



The bucks stop here!

The ground-breaking GSE event, scheduled for October 26-28 at the Rio, Las Vegas, is almost upon us.

Taking away the risk

Las Vegas may have been built on the principle of gambling but the GSE sector doesn't work in the same way. At least, it *shouldn't* be a gamble when you come to decide to replace part of your fleet, upgrade or even add to it. Given that ground handling cannot function without GSE (whether purchased, leased, rented or reconditioned), it's vital that any decision that the fleet buyer makes is backed up with confidence and experience.

Buyers can invest a lot of time and money in making those choices. In recessionary times it is no longer viable to visit a series of potential suppliers with a view to comparing products prior to making a final decision. And whilst some handlers will have set up preferred partners when it comes to GSE supply, the reality for most is that they have to research the market as best they can and then come to a conclusion.

In the light of all this the GSE exhibition comes into its own, effectively bringing all the suppliers together and relieving the buyer of the necessity of extended travelling and time out of the office in the decision-making process. But readers all know that the GSE exhibition is alive and well – so why come to the International Airport Expo Las Vegas?

A new concept

There are several reasons why.

First and foremost, it is the organiser's belief that for too long now the GSE manufacturing sector has been treated rather like a puppet, the strings of which have been pulled by the show organiser. Virtually every manufacturer would agree that the exhibition is the ideal vehicle or showcase for their specialist products. Equally, most would agree that the sheer cost of exhibiting has begun to outweigh most of those particular advantages. It's not just about flights, transportation and

accommodation: the rub is usually the exorbitant rental charged per square metre for the facility use and any extra services that are required. So contentious a point has this become that a number of manufacturers decided last year to investigate an alternative. After all, they reasoned, exhibitions require exhibitors, so it was imperative that the two bodies should be mutually content with the overall scheme of things.

And so the International Airport Expo was born.

Las Vegas: the perfect venue

Why is this event so different? That's easily answered. The International Airport Expo Las Vegas 2010 is unique in the world of the exhibition because it represents a mammoth step forward.

Billed as the first GSE exhibition organised *by the industry for the industry*, it effectively removes the middle man from the financial

equation. The result is simple: run as a non-profit making event, costs and prices can be kept to the bare minimum, permitting not only an extremely level playing field but one that is infinitely more affordable to all than has been the case in the past.

Traditionally, for those who build GSE, renting space for any exhibition has been a major factor in deciding the size of the area required for the booth and attendant machinery. With a novel and fresh approach to the problem, the organisers are confident that such concerns will now become a thing of the past. The cost per square metre or square foot is so low that now the smallest of manufacturers can afford to show their ranges, secure in the knowledge that no other show will allow them such a facility at such a competitive rate.

Who's attending?

As we went to press with this issue, all the signs were that the event was going to be extremely well received. For visitors attending who are seeking out the international, globally-renowned GSE builders, they will not be disappointed. Amongst the heavyweight manufacturers Contrac Cobus, Douglas, TLD, Goldhofer, Vestergaard, Trepel, JBT AeroTech and Schopf will all be present. Consequently, any buyer thinking in terms of pushbacks, de-icers, apron buses or loaders is going to find plenty of choice - arguably, almost too much - within the grounds of the Rio Hotel.

It is somewhat natural that there should be much interest in the event on the part of American manufacturers. For example, domestic buyers interested in potable water products and lavatory service products may find Airlinx Aircraft Services of use. For GSE fleet managers, Continental Tires will be showing the latest developments in the specialised area of rubber whilst Sage Parts,

supplier of all those sundry spares that ensure a handling operation never lets down its customer, will also be there to advise. Look out for Clyde Machines, with five decades of dolly, trailer, cart and stair manufacture behind it. Victory GSE is a well-known name within the US, and it will be showing some of its products. FOD bags and sundry other sacks are Estex's stock-in-trade whilst at the other end of the scale there is Ground Support Specialists, which can offer new and refurbished GSE, spare parts, used equipment and technical services. Tomcat Equipment's line is very niche indeed, comprising scrubbers, burnishers and sweepers. If tugs and tractors are on your shopping list, Harlan will be exhibiting its latest models; and the Hobart/ Trilectron/ Air-a-Plane consortium will be on hand to demonstrate a variety of ground power.

Ground power as well as a range of portable battery power solutions is the specialised line at Start Pac; and Cummins, renowned for its GSE engines, will attend, with motive power answers for the ramp. Authorized Transmission Remanufacturing's products need little explanation: expect to see a variety of fleet transmission solutions at the exhibition.

Celebrating 40 years in the industry, Flite Line Equipment can offer everything from jacks to catering trucks and from cargo nets to beltloaders. Service carts, dispensers and aircraft jacks in many shapes and sizes can be supplied by Malabar whilst Katlyn is an engineering and software specialist, one that has been supplying IT solutions to the aviation sector since the 1980s. An exhaustive portfolio of parts and spares will be shown by US Airmotive whilst Tug Technologies' well-known tractor solutions will be to the fore. If it's training you seek, then MPRI's technical expertise in setting up systems for learning about GSE functions before driving

on the ramp will be of interest.

In terms of overseas specialists, tyre and wheel information will be provided by Trelleborg; Turkish manufacturer Timsan will be promoting its truck-based GSE solutions, conveyors and dollies; and Powerstow will be showing its ingenious solution to risk-free baggage loading and unloading. Renting and leasing solutions to fleet managers' GSE requirements will be met by TCR. Meanwhile, Rheinmetall Landsysteme's ground power units will be on display; and there will be aircraft power units to see on the Hitzinger stand and French ground power specialist Guinault is also attending. And lighting the way will be Hella's products, which are suitable for all types of airside vehicles. In contrast, Polartherm will be showing its range of aircraft heaters, which are of interest to the military as well as the civilian sectors. Similarly, Swedish manufacturer Kocoverk will also be bringing aircraft heaters and ACUs to Vegas. Dutch company Driessen is yet another specialist who is exhibiting: in this case there will be cargo equipment solutions as well as galley equipment.

Aside from the manufacturers you can expect trade publications to be available: *Ground Handling International* and *Ramp Equipment News* will both be taking stands at this exciting new event.

Finally, running throughout the exhibition will be seminars and workshops, which will allow those visiting to find out more about selected products and processes.

Be there!

In conclusion, if you only attend one trade show this year, make sure it's the International Airport Expo Las Vegas in October. We are convinced that in terms of value for money, this exhibition simply cannot be beaten.

(As this is the last issue of Ramp Equipment News before the Las Vegas event, more details will be made available on the exhibition website in the run-up to the show. Simply log on to www.internationalairportexpo.com. There you will find everything you need to know about exhibitors, the programme, accommodation, workshops, pre-registration and other information about Las Vegas).

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