

MARCH 28, 2018 ISTANBUL

Rental

TURKEY

The conference for the fast-growing
equipment rental industry in Turkey

SPONSORSHIP OPPORTUNITIES

ORGANISED BY



The logos for the organizing entities are displayed in a row. From left to right: the 'khl' logo in blue and black, the 'apa publishing' logo in orange and black, and the 'INTERNATIONAL rental NEWS' logo in blue and black.

PARTNER ASSOCIATIONS



The logos for the partner associations are displayed in a row. From left to right: the 'Inder' logo in orange and blue, and the 'ISDER' logo in blue and red.

www.khl.com/rt

WHAT

ONE-DAY CONFERENCE AND
NETWORKING RECEPTION

WHERE

ISTANBUL MARRIOTT HOTEL ASIA
ATASEHIR, ISTANBUL, TURKEY

WHEN

28 MARCH 2018

BUILDING A WORLD CLASS RENTAL INDUSTRY

Turkey's equipment rental industry is expanding and has decades of growth to come. It will create a new and vibrant market for all types of construction and industrial equipment.

International experts will participate in *Rental Turkey* and promote the development of a professional and profitable rental sector in Turkey and maximise the growth potential of the industry.

Rental Turkey will give the equipment supply chain – manufacturers, distributors, rental companies, equipment users, government regulators – an overview of the rental industry and its impact on the equipment industry.

PARTNER ASSOCIATIONS



SUPPORTING ASSOCIATION



SUPPORTING PUBLICATIONS



KEY TOPICS AND PRESENTATIONS:

- Operating models for rental: making the right choices
- Fleet management: understanding cost of ownership
- Digital strategies for rental businesses
- Lessons from the industrial fork lift rental business
- Lessons from Turkey's aerial platform sector
- A contractor's view: a successful partnership with rental

CONFIRMED

Senior representatives from **Kiloutou** and **Riwal** - two of Europe's largest rental companies - will be speaking at *Rental Turkey*.
In addition, the managing director of rental software company **MCS**, **Guy van der Knaap**, will be speaking.
For updates see www.khl.com/rt

IF YOU WOULD LIKE TO PROPOSE A SPEAKER OR A TOPIC, CONTACT:

Melih Apa, Managing Director
APA Publishing, Turkey
Tel: (0216) 302 53 82
Mobile: +0532 214 68 18
e-mail: melih.apa@apayayincilik.com.tr

Murray Pollok, Events Director
KHL Group, UK
Tel: +44 (0)1505 850 043
Mobile: +44 (0)7950 021023
e-mail: murray.pollok@khl.com

WHY SPONSOR?

Rental Turkey offers a great opportunity to showcase your products and services to the fast growing rental industry in Turkey, providing the ideal platform to reach important equipment buyers and new customers.

- Promote your company, brand, products and services to rental company buyers
- Increase brand loyalty by supporting an important rental industry event
- Network with key existing and potential customers
- Use the event to support a sales promotion campaign
- Demonstrate leadership and positive involvement in the rental industry
- Benefit from associated publicity, before, during and after the event
- Gain exposure from the event website and marketing campaigns
- Offer conference delegate discounts to customers and contacts

“ Turkey’s equipment rental industry is growing and becoming increasingly professional, but we can still learn from others, particularly from markets where rental has been well established for many decades.

Rental Turkey will give delegates access to some of the foremost experts on rental from outside Turkey as well as domestic rental figures. That will only help our rental businesses to grow, better serve their customers, and increase their profitability.



Ms Reyhan Uğurlu Yücel

President, Rental Committee, ISDER - Managing Director, Universal Handlers

”

A STRONG TEAM

The co-organisers of *Rental Turkey* combine a deep understanding of the global rental market with detailed local knowledge in Turkey:

ISDER-IMDER: Turkey’s most important construction equipment and rental organisations are the main partner associations for *Rental Turkey*;

APA Publishing: One of Turkey’s most successful publishing and conference organisers, with decades of experience;

KHL Group: The publisher of *International Rental News* and *Access International* magazines has been organising rental and aerial platform events around the world for more than 20 years.

WHO WILL ATTEND?

