

The **VertiK**al Guide

for buyers and users of lifting equipment
para compradores y usuarios de equipos de elevación



Cranes
Aerial Lifts
Telehandlers

Grúas
Manipuladores
Telescópicos
Plataformas



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reachingout

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10 years

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18 years

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From the publisher of:



A positive trend

The last time I wrote an introduction to this guide the world was in a different place. Several years of incredible growth were clearly fading out, but the global banking crisis had not yet hit. That introduction referred to the uncertainty ahead and how important it was in such times to make the most of a big international show.

Three years on, and the same message applies, but for very different reasons. Since the last Conexpo the world has been through the worst recession in living memory. Although we appear to be on the road to recovery we probably face several years of slow growth. Investment decisions taken during such periods carry far more weight than those taken during boom times – if only because there are fewer decisions to be made and if you get them wrong it is not as easy to ‘trade’ the mistake.

This year’s Conexpo is larger than ever and promises to be more international than it has been for quite some time - partly due to the travel restrictions during Bauma last year and partly due to strong economic growth in South America. Over the five days of the show you have a great opportunity to see the latest products, hear about ones planned for the years ahead and sound out manufacturer’s most senior managers on their strategies and thinking. This year there are also a record number of sub-suppliers offering components and services, many of which are well worth a visit.

This guide is intended to help you identify and highlight the most interesting exhibits. Finally when you leave tonight, take it with you – it is by far the best guide to the city that you’ll find for the price.

Leigh W Sparrow



Una tendencia positiva

La última vez que escribí una introducción a esta guía el mundo estaba en un lugar diferente, varios años de increíble crecimiento estaban claramente desapareciendo, pero la crisis bancaria mundial no se había alcanzado todavía. Esa introducción se refería a la incertidumbre que teníamos por delante y lo importante que era en esos momentos aprovechar al máximo una feria grande a nivel internacional.

Tres años después se aplica el mismo mensaje, pero por razones muy diferentes. Desde la última Conexpo el mundo ha pasado por la peor recesión que se recuerda, sin embargo parece que estamos saliendo de ella ahora, pero probablemente enfrentándonos a varios años de crecimiento lento.

Las decisiones de inversión tomadas durante tales períodos tienen un peso mucho mayor que las tomadas durante las épocas de bonanza - aunque sólo sea porque se toman menos decisiones y si éstas están equivocadas, no es tan fácil de encomendar el error.

Conexpo este año es más grande que nunca y promete ser más internacional que ha sido durante bastante tiempo - en parte debido a las restricciones de viaje durante la Bauma del año pasado y en parte debido al fuerte crecimiento económico en América del Sur. Durante los cinco días de la feria tiene una gran oportunidad para ver las últimas novedades, escuchar las previsiones para los próximos años y el sonido de los gerentes de más alto rango de fabricante sobre sus estrategias y el pensamiento. Este año también hay un número récord de sub-proveedores de componentes y servicios que ofrecen, muchos de los cuales vale la pena visitar. Esta guía pretende ayudar a identificar lo más interesante y resaltar los objetos clave expuestos. Por último cuando salga esta noche, llévesela con usted - es, con mucho, la mejor guía para la ciudad que haya encontrado por su valor.

Leigh W Sparrow



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CONEXPO-CON/AGG overview map

MARCH 22 - 26, 2011 • 9:00 AM - 5:00 PM TUESDAY - FRIDAY • 9:00 AM - 3:00 PM SATURDAY



Legend

	Registration Area		Crane Rodeo
	International Trade Center		Food & Beverage
	Information		Internet Kiosks
	CONEXPO-CON/AGG Education Program		Monorail
	52nd National Conference on Fluid Power		Shuttle Bus
	Innovations Center		Taxi
	AGC I.T. & Business Solution Pavilion		Intrashow Shuttle
	NSMCA International Mixer Driver World Cup		Lift Safety Zone
	Show Store		Construction Challenge

Booth Number Series Key

Indoor	Outdoor
Central Hall 1	Blue Lot
Central Hall 2	Gold Lot
Central Hall 3-5	Green Lot
Green Pavilion	Purple Lot
Grand Lobby	Riviera Lot
Icon Expo	Silver Lot 1-2
Hilton Center	Silver Lot 3
Lobby	Silver Lot 4
North Hall	
Riviera Pavilion	
South Hall 1-2	
South Hall 3-4	

