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Exhibit space update - CONEXPO Russia at CTT 2010

Construction equipment manufacturers continue to sign up for the CONEXPO Russia exhibit area at the 2010 CTT Moscow exhibition. A major factor for growth, say exhibit organizers, is that astute companies recognize Russia's enormous business potential with huge infrastructure needs. These companies also know the proven value of AEM trade exhibits to deliver maximum return on investment.

CTT, the Construction Equipment and Technologies Specialized Demonstration Show, will be held June 1-5, 2010 at the Crocus International Exhibition Center in Moscow. It is the largest construction trade show in Russia and Eastern Europe.

PricewaterhouseCoopers in a [recent study](#) predicts Russia will become one of the top countries in world economic ratings, along with other emerging nations. A recent [global infrastructure report](#) positions Russia as one of the world's largest and most dynamic infrastructure markets in the next 15 years. Projects such as [preparations](#) for the Sochi 2014 Winter Olympics (an estimated \$20 billion) face shortages of reliable equipment.

The association partners with trade show organizers worldwide to bring the most positive show experience to member companies, all show participants and the industry. Partnerships save exhibitors and attendees time and money, resulting in more value.

Exhibitor JCB's David Hill, General Manager JCB Russia, says, "CTT and CONEXPO Russia are the best places for business for anyone involved in the construction industry including contractors, operators, rental companies, dealers and the machine, attachment and component manufacturers who display the equipment. It will be the global meeting place in Russia where buyers and sellers meet. The partnership between CTT and CONEXPO Russia allows manufacturers to increase their return on investment by focusing on a single event for the industry in Russia."

Exhibitor John Deere Construction & Forestry's Tom Trone, Director Russia/CIS, states, "John Deere is making a significant commitment to the Russian marketplace, and our participation in the CONEXPO Russia exhibit area at CTT is an important aspect of our outreach. AEM has a successful history of partnering with other show organizers in the global marketplace. John Deere is proud to participate in this important industry gathering."

CTT has an established track record over the past 10 years, and the CONEXPO Russia exhibit area will offer an added dimension for attendees with its focus on OEM and North American products. AEM notes that feedback from exhibitors is that with U.S. markets so depressed, they are looking at CONEXPO Russia/CTT as a cost-effective way to reach a large number of potential international equipment buyers.

AEM is involved in Russia to help its manufacturer members do business there. With current economic conditions, partnering with CTT through creation of a CONEXPO Russia exhibit area was the most effective way to deliver one quality event with the most productive business opportunities for participants, say exhibit organizers. The CTT-CONEXPO Russia agreement created a special advisory committee with manufacturer input to guide key CTT planning elements.

For more information on exhibiting, contact Mr. Alan Stenum (Tel: +1 414-298-4144, Fax: +1 414-272-2672, Email: astenum@conexporussia.com).

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