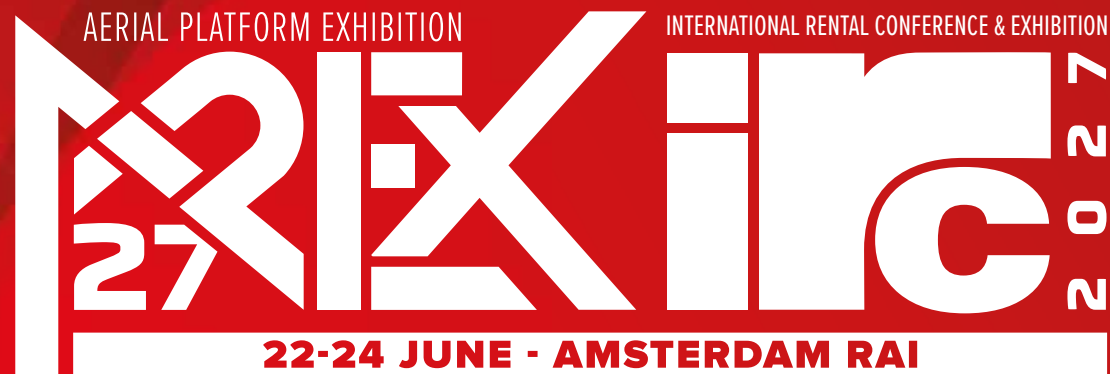




WELCOME TO THE NEXT CHAPTER
BECOME A 2027 EXHIBITOR

POWERED BY



Industrial Promotions International

SPONSORED BY:



SPONSORED BY:



SUPPORTED BY:



VENUE:





THE FUTURE STARTS HERE

FROM 22–24 JUNE 2027, APEX & IRC MOVES TO THE RAI AMSTERDAM
AND BECOMES AN ANNUAL EVENT.

“ **APEX has been very
positive for Sunward.** ”

Laurent Pons at
Sunward Europe

A unique meeting place for manufacturers, suppliers, rental companies and contractors.

Meet the people who influence, specify and make purchasing decisions.

- ✓ Rental company owners
- ✓ Fleet managers
- ✓ Plant managers
- ✓ Equipment buyers
- ✓ Procurement professionals
- ✓ Contractors
- ✓ Operations directors
- ✓ Equipment specifiers



BETTER CONNECTED

With Amsterdam's global transport links, reaching APEX and IRC as never been easier.



MORE GLOBAL BUYERS

ONE EASY TO GET TO DESTINATION.
MORE INTERNATIONAL VISITORS.



MORE OPPORTUNITIES

THREE DAYS OF CONVERSATIONS.
LONG-TERM PARTNERSHIPS.



MORE MOMENTUM

BUILDING ON THE BUZZ EACH YEAR.
CATCHING THE BUYER CYCLE.

ATTENDANCE
7000+

PURCHASE
INFLUENCE
91%

Of respondents either
make purchasing decisions
or influence them

45%
are sole decision makers

46%
are directly involved in
final purchasing decisions

REGISTERED
COUNTRIES
89

Including all the major
European markets.

International
registrations also came
from Japan, Saudi Arabia,
UAE, China, Turkey, India,
Pakistan, USA, Canada etc.

Data from 2026 registrations

**“Thanks again for organizing APEX
this year - we had good feedback from our
team and customers!”**

TEUPEN



BUILT FOR BUSINESS

HIGH QUALITY AUDIENCE
OF BUYERS OF ACCESS AND
RENTAL EQUIPMENT.



BUILT FOR PARTNERSHIPS

HOSTED BUYER MATCHING SERVICE
TO BETTER CONNECTED BUYERS
WITH SELLERS.



BUILT FOR YOU

AN EXPANDED EVENT PROGRAMME
TO ENHANCE NETWORKING,
EXPOSURE AND OPPORTUNITIES.

**“Firstly, I wanted to say a huge thank you from the
whole Instagrid team for last week’s events in Maastricht.
The conference, exhibition and awards night were an
absolute triumph - a big thank-you to all involved.”**

Instagrid

MORE TO SEE. MORE TO DO. MORE REASONS TO ATTEND.

