



# Vertikal Conexpo 2026

The targeted  
guide for  
Lifting and  
Work at Height  
Equipment at  
the big North  
American show.

With easy to follow  
maps, exhibitor listings -  
alphabetically and  
by product type.



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## Back in Vegas

It hardly seems possible that three years have passed since the last Conexpo. I guess time flies when you are having fun!

This year feels a little different, given the global economic uncertainties and rapidly changing dynamics in the US market. Crane and, to a lesser extent, aerial lift buyers have been complaining and writing to the government about the rising cost of new cranes thanks to import tariffs, particularly on All Terrains, which are almost exclusively manufactured overseas. Even those made here use a high percentage of specialist components and steels, which also carry hefty import tariffs. The manufacturers have taken steps to mitigate or manage the situation, but that has largely been through equipment price increases. So, given that, will visitors be in a spending or a wait-and-see mood? We will soon find out.

Another thing on the radar is the number of international attendees we might expect with the last show seeing a strong uptick after the Covid Conexpo of 2020. Will overseas coverage of the US government's changes in border controls, etc., deter some of them this year? Once again, we will soon find out - let's hope not.

In the meantime, and far more importantly than all that is the show itself. The two main equipment areas for cranes and aerial lifts - the Festival and Diamond lots - are packed with the latest equipment from all over the world. At the same time, dozens of equipment, component and accessory suppliers are displaying their wares.

All too often, lifting-related visitors naturally spend almost, if not all, of their time in the main equipment display areas and run out of time to check out the latest technology and gadgets in some of the halls. We have attempted to list every exhibitor that has such items relating to the equipment we cover, filtering the lists down from more than 2,000 to just over 300, even after adding the brands that are not in the official lists and guides, because their equipment can be found on a dealer's stand.

I say this every time, but please do use this guide to plan your visit and make the most of what is a wonderful opportunity. Members of the Vertikal team are present, and we have a small booth in the new West Hall near the entrance to the Diamond Lot. Perhaps we will see you this week.



Leigh W. Sparrow

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## Show Details

Dates: March 3-7, 2026.  
Tuesday - Friday: 9:00 - 17:00  
Saturday: 9:00 - 15:00

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