

What is the Executive Hire Show?

Launched in 2007, Executive Hire Show has quickly become the unmissable national exhibition for the tools, equipment and plant hire industry. This Show brings the industry together and is the annual event where Passionate Hirers Meet Innovative Suppliers. To be held on Wednesday 8 and Thursday 9 February 2012, Executive Hire Show builds on our industry's great tradition of hire shows that date back to 1973.

Our 2011 attendance was a record with 1,843 relevant hire visitors.

There is also a great networking Party on the Wednesday night.

Why are you adding the Top Tier - An Extra Hall for Light Equipment?

Before the end of September, we had put up a Sold Out notice outside the Main Hall, which houses 106 exhibitors occupying over 3,600m² of stand space. In order to continue to develop and grow the Executive Hire Show, we are now offering the Top Tier. This additional exhibition space will ensure a wider scope of potential profit-earning products on display, and, in turn, attract more relevant hire visitors.

The Top Tier can accommodate another 40 or so exhibitors, covering nearly 600m² of available stand space.

Who are the Show's committed visitors?

The Show is a trade-only event open to hire executives throughout the UK and Ireland, and has attracted hire industry visitors from many European countries.

Senior executives from the procurement and purchasing departments of the Top Ten national hire operations attend the Show, along with large numbers of independently-owned entrepreneurial hire outlets. Over the five previous Shows, 89% of visitors were from independent hire companies.

Who should exhibit?

If you are a manufacturer, supplier, dealer or importer of tools, equipment and plant and are looking to target the hire industry, there is no better opportunity to promote your products and services to this vitally important market.

Is the Show supported by a respected magazine?

Celebrating 40 years at the Heart of Hire, Executive Hire News is the industry's leading magazine and it has become the Passionate Voice of the Hire Industry. EHN is the platform on which we have built Executive Hire Show. With a current circulation of 5,080 executive readers, EHN enjoys an unrivalled reputation throughout the hire industry.



Where is the venue?

The popular Ricoh Arena in Coventry is located at the heart of the UK

motorway network and is within two hours' drive of 75% of England.

In addition, for the Show's Irish, and other international visitors, Birmingham International Airport is only a short cab ride away - and, just for good measure, we'll pay cab fares from the airport for hire visitors.

The Ricoh Arena is justifiably proud of its new tag as the 'Home of Hire.'

“ Having established itself as the benchmark exhibition for the hire industry, Executive Hire Show represents an ideal opportunity for JCB to showcase its compact equipment ranges. The Show has earned its place in our exhibition calendar. ”

Yvette Henshall-Bell, UK & Ireland Sales Director, JCB Sales Ltd

Executive Hire Show 2011 Review

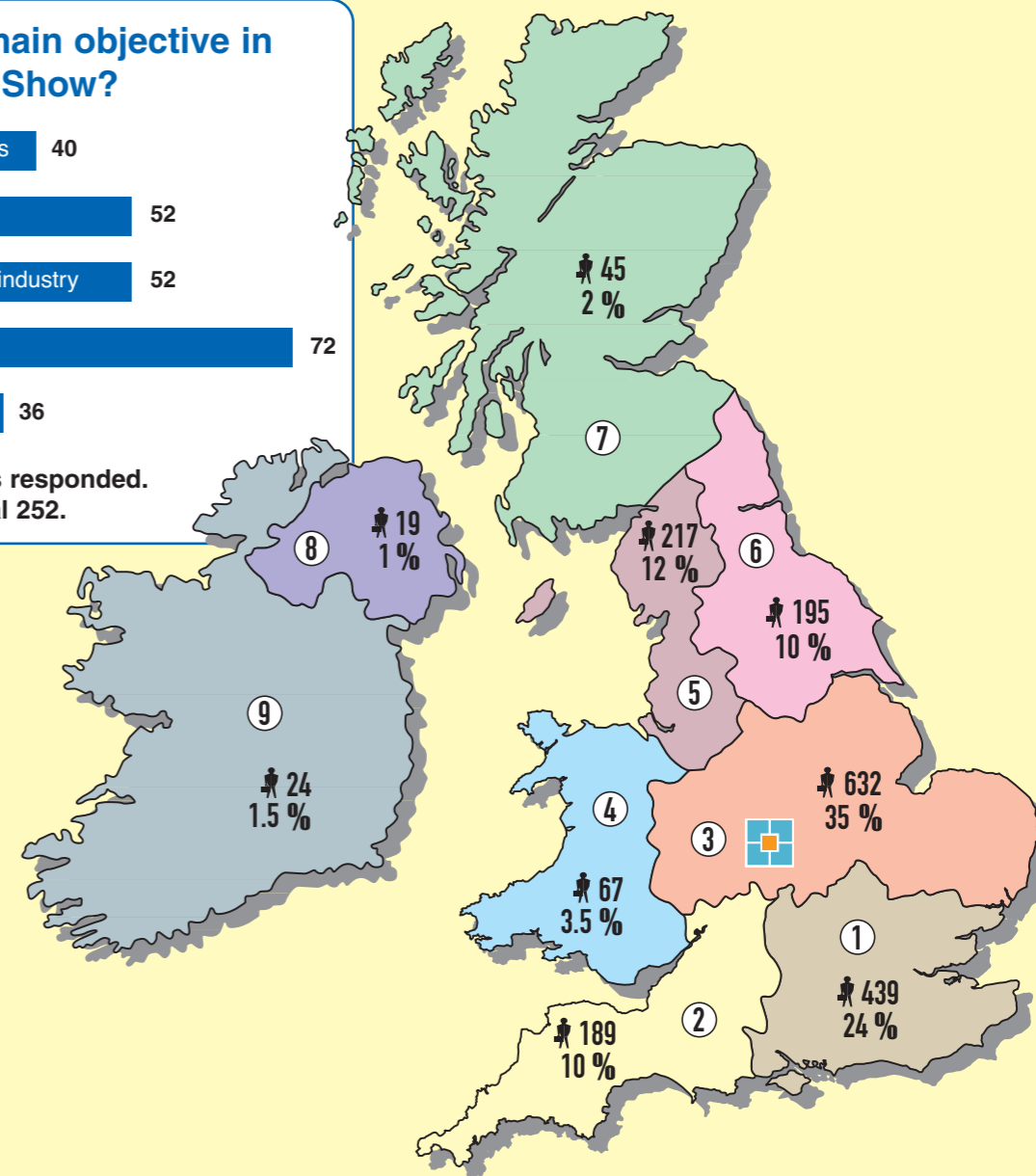
What was your main objective in exhibiting at the Show?



74 out of 115 exhibitors responded. Multiple responses total 252.

Visitor analysis

- ① London & South East
- ② South West
- ③ Midlands & East Anglia
- ④ Wales
- ⑤ North West
- ⑥ North East
- ⑦ Scotland
- ⑧ Northern Ireland
- ⑨ Southern Ireland
- ⑩ Europe/ROW
16 visitors (1%)



As a visitor, what was your main reason for attending the Show?



209 visitor responses (11% of total attendance). Multiple responses total 498.

Will you visit the 2012 Show?

