

INTERNATIONAL ITC TOWER CRANES CONFERENCE & RECEPTION

3 & 4 JUNE 2025

FROM

SPONSORSHIP OPPORTUNITIES

EXCLUSIVE EVENT PARTNER



Specialized Carriers &
Rigging Association
OUR MEMBERS LIFT & MOVE THE WORLD

CREATED AND ORGANISED BY



www.khl-itc.com

ITC is the essential education and networking event for tower crane professionals around the world.



WHAT

Full-day conference, networking receptions and tour.

WHERE

Cardo Roma, Autograph Collection
Viale Del Pattinaggio
100, Rome, Italy, 00144

WHEN

3 June 2025: Off-site tour TBC followed by a welcome networking drinks reception.

4 June 2025: Full day conference and post-event farewell drinks reception.

WEBSITE

www.khl-itc.com

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SUPPORTING ASSOCIATION



Join us in Rome

Join other industry leaders at the 9th International Tower Cranes conference in Rome. Bringing the industry together to further develop knowledge on safety, innovation, trends and best practice.

The 9th International Tower Cranes (ITC) conference presents a unique opportunity to network with hundreds of industry specialists. Held in Rome, Italy, the event kicks off on June 3rd with a networking drinks reception and a tour or offsite event, followed by a full-day conference on June 4th.

The event is organized by International Cranes & Specialized Transport, American Cranes & Transport and the magazines' publisher KHL Group, along with ITC's Exclusive Partner, the

SC&RA, and supported by ESTA. This event is invaluable for C-level, senior management and decision-makers from OEMs, rental companies, lifting contractors, crane owners, and industry associations involved in tower crane operations and safety.

This year's conference will cover the most relevant topics and challenges in the tower crane sector, featuring high-profile speakers who will deliver presentations to enhance your knowledge of tower crane operation and ownership.

www.khl-itc.com



TOPICS & SPEAKERS

ITC 2025 will feature top speakers who are leaders in the field.

If you are interested in speaking opportunities, please contact:

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PREVIOUS SPONSORS INCLUDE



SPONSORSHIP KEY BENEFITS

- ✔ All sponsors receive extensive exposure across multiple KHL media streams, magazines and websites.
- ✔ Promote your company to reach our global audience of buyers, users and manufacturers.
- ✔ Affirm your support, commitment and loyalty to your industry.
- ✔ Increase your brand awareness.
- ✔ Unique networking with existing and potential new customers.
- ✔ Invite and offer your clients the opportunity to enjoy this very special event at special discounts.

THE AUDIENCE

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

PREVIOUS EVENTS

ITC 2023 (Barcelona)

DELEGATES: **199**

ITC 2021 (Nice)

DELEGATES: **180**

ITC 2019 (Vienna)

DELEGATES: **201**

ITC 2017 (London)

DELEGATES: **242**

ITC 2015 (London)

DELEGATES: **225**

ITC 2013 (Berlin)

DELEGATES: **150**

ITC 2012 (Berlin)

DELEGATES: **140**

ITC 2011 (London)

