION ENQUIRIES

Ollie Hodges  
Vice President, Sales -  
Access and Rental Division  
Tel: +44 (0)1892 786253  
ollie.hodges@khl.com

## GLOBAL SALES AGENTS & EXHIBITOR ENQUIRIES

### GERMANY

Peter Collinson  
+44 (0)1892 786 220  
+44 (0) 7957 870 982  
peter.collinson@khl.com

### UK & IRELAND

Eleanor Shefford  
+44 (0)1892 786 236  
eleanor.shefford@khl.com

### SWITZERLAND, AUSTRIA & EASTERN EUROPE

Simon Battersby  
+44 (0)1892 786 223  
simon.battersby@khl.com

### IBERIA

Ollie Hodges  
+44 (0)7912 216241  
ollie.hodges@khl.com

### BENELUX & SCANDINAVIA

Arthur Schavemaker  
+31 (0)547 27 50 05  
arthur@kenter.nl

### FRANCE

Hamilton Pearman  
+33 1 45 93 08 58  
hpearman@wanadoo.fr

### ITALY

Fabio Potestà  
+39 010 570 49 48  
info@mediapointsrl.it

### USA & CANADA

Pete Balistrieri  
+1 414-940-9897  
pete.balistrieri@khl.com

### CHINA, ASIA PACIFIC & MIDDLE EAST

Cathy Yao  
+86 10 65 53 66 76  
cathy.yao@khl.com

### JAPAN

Michihiro Kawahara  
+81 (0)3 321 23671  
michihiro.kawahara@khl.com

### REST OF THE WORLD

Marleen Jerusalem  
B.V. Industrial Promotions  
International (I.P.I.)  
+31 (0) 547 27 15 66  
marleen@ipi-bv.nl

