

With this years biennial Construction Plant Show just a few weeks away, it is important to note the level of commitment and optimism surrounding the 2009 event. Backed with 100% industry support from two of the leading bodies in the business, the Construction Industry Federation and Irish Contractors Plant Association, the 2009 Construction Plant Show is set to shed some light on an otherwise gloomy industry. Given recent experiences of show organisers Expo Events, exhibiting at a time like this is imperative for anyone wishing to succeed, and the visitors are also reaping the rewards.

The important thing to note is that there is business being done out there. If one wants a slice of the pie, they need to be up there with their competitors, fighting for what is rightfully theirs. For contractors and hire companies it is the very same, by attending events such as the Construction Plant Show, attendees are getting face to face with existing and potential suppliers and as a result can decipher where the real value is to be had and ensure they receive the best possible deals. It is also a prime opportunity to stay well informed on what is available in terms of the latest technology and new product developments. There will also be a significant bias towards improving resource efficiencies in order to achieve economic benefits which will undoubtedly be of huge benefit to show attendees.

The Construction Plant Show 2009 has a slightly more focused approach this year, with all hands on deck and real commitment from exhibitors, show partners and organisers so as to ensure that the event is a worthwhile experience for both exhibitors and visitors alike. With similar UK events such as Hillhead and the Commercial Vehicle Show being postponed, the natural reaction for people to expect is that we would follow suit and shut up shop as well. However given the level of commitment by the exhibitors who are back on board for 2009, along with the unwavering support of the industry, the show is right on track to be a worthwhile investment for all involved.

The Caterpillar Challenge is back again by popular demand- McCormick Macnaughton will host its annual Operator Challenge at this years 2009 Construction Plant Show. This event has been held at the show for the past five years and will continue to be a popular attraction at the show. McCormick Macnaughton's Operator Challenge promotes safe and efficient machine operation and helps to raise general operating standards by showcasing the safest and most skilful construction plant operators in the country.

Operators will face a series of challenges to test their control and manipulation of equipment from a number of Construction Industry sectors, allowing different types of plant operators to compete against each other. Independent adjudicators will judge performances on a selection of the latest Caterpillar general construction machines, including a Back Hoe Loader, a Skid Steer Loader and a Mini Hydraulic Excavator.

Construction Industry Federation Director General Tom Parlon says *"The CIF is delighted to be supporting the National Construction Plant Show. This is one of the leading shows of its kind in Europe and is a vital sales tool for the industry. The Show is also a unique opportunity for local authorities, utility companies, the hire sector, and major contractors within Ireland to see first hand the industry's extensive offering in an ideal location in PuncHESTOWN."*

The Hire Association Europe (HAE) are also on board to host a series of seminars over the three days: four seminars per day. Subjects that will be covered throughout the event include raising awareness of the new drivers CPC legislation coming into effect in 2009, issues surrounding insurance and how HAE can help, a finance for non-financial managers overview with the current climate and how HAE can help as well as a health and safety seminar promoting best practice and duty of care.

This reiterates the point that the Construction Plant Show 2009 is as always, very much being organized 'for the industry, by the industry', and show content will reflect what is going on in the industry at the moment so as to ensure value is obtained for visitors from both top quality exhibitors and value adding show content. Some big names who have signed up to exhibit at Construction Plant Show 2009 are Pat O'Donnell, McCormick Macnaughton, EMS, Swan Plant Hire Ltd, Topcon Ireland Ltd, Philip McCormack Plant Ltd, McSharry Bros Manufacturing, McHale Plant Sales and many more.

Malcolm Macnaughton, Managing Director of McCormick Macnaughton is confident that a unified response to the event is essential as it will pay dividends in the long run *"It is important that the industry get behind initiatives such as the Construction Plant Show, and that we do as much as we can to lend our support. We have to do all in our power to drive the industry on, and if the focus of customers in the construction business has changed over the past 12 months, we need to meet this challenge and illustrate to purchasers that we can assist them as they attempt to control costs and drive efficiencies. The Construction Plant Show offers us all an opportunity to show case what we can offer."*

Location is paramount when it comes to such a functional event. Hence, the PuncHESTOWN Event Centre has been chosen again for 2009 as it caters for the needs of large scale exhibitors who can make use of the extensive outdoor display and demonstration areas-something which has been further developed for this years show. The ease of access to PuncHESTOWN also suits exhibitors and visitors from all corners of Ireland.

A new and exciting addition to the Construction Plant Show is RAWH-Recycling and Waste Handling 2009, which is a brand new event developed for manufacturers and buyers of waste handling equipment. RAWH will run alongside Construction Plant Show for the duration of the event and promises to generate even more traffic to the PuncHESTOWN Event Centre, inevitably

increasing footfall for those involved with both Construction Plant Show and RAWH.

Don't miss the Construction Plant Show 2009, Punchestown Event Centre Co. Kildare, 2nd-4th of April 2009.

For more information or to pre-register for tickets visit www.constructionplantshow.com

-Ends-

All media enquiries:
Anneka Connor
Expo Events Ltd
Tel: +353 1 2958181
Email: anneka.connor@expo-events.com