

# IC TOWER CRANES NORTH AMERICA

JUNE 11 & 12, 2024

MUSIC CITY CENTER VENUE, NASHVILLE, TN



EXCLUSIVE PARTNER



CREATED AND ORGANIZED BY



**SPONSORSHIP OPPORTUNITIES**

[www.khl-tcna.com](http://www.khl-tcna.com)

## WHERE

Music City Center  
201 Rep. John Lewis Way South  
Nashville, TN 37203

## SCHEDULE

JUNE 11, 2024  
Off-site tour - TBC  
Welcome networking reception

JUNE 12, 2024  
Full-day conference followed by farewell  
networking drinks

## WEBSITE

[www.khl-tcna.com](http://www.khl-tcna.com)

CREATED AND ORGANIZED BY

AMERICAN CRANES & TRANSPORT

**ACT**  
&T

INTERNATIONAL  
**CRANES**  
AND SPECIALIZED TRANSPORT

**khl**

EXCLUSIVE PARTNER



Specialized Carriers &  
Rigging Association

OUR MEMBERS **LIFT & MOVE** THE WORLD



**TCNA is the essential education and  
networking event for tower crane  
professionals across North America.**



# About TCNA

**Tower Cranes North America (TCNA) will bring the industry together to network and discuss important topics including safety, product innovation, crane productivity and site planning.**

**T**ower Cranes North America (TCNA) will provide an excellent opportunity to network, learn and exchange ideas with fellow tower crane professionals.

It will bring together senior management and decision makers from crane users and owners (rental companies and general contractors), crane manufacturers, dealers and ancillary equipment suppliers.

The conference program is currently being developed and will reflect the most relevant topics and challenges within this specialist lifting sector. High profile speakers will deliver presentations sharing their knowledge of tower crane operation and ownership.

TCNA is organized by KHL Group and its magazines *American Cranes & Transport (ACT)* and *International Cranes and Specialized Transport (ICST)*, with the support of the SC&RA, the Exclusive Event Partner.

**TCNA should be on your calendar of events to attend in 2024.**

## OUR 2022 EVENT WAS SPONSORED BY

HEADLINE SPONSOR



GOLD SPONSORS



SILVER SPONSORS

WELCOME SPONSOR

LUNCH SPONSOR

BREAKS & WATER

TECHNOLOGY SPONSOR

NETWORKING RECEPTION



BRONZE SPONSORS



ACT TOWER CRANE 50 TOPLIST SPONSORS



## SPONSORSHIP KEY BENEFITS

- ✓ Promote your company to reach KHL's global readers, buyers, users and manufacturers
- ✓ Affirm your support and commitment to the industry
- ✓ Increase your brand awareness in the industry
- ✓ Unique networking with existing and potential new customers
- ✓ Develop your place in this specialist sector
- ✓ KHL offers you enormous benefit from our global publicity reach via many KHL media streams, before, during and after the event
- ✓ Invite and offer your clients the opportunity to enjoy this very special event at special discounts.

**ALL SPONSORS RECEIVE COVERAGE IN KHL GROUP'S MAGAZINES, WEBSITES AND SOCIAL MEDIA.**

# Developing a strong Program

The conference program is currently in development and will address key issues facing tower crane owners and users, including risk mitigation, safety, crane inspections, wind monitoring, construction activity forecasts and legislation.



A high quality conference with speakers who are experts and leaders in the tower crane industry

## Want to suggest a topic or make a presentation?

**Tower crane owners, users, specifiers and manufacturers are invited to submit proposals for presentations. Please contact:**

Alex Dahm, Editor, International Cranes and Specialized Transport – Tel: +44 (0)1892 786 206 – e-mail: alex.dahm@khl.com

D.Ann Shiffler, Editor, American Cranes & Transport (ACT) – Tel: +1 512 869 8838 – e-mail: d.ann.shiffler@khl.com

Beth A. O'Quinn, Senior vice president – SC&RA – Tel: +1 703-698-0291 – e-mail: BOQuinn@scranet.org