- Rental company managers and owners
- Equipment manufacturers
- Equipment distributors and dealers
- Finance providers
- Used equipment specialists
- Contractors
- Government bodies related to construction
- Consultants

EQUIPMENT RENTAL SECTORS

- Earthmoving equipment
- Aerial platforms
- Telehandlers
- On-site equipment (gensets, compressors, pumps, lighting towers)
- Compaction equipment
- Small tools and equipment
- Fork lift trucks/Material handling equipment
- Mobile cranes

SPONSORSHIP PACKAGES

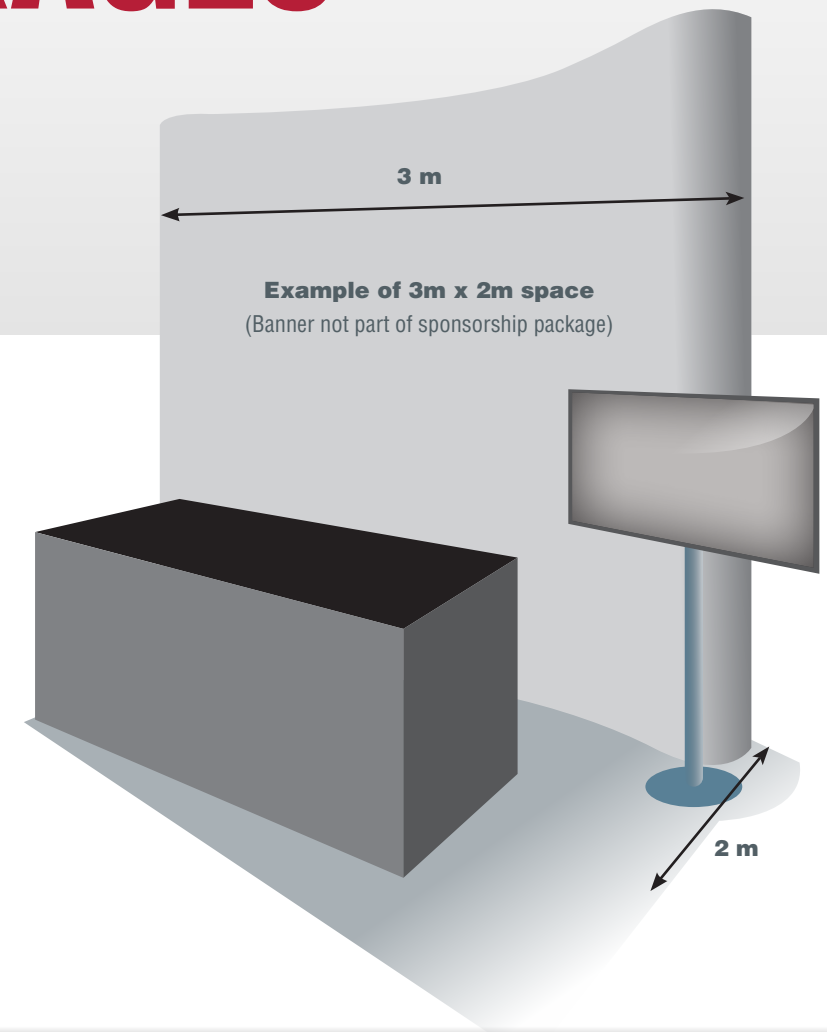
GOLD SPONSORSHIP

€16,000

Only four companies have the opportunity to benefit from the highest profile Gold sponsorship.

- Table top display in premium position for lunch, coffee breaks and evening reception (Width 3m x Depth 2m)
- Plasma screen for your corporate video
- Company logo on delegate bag
- Prominent company branding throughout the whole event
- Company logo on the front cover of conference brochure
- Full page advertisement in the conference brochure
- Company logo on banners at the event
- Ten tickets for the conference
- 50% discount on additional tickets for clients, distributors and colleagues
- Headline banner on the event web site
- Pre- and post-event publicity in KHL magazines and website

Enhanced sponsorship opportunities available to Gold sponsors only.



FOR MORE INFORMATION ON SPONSORSHIP CONTACT

TURKEY

Emre Apa, APA Publishing
Tel: (0216) 302 53 82
Mobile: + 90 532 324 36 16
e-mail: emre.apa@apayayincilik.com.tr