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Booth G-220
Gold Lot

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Food Service



RIVERIA



GOLD LOT KEY

- POWERED ACCESS
- CRANES
- TELEHANDLERS
- COMPONENTS
- PUBLICATIONS & ASSOCIATIONS

Stand No.s 300s

Bravisol

Jekko

Keestrack G421
G420
G338 G334
Royo Custom -Wyle Equip
Trimble G330

Manitowoc
Grove
Potain
National
G430
Xtreme
G350
Brodersen Talbert
G342 G340

MB G450
Maeda G440
Altec G360

Liebherr
G370

Tadano Mantis G411
REMU G400
G304 G300

XCMG G410
Kobelco Crane G320
G407 G403
G405 G401
G317 G310
G313

Stand No.s 300s

Stand No.s 200s

Stand No.s 200s

Haulotte Group G284
Manitex Badger G260
Dieci G257
Kinshofer G256
G262
Cransmart Systems
Linden Comanal G261
Tyfos G290

Trail King G242
Shandong Changlin G248
Indexator G244
G243 G241
Skyjack G240

Stellar Morooka G226 G222
Snorkel G220
G233 G232
G234 G235
Link Belt G230
G238

Shandong Shantui G200
Allu G218
G215 G214

Doosan / Bobcat G100
JLG Lull SkyTrak G210
AL-VAC G107 G103 G102
G115 G112

New Holland Kobelco G101

LBX G120
G127 G125
G126 G124
Sellick G128
Caterpillar G130
GM Fleet & Commercial G134

Terex G140
Genie G140

Conetec G157
SmithCo Side-Dump Trailers G152
Graddall G150
G154
G174
G170
G171
G176
G186
G194
G195
G184
G182
G180
G192
G199
G196
YANIMAR G190

JCB G160
G156
Spyder Crane
XL Specialized Trailers G162
Primoth G174
G170
G171
G176
G186
G194
G195
G184
G182
G180
G192
G199
G196
YANIMAR G190

Stand No.s 100s

Stand No.s 100s

CRANE LIFT ACCESS

Vertical cranes & access Kran & Bitime

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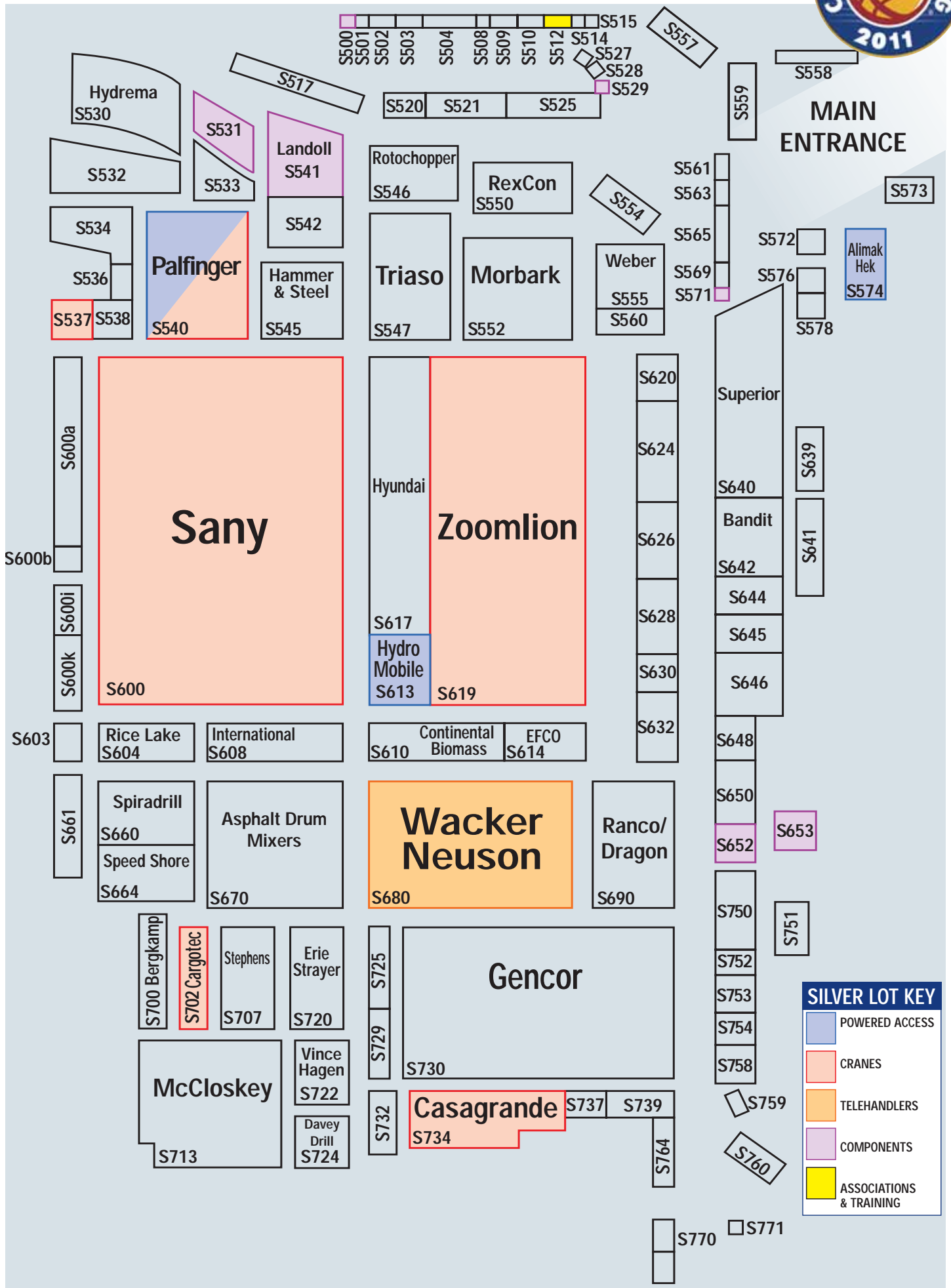
And at Genie, we believe training is critical for the safe operation of aerial work platforms. We support industry-wide efforts to make training available to ensure that only those qualified are operating equipment.

