

HIReland **27**

IRELAND'S ONLY PLANT, TOOL & ACCESS HIRE SHOW

EXHIBITOR MANUAL

*Thursday March 4th
9:00am to 6:00pm*



**NATIONAL SHOW CENTRE
STOCKHOLE LANE, CLOGHRAN, DUBLIN, K67 VF43**

ABOUT HIRELAND

HIREland will enable machine manufacturers, tool hire distributors & suppliers, to gather for one day. With the objective of introducing the latest products, services & solutions to the owners, directors & key decision makers of Ireland's thriving Rental Sector, Utility Contractor, Rail Contractor, Local Authority & Civil Engineering businesses.

WHO ATTENDS HIRELAND

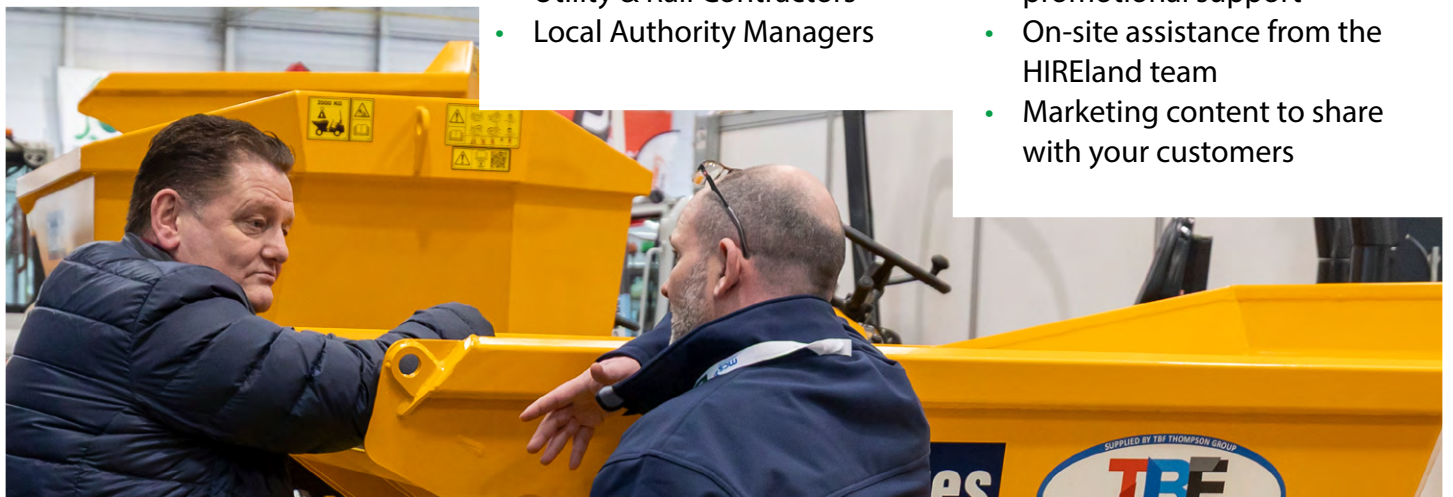
HIREland attracts a targeted, professional audience, including:

- Tool, plant and equipment hire companies
- Access and lifting specialists
- Construction and civil engineering contractors
- Manufacturers, distributors and dealers
- Industry service providers and trade bodies
- Utility & Rail Contractors
- Local Authority Managers

WHAT EXHIBITORS RECEIVE

Depending on the package selected, exhibitors will receive:

- Allocated exhibition space as per your order
- Shell Scheme (if selected) with your overhead branding
- Company listing on HIREland show website
- Inclusion in the official HIREland Show Guide
- Pre-event marketing and promotional support
- On-site assistance from the HIREland team
- Marketing content to share with your customers



