

ADVANCED
LIFT-TRUCK
TECHNOLOGY INTERNATIONAL

Efficiency

Technologies to reduce energy consumption

Electronic control units

Tomorrow's CANbus solutions



Advanced propulsion technologies

PZEV IC-engines, alternative fuels, energy capture, electric drives, battery technologies, fuel-cell possibilities

Emission control

Aftertreatment technologies, NOx capture, direct injection systems, particulate traps, catalysts, EGR

2010 Media Pack

Composites and materials

Increased torsional stiffness and improved styling

Durability

Tools and techniques to reduce recalls

Hydraulics

What does the future hold?

Ergonomics and design

Styling tools, 3D simulation packages, common-sense practices

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From the publisher of

iVT
INTERNATIONAL

ABOUT

Advanced Lift-Truck Technology International

Advanced Lift-Truck Technology International will be the world's only publication that is dedicated to the latest concepts and developments for fork lift trucks, lift-trucks, container handling vehicles and AGC/SGVs. An *Industrial Vehicle Technology International* publication, *Advanced Lift-Truck Technology International* will be published in June this year and will showcase tomorrow's possibilities and concepts alongside the very latest in production technologies and services.

CONTENT

Alongside in-depth interviews with some of the world's most influential lift-truck and materials-handling personalities and decision makers, will be unique, detailed white papers on the following subjects:

- **Advanced propulsion technologies:** PZEV IC-engines, alternative fuels, energy capture, electric drives, battery technologies, fuel-cell possibilities
- **Emission control:** Aftertreatment technologies, NOx capture, particulate traps, direct injection systems, catalysts, EGR
- **Efficiency:** Technologies to reduce energy consumption
- **Electronic control units:** Tomorrow's CANbus solutions
- **Composites and materials:** The road to weight loss and increased torsional stiffness
- **Durability:** Tools and techniques to reduce recalls
- **Hydraulics:** what does the future hold?
- **Ergonomics and design:** Styling tools, 3D simulation packages, common-sense practices
- **Papers** will come from the world's leading academic institutes, consultants, OEM R&D chiefs, and – in some cases – top-flight component suppliers. Submissions are by invitation only. A full list of content will be published in early March

ADVERTISING RATES

| | |
|--------------------|---------------|
| Double-page spread | £6,950 |
| Single page | £4,995 |
| Half page | £3,050 |

Mechanical Details

Full page

(page trim size):

215mm (width) x 275mm (height) (8.465in x 10.827in)

All printed matter should be within 5mm (1/4in) of edge to allow for trimming

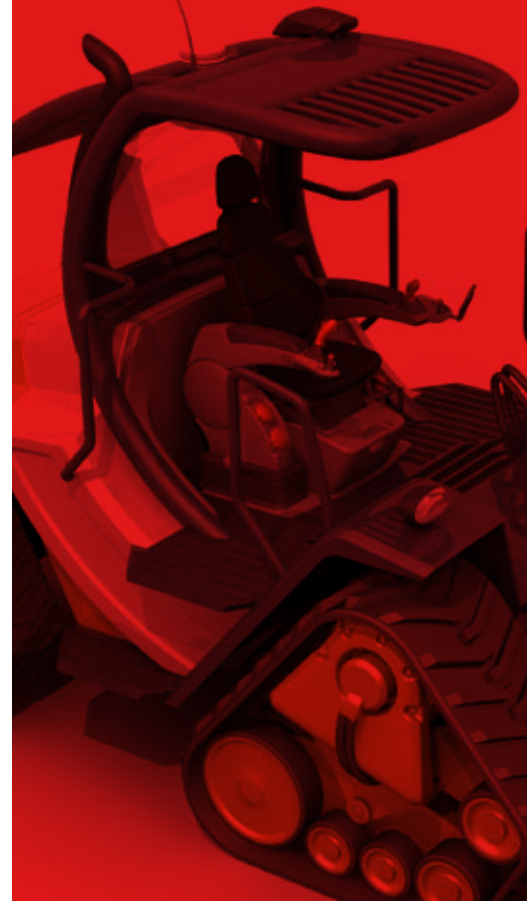
Text area: 195mm (width) x 255mm (height) (7.677in x 10.039in)

Half page: 183mm (width) x 115mm (height) (7.205in x 4.528in)

No bleed option

Quarter page: 88mm (width) x 115mm (height) (3.465in x 4.528in)

No bleed option



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