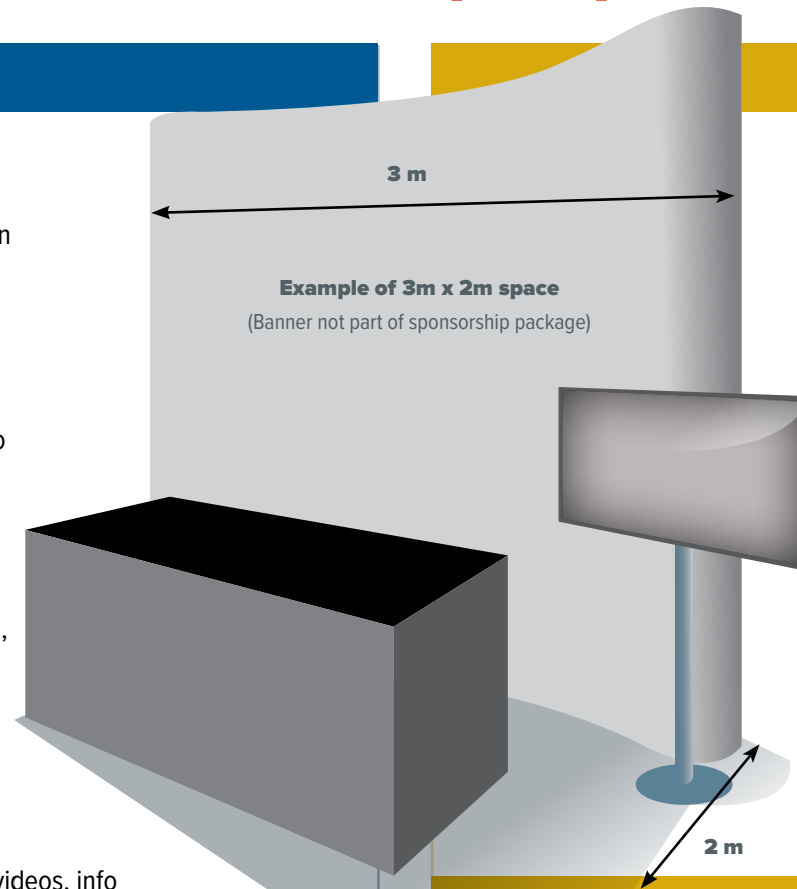
DELEGATES: **156**

Sponsorship packages

PLATINUM

- ✔ Conference brochure – double page spread advertisement
- ✔ Conference delegate tables – note pad & pen (client to provide)
- ✔ Table top display (3x2m) – prime position in networking sponsors room
- ✔ Plasma screen for your corporate video
- ✔ Conference stage branding – prominent logo
- ✔ Prominent logo branding during the event
- ✔ 15 conference tickets
- ✔ Headline banner on event website
- ✔ 50% discount on additional tickets for clients, distributors and colleagues
- ✔ Post conference videos – prominent logo branding during intro
- ✔ Post conference publicity – prominent logo
- ✔ Branding on home screen on the event app
- ✔ Page on the event app to include corporate videos, info text, branding, social media links and PDF download

€21,500



GOLD

- ✔ Table top display (3x2m) in a premium position, in the networking area where we will serve lunch and coffee breaks.
- ✔ Plasma screen for your table top display*
- ✔ Company logo displayed throughout the conference
- ✔ Company logo on the front cover of the program
- ✔ Company logo on banners at the event
- ✔ Full page advertisement in the program
- ✔ 10 delegate tickets
- ✔ 40% discount on additional tickets
- ✔ Company logo on the ITC website
- ✔ Branding on home screen on the event app
- ✔ Page on the event app to include corporate videos, info text, branding, social media links and PDF download

€18,500

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

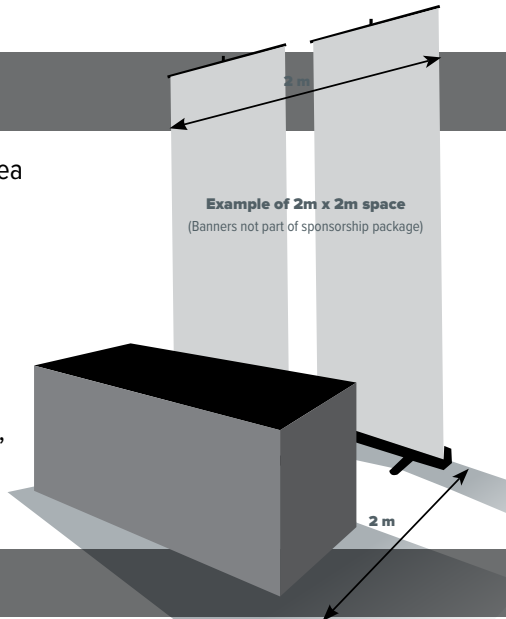
All sponsors will receive publicity via many KHL magazines and digital media, pre, during and after the event.