HIREland 27

Confirmed Exhibitors



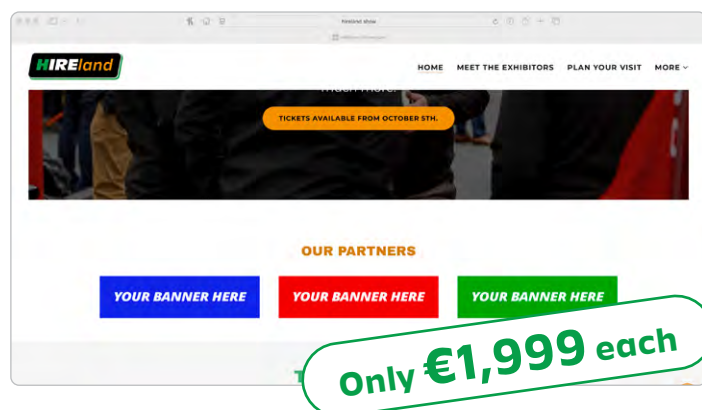
EXHIBITION SPONSORSHIP

Exhibition stands at HIREland sold out in record time, demonstrating the high interest in the event. To further extend your reach there are a number of additional sponsorship opportunities that are available on a first come basis that include:

- Dedicated Café Area Branding
- External Banners

WEBSITE PACKAGE:

Your branded banner as a leaderboard and MPU on the HIREland.ie website. With a link to your chosen landing page, displayed for the duration of Jan 4th to Apr 4th, 2027. With up to 3 changes (limited to just 10 packages).



SHOW GUIDE SPONSOR:

Exclusive sponsorship of the HIREland show guide. Front cover brand exposure exclusivity, in addition to top of floor plan page banner ad.



SHOW GUIDE ADVERT:

Your 75mm x 105mm full colour ad included on the floor plan of the fold-out page of show guide (limited to just 8 packages).



REGISTRATION AREA SPONSORSHIP:

Exclusive sponsorship of the ticket registration area (only entry point to HIREland). 'Your branding' on entry doors to registration & entry doors to the show floor. Pop ups and backdrops in and around the area. 'Your branding' on the 4 x ticket modules used by all visitors to the show. Registration team to wear HIREland and 'your brand' hi-vis apparel.



BANNER PACKAGE:

Banners (provided by you) to be displayed in one of 3 key visitor-visible vantage points of: drive to car park - walk to registration - above the exhibition hall. (limited to just 20 packages).



VISITOR EMAIL PACKAGE:

HIREland has extensive and exclusive contact data of hirers and contractors across Ireland and NI. From Dec '26 we will send a weekly event email to all. Have your branding included in these exclusive communications as banners, with a link to your nominated landing page. Banners can be changed as often as you choose. (limited to just 10 packages).



SPONSORSHIP OF WELCOME BREAKFAST:

Move closer to show visitors (your potential next customers), by sponsoring 'your branded breakfast'. We will promote in all pre-show communications, the fact that the first 200 visitors will receive a 'Free Breakfast' courtesy of you. In addition to your branding being displayed in and around the Café. We offer the additional option of the tasty breakfast roll, being served on 'your branded' catering plates with serviettes.



PRESENTED IN ASSOCIATION WITH



ASSOCIATE SPONSOR



On March 26th at the National Show Centre (M1 J2 Dublin airport) the doors to HIREland, Ireland's first dedicated Plant, Tool and Powered Access Hire Show will open.

As we move into Q2, hirers & contractors will have the perfect opportunity to meet world class suppliers that can help keep your team safe, drive growth, increase returns and improve operational efficiency.

[Join us at the show](#) to gain a competitive advantage for the year ahead:

👉 Exclusive Pricing. Show-only deals you won't find anywhere else.

👉 [80+ Exhibitors](#). Under one roof, on one day.

👉 Check out the latest equipment and emerging tools before you invest.

[Register for your FREE tickets Here:](#)

A Day Well Spent for savvy Hirers, Contractors and Local Authorities alike.

[Plan your visit](#)
Just €2,499 each
(for the 10-week campaign)

BUILD-UP, SHOW & BREAKDOWN SCHEDULE

BUILD-UP

- Build-up commences 8:30am Monday March 1st
- Space Only Stands must be built by 6pm Tuesday March 2nd
- Shell Scheme Stands must be complete by 6pm on Wednesday 3rd March

SHOW DAY

- Exhibitors can access from 8:30am
- Show date: Thursday 4th March
- Opening times: 9:00am – 6:00pm
- All stands must be fully built, operational and staffed throughout show hours

BREAKDOWN

Breakdown may begin: Thursday 4th March from 6:00pm to 8:00pm

- Final clearance deadline: 3:00pm on Friday, 5th March
- All stands, equipment and materials must be fully removed by this time

MANDATORY INSURANCE REQUIREMENTS

All exhibitors must provide the following:

- a. Copy of your event insurance for HIREland 2027 by Friday Feb 12th
- b. Risk Assessment & Method Statement regarding the build and breakdown by Friday Feb 19th

ELECTRICITY

Power is available for all stands.