INTERNATIONAL

David Stowe, KHL Group
Tel: +44 (0)1892 786217
e-mail: david.stowe@khl.com

INTERNATIONAL

Simon Kelly, KHL Group
Tel: +44 (0)1892 786 223
e-mail: simon.kelly@khl.com

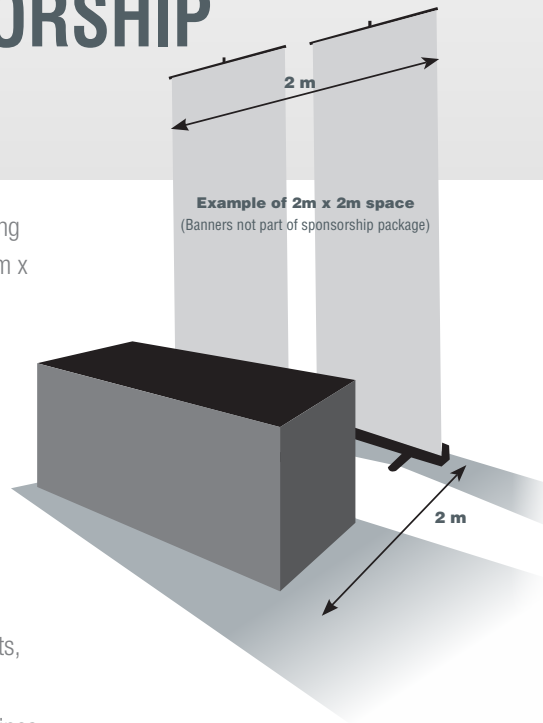
CHINA

Cathy Yao, KHL Group
T: +86 (0) 10 65536676
e-mail: cathy.yao@khl.com

SILVER SPONSORSHIP

€8,500

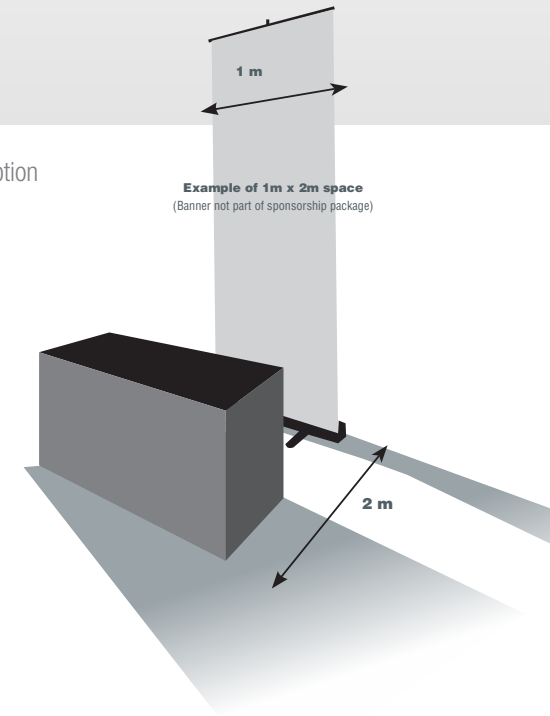
- Table top display in prominent position during lunch, coffee break and reception (Width 2m x Depth 2m)
- Company logo displayed in rotation during conference and reception
- Company logo on banners at the event
- Company logo in the conference brochure
- Half page advertisement in the conference brochure
- Five conference tickets
- 30% discount on additional tickets for clients, distributors and colleagues
- Pre- and post-event publicity in KHL magazines and website



SUPPORTING SPONSORSHIP

€4,500

- Table top display during lunch, coffee break and reception (Width 1m x Depth 2m)
- Shared on-screen branding
- Company logo on banners at the event
- Company logo in conference brochure
- Three conference tickets
- 20% discount on additional tickets for clients, distributors and colleagues
- Pre- and post-event publicity in KHL magazines and website



MARCH 29, 2018 ISTANBUL

Rental TURKEY

ORGANISED BY



PARTNER ASSOCIATIONS



CONTACTS

SPONSORSHIP

TURKEY

Emre Apa, APA Publishing

Tel: (0216) 302 53 82

Mobile: + 90 532 324 36 16

e-mail: emre.apa@apayayincilik.com.tr

INTERNATIONAL

David Stowe, KHL Group

Tel: +44 (0)1892 786217

e-mail: david.stowe@khl.com

INTERNATIONAL

Simon Kelly, KHL Group

Tel: +44 (0)1892 786 223

e-mail: simon.kelly@khl.com

CHINA

Cathy Yao, KHL Group

T: +86 (0) 10 65536676

e-mail: cathy.yao@khl.com

EVENT INFORMATION

Melih Apa, APA Publishing

Tel: (0216) 302 53 82

Mobile: +0532 214 68 18

e-mail: melih.apa@apayayincilik.com.tr

Murray Pollok, KHL Group

Tel: +44 (0)1505 850 043

Mobile: +44 (0)7950 021023

e-mail: murray.pollok@khl.com

SUPPORTING PUBLICATIONS