We're expanding the APEX and IRC event programme, giving visitors even more opportunities to learn, connect, network and do business — and exhibitors more ways to engage with their customers.

INSIGHTS STAGE

Industry leaders and experts will explore **market trends, regional forecasts** and **business strategies**, giving visitors valuable insights into the issues shaping the industry.

PRODUCT SPOTLIGHT STAGE

Put innovation centre stage. Selected exhibitors will have the opportunity to showcase their latest products, technologies and solutions to visitors, with additional exposure through KHL's global channels.

IPAF LIVE DEMO AREA

Safety in action. IPAF will deliver live, step-by-step safety and rescue demonstrations, creating another must-visit destination at the show.

BUYER MATCHING

The right people. The right conversations.

Our Buyer Matching Service will help connect exhibitors with relevant visitors, creating more opportunities for meetings, new relationships and business.

WELCOME PARTY

Business doesn't stop when the halls close.

Catch up with colleagues and customers, make new connections and build relationships in a relaxed atmosphere at the APEX and IRC Welcome Party.

STAND VIDEO

Take your stand beyond the show floor.

Showcase your products to an even wider audience with a professionally produced stand video, promoted through KHL's global channels after the event.

GLOBAL EDITORIAL COVERAGE

Benefit from the reach of KHL's international construction, rental and access media, with **editorial coverage before, during and after the shows.**

GLOBAL MARKETING

An extensive **international marketing campaign** will build awareness and drive visitors to Amsterdam — promoting the shows, exhibitors, products and programme to audiences around the world.

AND THERE'S MORE TO COME.

More features. More opportunities. More reasons for your customers to attend.

Further announcements coming soon.

INSIGHTS FROM 2026

ATTENDANCE

7000+

EXHIBITORS

215

EVENTS DURING APEX & IRE 2026



**WELCOME
PARTY**



**WOMEN
IN RENTAL
BREAKFAST**

**WOMEN
IN POWERED
ACCESS
BREAKFAST**

REGISTERED COUNTRIES

89

Including all the major
European markets.

International
registrations also came
from Japan, Saudi Arabia,
UAE, China, Turkey, India,
Pakistan, USA, Canada etc.

PURCHASE INFLUENCE

91%

Of respondents either
make purchasing decisions
or influence them

45%
are sole decision makers
46%
are directly involved in
final purchasing decisions

SENIORITY OF VISITORS

33%

Directors/Owners/CEOs

50%

Senior Management,
Business Owners or
Department Leaders

Technical professionals account for a significant secondary audience, creating opportunities for equipment demonstrations and technical discussions.

Achieving over €2.5 million in sales during the exhibition days alone is a remarkable milestone. We closed deals across Europe and secured strong future interest from Asia and North America. APEX provided a great platform for us to meet international professionals from the powered access industry and to reinforce our position as a leading partner to rental companies worldwide.

Leguan Lifts

I have already had one conversation this morning that has made coming here worthwhile

IRE Exhibitor
from Germany
on day One



JOIN THE NEXT CHAPTER

Help shape the success of APEX and IRC. We'd love you to be part of what comes next.

INDOOR SPACE ONLY

A space only stand secures you a slot on the show floor and allows you to create your very own bespoke stand.

Price per square meter = €243

INDOOR SHELL SCHEME

Includes exhibition floor space, walls, carpet, fascia and name board, stand cleaning.

Price per square meter = €315

OUTDOOR SPACE ONLY

Price per square meter = €185

FOR MORE DETAILS CONTACT

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THE RIGHT PEOPLE. THE RIGHT CONVERSATIONS.



Thank you very much for the invitation and for organizing the VIP corner. The VIP meetings we were ultimately able to attend proved to be very productive. We would also like to highlight that the reserved area was particularly useful and comfortable. It allowed us to better manage the time between meetings, as well as to rest and recharge, together with the catering provided, which was also very appropriate. Overall, the experience has been positive, and we appreciate the effort involved in organizing it, especially considering this was the first edition of this format.



Jaume Cayetano at Morillo Energy