Shell Scheme (A-B-G-F) will have power delivered via a 240v trailing socket. Space only options advise what power is required via the form attached.

WIFI

Wifi access will be provided for all exhibitors and there is also a strong 5G signal on site.

STAND BUILDING

Should you require your space only option to be built to include lighting, carpets, space dividers contact:

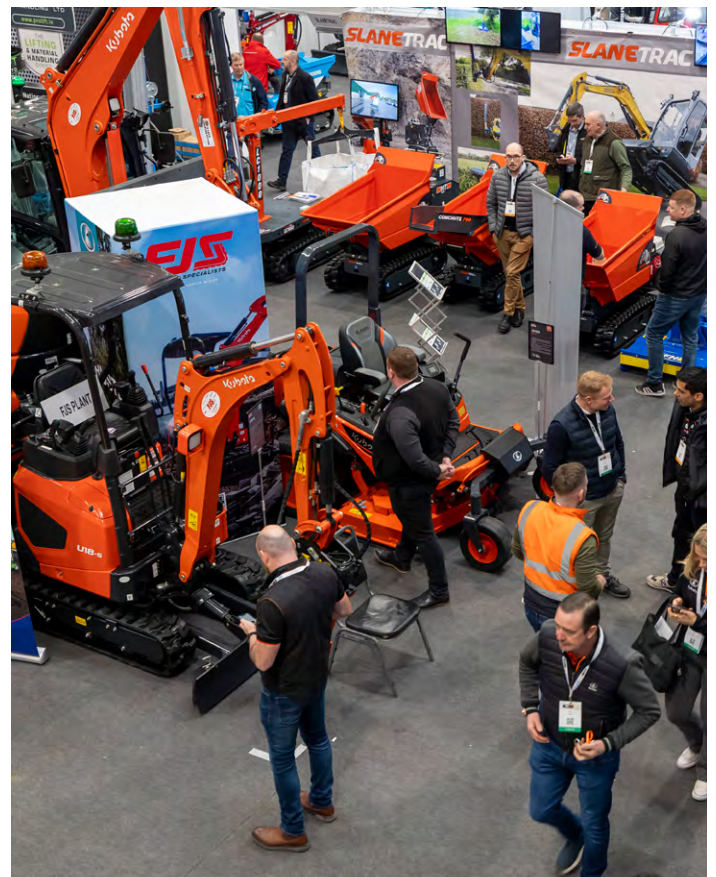
Alan Collins

Exhibit A Displays

T: +353 (0)87 256 2788

E: info@exhibitadisplays.ie

www.exhibitadisplays.ie



FURNITURE

Contact:

Michaela Potlog
Higgins Furniture
T: +353 (0)45 526 300
E: Hire@higgins.ie
www.higginsfurniture.ie

HEALTH & SAFETY

All exhibitors must:

- Wear Hi-vis vest and foot protection when building and breaking down stand
- Comply with venue and HIREland health & safety regulations
- Ensure all machinery, tools and displays are safely installed and operated
- Provide risk assessments where required

ACCOMMODATION - LOCAL HOTELS

The following hotels are located close to the National Show Centre and M50:

- **Clayton Hotel**
Tel: +353 (0)1 871 1000
- **Maldron Hotel**
Tel: +353 (0)1 808 0500
- **The Carlton Hotel**
Tel: +353 (0) 1 866 7500

Early booking is strongly recommended due to demand during the event period.

KEY DATES AT A GLANCE

BUILD-UP STARTS

- 8:30am 1st March

HIRELAND SHOW

- 4th March | 9:00am – 6:00pm

BREAKDOWN BEGINS

- 6:00pm, 4th March

ALL STANDS CLEARED BY:

- 3:00pm 5th March



EXHIBITOR CONTACT

For exhibitor support and show-related queries, please contact:

Brian Coogan

Email: Brian@machinerymovers.ie

Phone: +353 (0)83 433 5968