## INTERNATIONAL TOWER CRANES (ITC) & TOWER CRANES NORTH AMERICA (TCNA)

### PREVIOUS SPONSORS

- AMCS Technologies
- Baoda
- Blokam
- Bondura
- Casar
- CM Labs
- Comansa
- Dellner Bubenzer
- ENG Cranes
- Favelle Favco
- Geda
- GJJ
- Hoist Cam
- ITI Industrial Training International
- Jaso
- Liebherr
- LudwigHook
- Manitowoc
- Morrow Equipment
- NCCCO
- Potain
- Proplate
- Quartz
- Radius Crane Management
- Raimondi
- RaycoWylie
- ReCom
- Skyline Cranes & Technologies
- SMIE
- Stafford Soima
- Terex
- Uperio
- Wireco
- Wolffkran
- Zoomlion

### THE AUDIENCE

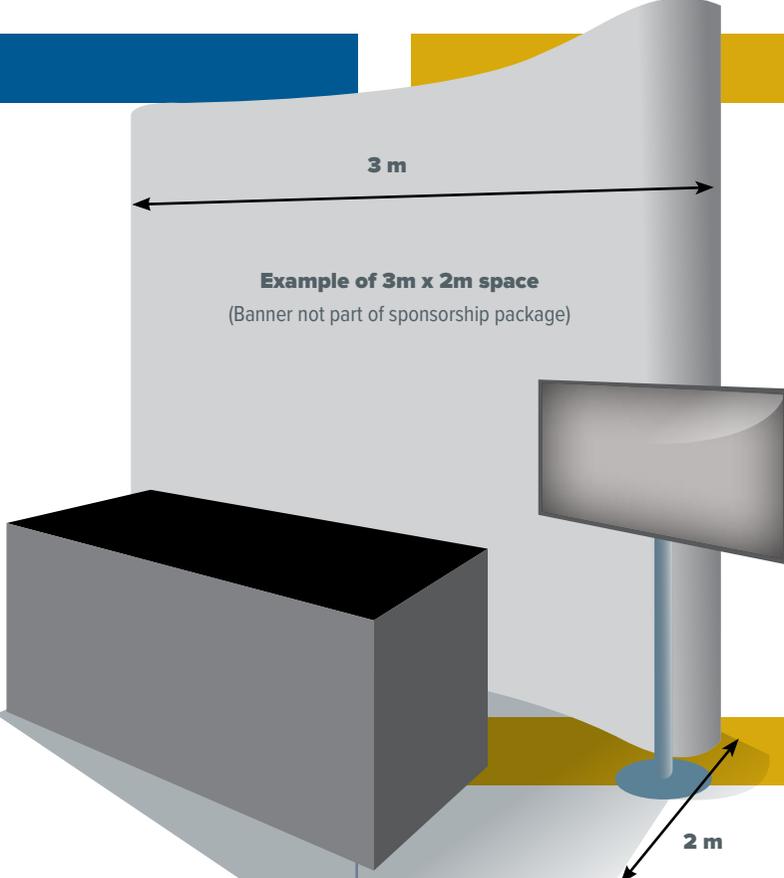
ITC and TCNA attracts many of the key figures in the world's tower crane industry, including fleet buyers, company owners and crane distributors.

### DELEGATE NUMBERS

TCNA 2022 (Miami)	251
ITC 2021 (Nice)	180
TCNA 2020 (online)	624
ITC 2019 (Vienna)	203
TCNA 2018 (Miami)	290
ITC 2017 (London)	252
ITC 2015 (London)	225
ITC 2013 (Berlin)	150
ITC 2012 (Berlin)	140
ITC 2011 (London)	156