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SILVER LOTS 1 and 2



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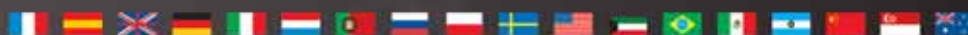
www.haulotte.com



March 22-26, 2011
Gold Lot #284
Las Vegas Convention Center



Haulotte 
GROUP

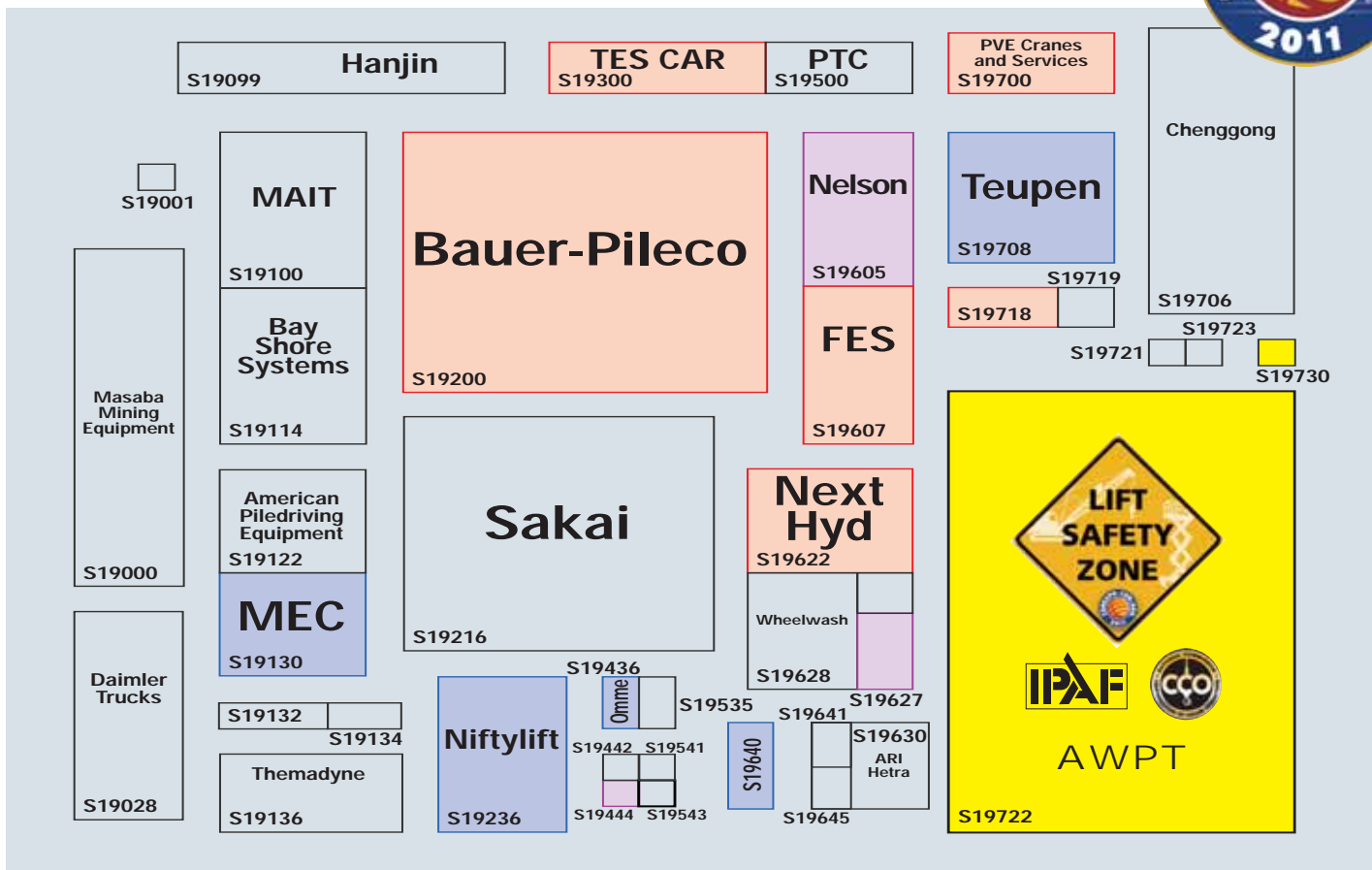


More than lifting

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SILVER LOT 4

	POWERED ACCESS		TELEHANDLERS		ASSOCIATIONS & TRAINING
	CRANES		COMPONENTS	SILVER LOT KEY	



Crane and access events at the show

Crane Operator Rodeo

The Crane Operator Rodeo, will be held every day during show hours in the Gold Lot adjacent to the Liebherr stand. Attendees can test their skills against others on mobile crane simulators or on a real Liebherr LTF1045-4.1 truck crane. The highest scorers at the end of the show in both the simulator and mobile crane categories will receive a trophy.



AEM Construction Challenge 5K Run/Walk

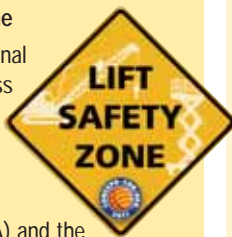
Maximum Capacity Media is organising a five kilometre run - or walk if you prefer, on Wednesday morning March 23rd at 7 a.m. with proceeds going to the AEM Educational Foundation.



Registration is \$25 and includes a T-shirt: Contact Franci Motz, fmotz@maxcapmedia.com.

Lift Safety Zone

IPAF (International Powered Access Federation, the Crane Certification Association of America (CCAA) and the National Commission for the Certification of Crane Operators (NCCCO) are hosting the Lift Safety Zone in Silver Lot 4, featuring live machine demonstrations and the latest in simulator technology. Dynamic demonstrations will show visitors how to assess ground conditions and take appropriate safety measures when using aerial lifts.



Crane & Rigging Conference

