

ICUEE OUTDOOR EQUIPMENT EXPO OFFERS HANDS-ON ACCESS

The 17th International Construction and Utility Equipment Exposition (ICUEE) 2003 Show has been the premier demo expo for outdoor equipment demonstration for the past 40 years. This year's show will carry on that tradition with 1.2 million square feet of exhibits. The event is split between outdoor demonstrations and indoor exhibits, and will feature the latest products and services available, as well as seminars on cutting-edge technologies and innovations. And despite external economic factors, registrations from industry professionals are still pouring in from all over the globe.

INCREASED ATTENDANCE FROM NEW SECTORS

ICUEE reported that registration totals in late June were up 55 per cent compared to the same time period for 2001's show. According to ICUEE, this year's show is attracting a broader range of delegates, with above-average growth in industry categories such as street/lighting utility, state/federal government, water utility contractors, water supply utilities and rental centers.

"ICUEE 2003 is generating interest from all segments of the utility construction industry as the place to test and purchase the latest equipment, technology, products and services that will enhance job productivity and efficiency," said ICUEE Manager Paula Miller.

For the 2003 show, more than 15,000 employees and enthusiasts of the utility, sewer, water, cable television, telephone, gas, and general construction industries are expected to be crowding into the Kentucky Fair & Exposition Center to see

the estimated 800 exhibitions. The show opens on Tuesday, September 25th at 8:00 am and runs until 3 pm Thursday. That's three days of manufacturers of construction and utility equipment putting their machines to the ultimate test on what ICUEE calls "The Proving Ground."

BRINGING BUYERS AND SELLERS FACE-TO-FACE

"ICUEE is an opportunity to spend quality time with all major suppliers to the electric utility industry," said past ICUEE attendee Rick Leary, Fleet Service Region Manager of American Electric Power in Roanoke, Virginia. "It allows me to evaluate equipment from all over the globe, in one setting, and determine how that equipment might bring value to American Electric Power."

The last ICUEE show in 2001 was the second largest trade show of any industry in the United States, with 778 exhibitors using more than 1.117 million net square feet of exhibit space. Almost 13,000 industry professionals attended from the U.S., Canada and 27 other countries worldwide.

Barry Griffith, Supervisor Substation Operations of Warren RECC in Bowling Green, Kentucky, and a past ICUEE attendee said, "The uncertainty of our present times and the economic constraints that are being imposed on us is going to drive us to be more conservative in our future purchases looking for the best value for the dollar. ICUEE could be called the 'one stop shopping, compare and decide' show."

Types of products on display this year will include trenching and trenchless application equipment; overhead maintenance equipment; cable-pulling equipment; utility material and supplies; attachments; components; machinery for earth moving; light equipment (hand-held, portable or walk-behind); safety-related products; and allied industry providers of products such as software, publications and financial services.

PROFESSIONAL DEVELOPMENT SEMINARS

Attendees can also increase their industry knowledge through a series of professional development seminars held during each day of the show. The professional experts will examine the latest technological trends and operational issues affecting the utility and underground construction industry.

Some topics include regulatory and safety issues affecting construction sites, utility engineering issues, overhead equipment operation and maintenance regulations, and equipment utilization and leasing trends. **ET**