# Sponsorship levels

PLATINUM	GOLD
<ul style="list-style-type: none"><li>✔ Conference brochure – double page spread advertisement</li><li>✔ Conference delegate tables – note pad &amp; pen (client to provide)</li><li>✔ Table top display (3x2m) – prime position in networking sponsors room</li><li>✔ Plasma screen for your corporate video</li><li>✔ Conference stage branding – prominent logo</li><li>✔ Prominent logo branding during the event</li><li>✔ 15 conference tickets</li><li>✔ Headline banner on event website</li><li>✔ 50% discount on additional tickets for clients, distributors and colleagues</li><li>✔ Post conference videos – prominent logo branding during intro</li><li>✔ Post conference publicity – prominent logo</li></ul>	<ul style="list-style-type: none"><li>✔ Table top display (3x2m) in a premium position, in the networking area where we will serve lunch and coffee breaks.</li><li>✔ Plasma screen for your table top display*</li><li>✔ Company logo displayed throughout the conference</li><li>✔ Company logo on the front cover of the program</li><li>✔ Company logo on banners at the event</li><li>✔ Full page advertisement in the program</li><li>✔ 10 delegate tickets</li><li>✔ 40% discount on additional tickets</li><li>✔ Company logo on the TCNA website</li></ul>
<b>\$25,000</b>	<b>\$22,000</b>



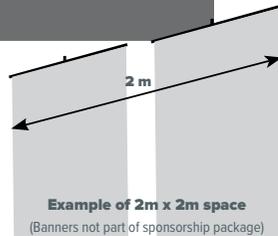
\*Please confirm you require a plasma screen.  
e-mail: gary.brinklouw@khl.com

All sponsors will receive publicity via many KHL magazines and digital media, pre, during and after the event. All sponsors logos will also appear with a link to their site on the TCNA website.

# Sponsorship levels

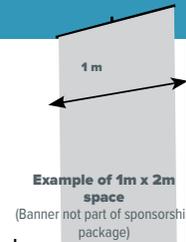
## SILVER

- ✔ Table-top display in prominent position in the networking area
- ✔ Company logo displayed in rotation in the networking areas
- ✔ Company logo on banners at the event
- ✔ Company logo in the program
- ✔ 6 delegate tickets
- ✔ 30% discount on additional tickets
- ✔ Half page advert in the conference program



## BRONZE

- ✔ A table top display in the networking area
- ✔ Logo in the program
- ✔ Logo on banners at the event
- ✔ 2 delegate tickets
- ✔ 20% discount on additional tickets



**\$6,500**

**\$14,000**

## CUSTOM OPTIONS

Limited to one sponsor

### REGISTRATION BREAKFAST

LIMITED TO ONE SPONSOR

Exclusive sponsorship of the welcome registration breakfast prior to the main conference.

- ✔ Banners in the breakfast reception area
- ✔ Branded napkins
- ✔ Branding on cocktail tables
- ✔ 5 delegate tickets
- ✔ 20% discount on additional tickets
- ✔ Half page advert in the conference program
- ✔ Logo in the conference program

**\$7,500**

If you wish to add a table-top display please contact your sales agent for more details

### LUNCH

- ✔ Banners at the entrance to the lunch area and near to the buffet lunch
- ✔ Branding on tables
- ✔ 5 delegate tickets
- ✔ Logo in the program
- ✔ Announcement in the conference that lunch is sponsored by your brand
- ✔ 20% discount on additional tickets

**\$7,500**



**To add a table-top display to any of the above custom options please contact your sales agent for more details**

## WELCOME NETWORKING DRINKS

*LIMITED TO ONE SPONSOR*

**Exclusive sponsorship of the welcome drinks reception which will be held the evening prior to the main conference.**

- ✔ Banners in the drinks reception area
- ✔ Branded table napkins
- ✔ Branding on cocktail tables
- ✔ 6 delegate tickets
- ✔ 30% discount on additional tickets
- ✔ Half page advert in the conference program
- ✔ Logo in the conference program

**\$10,500**

*If you wish to add a table-top display please contact your sales agent for more details*

## FAREWELL NETWORKING DRINKS

*LIMITED TO ONE SPONSOR*

**Exclusive sponsorship of the farewell drinks reception which will be held after main conference.**

- ✔ Banners in the drinks reception area
- ✔ Branded table napkins
- ✔ Branding on cocktail tables
- ✔ 6 delegate tickets
- ✔ 30% discount on additional tickets
- ✔ Half page advert in the conference program
- ✔ Logo in the conference program

