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# Get ready for Vertikal Days this September

C&A

Vertikal Days

Vertikal Days, the UK crane, aerial lift and telehandler event has been obliged to change the dates for this year's show, moving from May to September. The show will now take place at the East of England Showground, Peterborough on the 22nd and 23rd of September, well after everyone in the UK is due to have been vaccinated and long after the promised 'one way' route out of Lockdowns and the "ending of all restrictions". It now looks as if Vertikal Days is set to become Europe's first live lifting equipment event of 2021.

The change follows the postponement in 2020 from May to September and then on to May 2021. This year everything looked set for the May date until the second wave of the pandemic gathered pace in December and January. The organisers polled exhibitors and regular visitors and maintained a watching brief. Opinion was sharply divided between those who strongly believed that the industry really needed a live event this spring, and others who, while agreeing with the need, were understandably concerned over safety and visitor confidence. In February the UK government pre-empted any decision, with its four step plan for England which keeps a lid on events and travel until at least May 17th. So 'Plan B' promptly kicked in and the event was moved to September.

Show manager Pam Penny said: "I am sure I am not alone in hoping that by the end of June all

restrictions will have been lifted and that, barring any completely unforeseen developments, it will become the first lifting equipment event in almost 18 months."

## Why the new venue?

The first Vertikal Days was held at Haydock Park in 2007, moving to Silverstone in 2015 and Donington Park in 2016. Each year it has grown in terms of size, exhibitors and the number of visitors attending, attracting industry professionals from the UK, Ireland, mainland Europe and even further afield.

The move from Donington was necessitated by the venue's inability to confirm dates for non-mega track and concert events in a timely manner, while also addressing some exhibitor's concerns over the height restrictions imposed by its proximity to East Midlands Airport. Rules governing height restrictions near airport are also changing at the end of May this year which may have imposed further restrictions.



## Safety above all else

It has become increasingly clear that buyers, end users and suppliers are all really looking forward to a live event and real networking, after months of virtualism – if that is a word. However, it was essential when looking for alternatives to find a venue that is not only attractive and convenient, but most importantly in these Covid-19 times, safe and secure so that visitors and exhibitors felt relaxed networking and sharing a coffee or a beer etc... The East of England Showground has been at the forefront of working



within the Covid-19 restrictions as a partner with Public Health England, having been used as a Covid-19 test and then vaccination centre. It also held several large events during the open summer period of 2020. The organisers are working with the venue to ensure best practices are maintained at all times.

## The attractions of Peterborough

Peterborough is a historic and busy city with bars, restaurants and interesting sights, including the medieval cathedral, bronze age settlements, museums and Elizabethan grandeur. It is also the gateway to the 'Fens'. Hotel rooms within a 10 mile radius are plentiful

East of England Showground venue



with good quick access to the venue. The showground can also be reached from London in 45 minutes, with direct fast trains to the north of the country. The showground is located alongside the A1(M) highway and easily accessible from most parts of the UK. For those flying in, London Stansted, London Luton, East Midlands and Birmingham airports are all within 40 to 90 minutes drive.

## The skyline returns

The classic Vertikal Days skyline of crane, aerial work platform and telehandler booms will return in the absence of height restrictions. And with the vast majority of the major manufacturers attending along with a myriad of component and service suppliers, the 2021 event is likely to feature more new 'live' product launches than ever before.

While it is a new venue, the layout will be similar, with the marketplace centrally located and home to a wide range of suppliers, such as Point of Rental, TVH, Trackunit, Durham Lifting, Lifting Gear UK, Modulift, Ainscough Training, Inshpire, MCS and many others.

'Crane alley' is likely to include brand new products from Liebherr, Tadano - Demag, Manitowoc, Kato, Böcker, Maeda, Unic and Kobelco to name a few. Along with companies like Falcon Tower Cranes, Crowland Cranes, City Lifting, Kranlyft and GGR.

Access companies have also been busy during the lockdown, developing new products, including Skyjack, Hinowa, JLG, Genie, Niftylift, CMC, Platform Basket, Airo, Leguan, Alimak, Almac, Versalift, Ruthmann, Bronto, Dingli, Snorkel, Haulotte and others. This will also be the first chance to see the new electric telehandlers from Faresin and JCB.

Although the format for catering might have to change a little, the key facts for visitors of complimentary lunch and refreshments will still be on tap, and as usual, parking is all both free and convenient.

## Mark the dates

So, mark the dates in your calendar: September 22/23rd and lets all hope that it will also serve as a celebration of the return to normal life.



**Where?** East of England Showground, Peterborough.

**When?** 22nd and 23rd of September.

### How to register:

**Online:** Register online at [www.vertikaldays.net/visit/visitor-registration](http://www.vertikaldays.net/visit/visitor-registration)

and print out your badge for fast easy entry to the show.

**At the entrance:** This will be perfectly possible and welcome but not as swift and convenient as online pre-registration.

