

An event not an exhibition

As you may already be aware, this September sees a new event dedicated to lifting equipment and services - Vertikal Days. If you have any interest in access equipment, mobile, crawler, mini, loader or tower cranes, not to mention telescopic handlers, then reserve September 19th or 20th in your diary.

An event not an exhibition

This new event is not an exhibition, conference or a show. It is a combination of all of them, a relaxed industry get together at which rental companies, fleet owners and major users can meet with manufacturers and suppliers to look at the latest products and



simply have time to catch up and talk about next year's business plans. Vertikal Days is quite different from any other lifting event in the UK to date. Exhibitors are restricted to



suppliers of cranes, access equipment, telescopic handlers or associated equipment and services such as overload systems, ropes and lifting gear, insurance and software etc... If you are interesting in seeing excavators, loaders, dumpers or dozers forget it! This is not the event for you. Given its specific focus, around 50 to 60 exhibitors are expected this first year with around 1,000 or so visitors anticipated. So while you'll

not get the buzz from the mass of humanity you see at Bauma, you will have time to stop and talk and hopefully even chill out.

No fancy booths

Don't expect to see any fancy stands either. All stands are the same size, apart from a few super-sized lots to cope with longer cranes or truck mounted aerial lifts. Exhibitors are only pitching a small tent to cover any literature and to shelter in case of rain. Everything is also close at hand. The longest distance you can cover is the 300 metres from the bottom of the lower car park to the main hospitality building. If that is too much for you then stop off halfway at the marketplace marquee where free hospitality is also provided and where service and small equipment exhibitors are located.

So much for all the things that you will not see, on the plus side once you have your ticket you will not need to put your hand in your pocket at all, There is No charge for parking, No charge for coffee and tea, No charge for lunch, even the bar is open... within reason. In fact there is no charge for anything apart from any equipment you purchase. The entire aim of the event is to create a relaxed atmosphere where industry professionals can meet over a two day period.

Not in the middle of nowhere

Vertikal Days is being held at Haydock Park, site of a very popular equipment exhibition organised by the CMPE. The benefit is that not only is it central for the UK as a whole, but it is only half a mile off the M6 between Liverpool and Manchester. Manchester airport is 20 miles and 25 minutes away while Liverpool airport is 30 minutes and 20 miles away.

There are also plenty of hotels within a two to three miles radius, including



one hotel on site and two more within walking distance. If you prefer to stay in the city, Liverpool city centre is around 15 miles while Manchester city centre is around 20 miles.

Industry events

In addition we have a number of industry events happening during



Vertikal Days, including:

The annual IPAF Professional Development Seminar which will be held in the Horseshoe suite at the Haydock Park conference centre on September 19th.

The following day ALLMI will hold a general meeting of the ALLMI forum followed by its first annual product update meeting for ALLMI training centres and finally we are also hoping



that the CPA will host its annual mobile crane interests group meeting on site on the 20th. The decision on this will be taken by the CPA at the end of July, depending on the number of crane exhibitors and visitors expected at Vertikal Days.

How do you get an entry pass?

You have several ways of getting

hold of a ticket to Vertikal Days.

You can register on-line at www.vertikaldays.net and as a buyer of cranes access equipment or telehandlers we will arrange a complimentary ticket. We have a limited number of these free entry tickets which includes a free lunch and free parking so please register

early to be sure.

Alternatively most exhibitors will be inviting customers to the event. If you receive one of these numbered tickets, we would appreciate it if you would still register on line using the ticket number, this will not only speed up your entry on arrival, but will also help with the hospitality planning.

If you do not manage to obtain a complimentary ticket you can of course purchase one, the £15 ticket will include parking and all day hospitality not to mention giving you a warm fuzzy feeling that you are helping sponsor a new industry event. You can buy tickets at

the gate, by post to The Vertikal Press, box 6998 Brackley NN13 5WY or on-line.