**\$10,500**

*If you wish to add a table-top display please contact your sales agent for more details*

## CONFERENCE WATER

- ✔ Your company logo on coasters to be placed on conference tables
- ✔ Two banners with your company logo within the conference room
- ✔ 2 tickets to the conference

**\$4,500**

## MORNING BREAK

- ✔ Banners at the entrance to the breaks area and next to the coffee stations
- ✔ Branding on tables
- ✔ 4 delegate tickets
- ✔ Logo in the program
- ✔ Announcement in the conference that the break is sponsored by your brand
- ✔ 20% discount on additional tickets

**\$5,500**

## AFTERNOON BREAK

- ✔ Banners at the entrance to the breaks area and next to the coffee stations
- ✔ Branding on tables
- ✔ 4 delegate tickets
- ✔ Logo in the program
- ✔ Announcement in the conference that the break is sponsored by your brand
- ✔ 20% discount on additional tickets

**\$5,500**

## TOP LIST

**Available to companies listed in the ACT or IC&ST Tower Crane Top Lists.**

- ✔ Company logo in the program
- ✔ 1 delegate ticket
- ✔ 20% discount on additional tickets

**\$3,300**

# TOWER CRANES NORTH AMERICA CONFERENCE & RECEPTION

## CONTACTS

### SPONSORSHIP OPPORTUNITIES USA/CANADA

Matt Burk  
Tel: +1 773 610 9467  
matt.burk@khl.com

### SPONSORSHIP OPPORTUNITIES USA/CANADA

Bev O'Dell  
Tel: +1 (816) 886 1858  
bev.odell@khl.com

### SPONSORSHIP OPPORTUNITIES INTERNATIONAL

Mike Posener  
TEL: +353 86 043 1219  
mike.posener@khl.com

### SPEAKER & PROGRAM INFORMATION

D. Ann Shiffler  
Tel: +1 512 868-7482  
d.ann.shiffler@khl.com

### SPEAKER & PROGRAM INFORMATION

Alex Dahm  
Tel: +44 1892 786 206  
alex.dahm@khl.com

### EVENT INFORMATION

Steve Webb  
Tel: +44 1892 786243  
steve.webb@khl.com

### DELEGATE SALES & REGISTRATION

Greg Roberts  
Tel: +44 1892 786238  
greg.roberts@khl.com

## SALES AGENTS

### USA/CANADA

Bev O'Dell  
Tel: +1 (816) 886 1858  
bev.odell@khl.com

### UK & SCANDINAVIA

John Austin  
Tel: +44 1892 786245  
e-mail: john.austin@khl.com

### FRANCE/BELGIUM/LUXEMBOURG

Hamilton Pearman  
Tel: +33 1 4593 0858  
hpearman@wanadoo.fr

### KOREA

CH Park  
Tel: +82 2 730 1234  
mci@unitel.co.kr

### CHINA

Cathy Yao  
Tel: +86 10 6553 6676  
cathy.yao@khl.com

### GERMANY/SPAIN/AUSTRIA/ SWITZERLAND/CENTRAL EUROPE

Mike Posener  
Tel: +353 86 043 1219  
mike.posener@khl.com

### THE NETHERLANDS

Arthur Schavemaker  
Tel: +31 (0)547 275005  
arthur@kenter.nl

### ITALY

Fabio Potestà  
Tel: +39 010 570 4948  
info@mediapointsrl.it

### TURKEY

Emre Apa  
Tel: +90 216 302 5382  
emre.apa@apayayincilik.com.tr

### JAPAN

Michihiro Kawahara  
Tel: +81 3 3212 3671  
kawahara@rayden.jp

CREATED AND ORGANIZED BY



EXCLUSIVE PARTNER



[www.khl-tcna.com](http://www.khl-tcna.com)