The Crane & Rigging Conference, an independent forum for crane and rigging professionals, is on March 25th, at the Riviera Convention Center. Registration costs \$275 including lunch and coffee.

Eventos de grúas y plataformas en la feria

Rodeo de operador de grúa

El Rodeo de operador de grúa, se llevará a cabo todos los días durante los horarios de la feria en el área Gold junto al stand de Liebherr. Los asistentes pueden probar sus habilidades contra otros en los simuladores de grúa móvil o en una grúa Liebherr real LTF1045-4.1. El equipo más goleador en la final del espectáculo, tanto en el simulador de grúa móvil como en las otras categorías recibirán un trofeo.

Desafío Carrera / Caminata 5K de AEM Construction

Maximum Capacity Media está organizando una carrera de 5 kilómetros corriendo- o andando si lo prefiere, la mañana del miércoles 23 de marzo a las 7 AM, cuya recaudación se destinará a la Fundación para la Educación AEM. La inscripción es de 25\$ e incluye una camiseta: Póngase en contacto con Franci Motz, fmotz@maxcapmedia.com.

Zona de Seguridad de elevación

IPAF, la Asociación de certificación de grúas de America (CCAA) y la Comisión Nacional para la Certificación de Operadores de Grúa (NCCCO) hospedarán la Zona de Seguridad de elevación el el Silver Lot 4, con demostraciones en vivo de máquinas y cuentan con lo último en tecnología de simuladores. Demostraciones dinámicas mostrarán a los visitantes la forma de evaluar las condiciones del terreno y adoptar medidas apropiadas de seguridad al usar plataformas.

Conferencia de Grúas & Aparejo

La Conferencia Crane & Rigging (Grúas & aparejo) es un foro independiente para los profesionales de la grúa y el aparejo, es el 25 de marzo, en el Riviera Convention Center. El costo de inscripción es 275\$ con almuerzo y café.



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To learn more, visit www.manitowoc.com/conexpo