

# INTERNATIONAL rental NEWS

Essential reading for the global equipment rental industry



Rental  
TURKEY

INTERNATIONAL  
rental  
CONFERENCE ASIA



# 2018 EDITORIAL PROGRAMME

**khl**  
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# EDITORIAL PROGRAMME 2018

January/February

March

April/May

June

Intermat: **PREVIEW**

Intermat: **SHOW GUIDE**

Intermat: **STOP PRESS**



Maximise your investment at the biggest construction show this year and advertise your presence and stand location in these issues.

## ARA Show: SHOW GUIDE

Looking ahead to the North American rental exhibition



## Executive Hire Show: SHOW GUIDE

A guide to this UK rental show



## Rental Turkey Preview

See right for details

## FEATURES Rental software

The latest developments in software applications

## Gensets

IRN reviews the gensets market, with a focus on the latest models for rental

## REGIONAL REPORT Asia/Asia Pacific

## ERA Convention/ European Rental Awards: PREVIEW

A first look at the annual convention and its theme



## bauma CONEXPO AFRICA BC Africa: SHOW GUIDE

A detailed look at what's on display at Africa's construction equipment show

## Rental Turkey Full programme

All the speakers revealed

## FEATURES Pumps

How are manufacturer's responding to rental companies' demands?

## Power tools

Handheld tools in focus

## Lighting Towers

Run time and efficiency are two major factors for rental companies

## RENTAL MANAGEMENT

## BONUS DISTRIBUTION

- Intermat
- Rental Turkey
- Hillhead

## ERA Convention/ European Rental Awards: GUIDE

Full programme & shortlist



## Hillhead: PREVIEW

A first look at the UK's quarrying-specific show



## Rental Turkey Report

## FEATURES Mini/midi excavators

IRN reviews the excavators market. What are the latest trends?

## Engines

With regulations changing in 2019, what's on offer for rental companies?

## ERA/IRN RentalTracker Q1

A confidence survey from the industry



## REGIONAL REPORT North America

## BONUS DISTRIBUTION

- Intermat
- Hillhead

## ERA Convention/ European Rental Awards: REPORT

What was discussed and who were the winners?



## Hillhead: SHOW GUIDE

IRN goes in-depth at what you can expect to see at the UK show



## FEATURES IRN100: SPECIAL

IRN's annual ranking of the largest 100 rental companies in the world. Capital expenditure also reviewed in this rental analysis



## Rental software

What are the latest trends in this dynamic market?

## Compact Loaders

An important product in rental fleets, what's new with skid steers and compact tracked loaders?

## Access

This rental-specific sector - including AWP's and scissors - to be reviewed

## RENTAL MANAGEMENT

## BONUS DISTRIBUTION

- Hillhead

# Rental TURKEY

To meet the demands of the growing Turkish rental market, Rental Turkey will be held for the first time on 29 March 2018 in Istanbul.

Rental Turkey will be organised by KHL Group and APA Publishing and supported by ISDER-IMDER, the main Turkish equipment and rental associations.

## SPONSORSHIP OPPORTUNITIES

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## EVENT INFORMATION

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# INTERNATIONAL rental CONFERENCE ASIA

2018 will mark 6 years of the IRC and will build on the successes of the previous conferences by featuring leading international speakers sharing their expertise with counterparts in Asia.

Taking place on 26 November, in Shanghai - the day before Bauma China - the event will attract big names from the industry. In 2017, companies who participated included United Rentals, Zeppelin Rental, Haulotte and Kanamoto of Japan. The event, which is supported by the rental division of the China Construction Industry Association (CCIA), welcomed 400 delegates from 25 countries in 2016.

## SPONSORSHIP OPPORTUNITIES

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## July/August

### FEATURES

#### Gensets

New players, new ideas - this innovative sector reviewed

#### Lighting towers

With the advent of new technology, is there a trade off with reliability?

#### Extreme weather equipment

**New feature:** Focusing on rental equipment being used in extreme weather conditions

#### REGIONAL REPORT South America

#### RENTAL MANAGEMENT

A voice from the rental industry will discuss a hot topic and discuss how companies can adapt and manage their businesses effectively.

#### REGIONAL REPORTS

An in-depth look into specific regions, *IRN* will report on the rental market and any major events that have occurred there over the last 12 months.

## Editorial Deadlines

Editorial material, including high resolution images where available, should be sent to the Editor, Joe Malone, to arrive by the first Monday of the month preceding publication. e-mail: joe.malone@khl.com

## September

### PREVIEW



Advertise your products/services and align your brand with this important Asian construction machinery show.

### SUPPLEMENT Rewards of Rental

A biennial supplement for contractors and other users of construction equipment highlighting the many benefits of the rental model. This issue will also be distributed to more than **30,000** contractors as well as almost **13,475** *IRN* readers.

### IRC: PREVIEW

The 6<sup>th</sup> Asian rental conference and its growing importance



### FEATURES Pumps

*IRN* explores the different uses of this product in the rental sector

### Earthmoving

*IRN* looks at the changing trends in the use of earthmoving equipment - including the demise of backhoes

### Forklifts

*IRN*'s second-ever look at the options available to rental companies in the industrial product line

### RENTAL MANAGEMENT

### BONUS DISTRIBUTION

- Bauma China
- IRC

## October

### SHOW GUIDE

### SIGNET ADSTUDY®

**FREE** research for all half page or larger advertisements. See page 8 for details.

### IRC: FULL PROGRAMME

Confirmation of the speakers and their topics of discussion



### FEATURES Rental software

A round-up of the latest developments

### Compaction

Large equipment to handheld machines

### Breakers

Run time and ease of operation are two key factors for manufacturers

### REGIONAL REPORT EMEA

### BONUS DISTRIBUTION

- Bauma China
- IRC

## Nov/Dec

### FEATURES

#### ERA/IRN

#### RentalTracker Q3

How is business now compared to a year ago?



#### Portable compressors

How efficient are these products becoming? *IRN* reviews

#### Telehandlers

This complementary access product is increasingly important in emerging markets

#### Rental Confidence Survey

A global look at the state of play in the rental market

### RENTAL MANAGEMENT



## KEY RENTAL EVENTS:

### EXECUTIVE HIRE SHOW

Feb 7 - Feb 8, 2018  
Coventry, UK

### THE RENTAL SHOW

Feb 19 - Feb 21, 2018  
New Orleans, USA

### RENTAL TURKEY CONFERENCE

March 29, 2018  
Istanbul, Turkey

### EUROPEAN RENTAL ASSOCIATION CONVENTION

May 23 - May 24, 2018  
Vienna, Austria

### EUROPEAN RENTAL AWARDS

May 23, 2018  
Vienna, Austria

### INTERNATIONAL RENTAL CONFERENCE

Nov 26, 2018  
Shanghai, China