All sponsors logos will also appear with a link to their site on the ITC website.

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
- ✔ Page on the event app to include corporate videos, info text, branding, social media links and PDF download

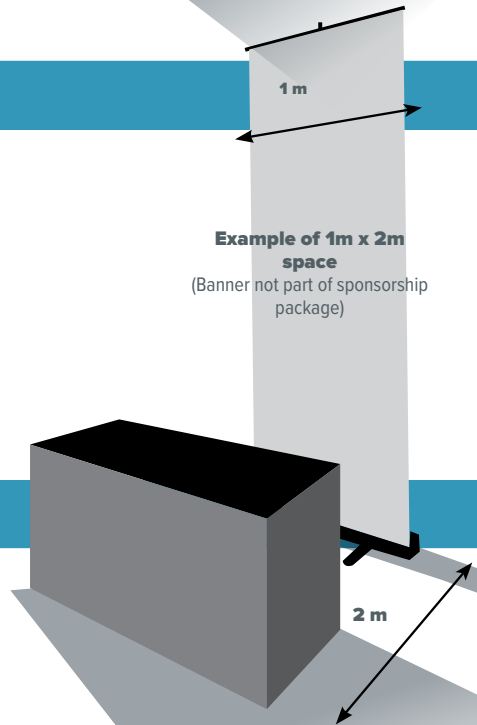
€12,000



BRONZE

- ✔ A table top display in the networking area
- ✔ Logo in the program
- ✔ Logo on banners at the event
- ✔ 3 delegate tickets
- ✔ 20% discount on additional tickets
- ✔ Page on the event app to include corporate videos, info text, branding, social media links and PDF download

€6,000



CUSTOM OPTIONS

Limited to one sponsor

REGISTRATION BREAKFAST

- ✔ Banners in the breakfast reception area
- ✔ Branded napkins
- ✔ Branding on cocktail tables
- ✔ 4 delegate tickets
- ✔ 20% discount on additional tickets
- ✔ Half page advert in the conference program
- ✔ Logo in the conference program
- ✔ Page on the event app to include corporate videos, info text, branding, social media links and PDF download

€7,500

LUNCH

- ✔ Banners at the entrance to the lunch area and near to the buffet lunch
- ✔ Branding on tables
- ✔ 4 delegate tickets
- ✔ Logo in the program
- ✔ Announcement in the conference that lunch is sponsored by your brand
- ✔ 20% discount on additional tickets
- ✔ Page on the event app to include corporate videos, info text, branding, social media links and PDF download

€7,500

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

WELCOME NETWORKING DRINKS

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
- ✔ Page on the event app to include corporate videos, info text, branding, social media links and PDF download

€9,500

MORNING BREAK

- ✔ Banners at the entrance to the breaks area and next to the coffee stations
- ✔ Branding on tables
- ✔ 3 delegate tickets
- ✔ Logo in the program
- ✔ Announcement in the conference that the break is sponsored by your brand
- ✔ 20% discount on additional tickets
- ✔ Page on the event app to include corporate videos, info text, branding, social media links and PDF download

€5,000

FAREWELL NETWORKING DRINKS

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
- ✔ Page on the event app to include corporate videos, info text, branding, social media links and PDF download

€8,500

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
- ✔ Page on the event app to include corporate videos, info text, branding, social media links and PDF download

€5,000

ARRIVAL PACKAGE

- ✔ Provide branded gift for attendees at check-in*
- ✔ Branded hotel check-in welcome letter with schedule
- ✔ 4 delegate tickets
- ✔ Page on the event app to include corporate videos, info text, branding, social media links and PDF download
- ✔ 20% discount on additional tickets

**Client to provide gift*

€6,500

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
- ✔ Page on the event app to include corporate videos, info text, branding, social media links and PDF download
- ✔ 10% discount on additional tickets

€4,000

INTERNATIONAL ITC TOWER CRANES CONFERENCE & RECEPTION

3 & 4 JUNE, 2025 ROME, ITALY

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