

LIFT and ACCESS SHOWCASE

OCT. 29-30, 2014

Springhill Suites by Marriott Las Vegas Convention Center



What is the Lift and Access Showcase and LLEAP Award presentations?

■ **Lift and Access Showcase:** An event unlike any other in the lifting equipment industry. OEMs will demonstrate their products and discuss their features and benefits. Products may be tested to validate the specifications against their printed literature, and their performance may be measured against other machines in the product class.

This year, the event will re-focus exclusively on machine demonstrations and walk-around presentations. Typically, the event is attended by the engineers and product managers for the products being presented. In addition to the editors from *Lift and Access* attending, others from many leading construction publishing organizations will be present. Here they can get a hands-on education about the products being demonstrated. This exposure educates and allows them to better articulate what your product and company are about.

■ **Symposium:** A special presentation on hybrid technology will be made by a leading industry expert (to be announced). Trends, issues, and realities will be presented and discussed.

■ **LLEAP Awards Presentations:** Established in 2005 (LLEAP) awards are the oldest and most prestigious award program for the lifting industry. It was established to recognize products, accessories, or design concepts that are considered innovative and/or have advanced the state of the lifting equipment and access industry. We will take this opportunity to present the access equipment awards at this event.

Why Participate?

- Provide first-hand product information to the press so they can better communicate information to the markets they reach.
- Demonstrate how your products can expand the base of potential applications and users.
- Network with colleagues, select buyers, and vendors from across the entire market spectrum.

www.liftshowcase.com



2014 Product Focus

GREEN is the Theme!

Low-Level Access

Self-propelled aerials with platform heights up to 15 ft.

(Examples: JLG 1230ES, Genie GR12, Skyjack SJ12, and Hy-Brid HB-1230)

Mast Boom Lifts

Mast lifts with platform heights up to 28 ft.

(Examples: Haulotte Star 26J, Snorkel MB26J, JLG T26E, and the Genie GR-26J)

RT/AT Electric or Hybrid Scissor Lifts

Open to any self-propelled rough-terrain or all-terrain scissor lifts with electric or hybrid power, but primary focus will be on 2WD or 4WD products with platform height from 26 to 33 ft.

(Examples: Skyjack SJ6832 RTE, MEC 3391ES, Snorkel S2770 BE, and the Genie GS-2669 BE)

Other Hybrid Lifting Equipment

To include hybrid boom lift, scissor lift, crane, or telehandler.

(Examples: Niftylift SP45, JLG E450, and BlueLift B72 Hybrid)

Sponsor and Vendor Participants

Platinum Level (limit 2) \$7,500	Silver Level \$1,500
• Recognition as Platinum Sponsor in all pre and post event promotion. ONLY 1 Platinum LEFT!	• Recognition as Sponsor in pre- and post-event promotion.
• Exclusive signage at event functions.	• Two Registrations
• Full-page advertisement in event agenda	Bronze Level \$750
• Table-top display in reception and presentation area	• Recognition as Sponsor in pre- and post-event promotion.
• Four Registrations	• One Registration
Gold Level \$2,500	Event Agenda Full-Page Ad \$1,000
• Recognition as Sponsor in pre- and post-event promotion.	• Back Cover
• Table-top display in reception and presentation area	Event Agenda Full-Page Ad \$700
• Three Registrations	Individual Registrations Include:
	• Access to all events including presentations, receptions, and lunches.
	Individuals \$390
	Sponsors \$250
	Exhibiting OEM \$200

Please contact Guy Ramsey for more information at 602-368-8552 or email gramsey@maxcapmedia.com or call 800-231-8953.