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AEM Reaches Agreement with Media Globe to Join the CTT Exhibition in Russia

Media Globe and the Association of Equipment Manufacturers (AEM) have reached an agreement to hold an expanded construction equipment exhibition in Russia beginning in 2010 at the Construction Equipment & Technologies (CTT) exhibition in Moscow.

AEM will join forces with CTT owner and organizer Media Globe by establishing a CONEXPO Russia exhibit area in the CTT exhibition. CTT 2010 will bring together the manufacturers, customers and industry organizations in Russia to provide the maximum value and return on investment to all participants.

The next CTT exhibition will be held June 1-5, 2010 at the Crocus International Exhibition Center in Moscow. With the agreement, AEM will not hold its separate CONEXPO Russia exhibition, which was last held in September 2008 and was scheduled for September 2010.

The agreement combines the resources of Media Globe, the organizer of several major industrial shows in Russia, and AEM, an organizer of international exhibitions, including CONEXPO-CON/AGG in Las Vegas.

“The current economic conditions make it very difficult for the manufacturers of construction equipment and their customers. By joining forces with Media Globe to give the full support of AEM to CTT and organizing the CONEXPO Russia exhibit area, we will be improving the opportunity of participants for a successful event”, stated AEM President Dennis Slater.

Media Globe is an organizer of specialized international exhibitions and a publisher of industry magazines in Russia. It has successfully organized the annual CTT exhibition since 2000, establishing it as the largest annual construction equipment exhibition in the world.

“CTT has grown steadily for the past 10 years due to the support of both exhibitors and their customers as the expanding Russian economy created a boom in infrastructure projects,” stated Media Globe President Alexey Striganov. “Cooperation with AEM will enhance the global platform of CTT and will support participants during the economic downturn and in the future”.

AEM will be responsible for exhibit space sales for companies based in North and South America, and to certain other international manufacturers. The Association will also serve as a supporting organization for CTT and provide international marketing support in North and South America.

To achieve maximum results for AEM member companies, show participants and the industry, AEM partners with trade show organizers around the world. AEM’s global partnering philosophy includes working cooperatively in China with BICES and Bauma China; with the Munich International Trade Fairs Group for the launch of bC India; and now Media Globe in Russia.

AEM is the North American-based international trade association for the off-road equipment manufacturing industry serving the construction, agriculture, forestry, mining and utility markets. AEM is headquartered in Milwaukee, Wisconsin, with offices in Washington, D.C., Ottawa, Beijing and a European presence in Brussels. It represents more than 800 companies.

For more information, contact the offices of Media Globe in Russia at 495-961-22-62 or AEM in the U.S. at 414-272-0943.

6737 W. Washington Street
Suite 2400
Milwaukee, WI 53214-5647

T 414.272.0943
F 414.272.1170

HEADQUARTERS: MILWAUKEE, WI
OFFICES: WASHINGTON, DC OTTAWA, CANADA BEIJING, CHINA
EUROPEAN RESOURCE: BRUSSELS, BELGIUM

WWW.AEM.ORG
AEM@AEM.ORG
Toll Free: 866.AEM.0442