

# EXHIBITOR SPOTLIGHT

# aggreko

Aggreko was founded in the Netherlands in 1962 and moved to Scotland in 1973. In 1986 Aggreko purchased a local company in Louisiana and quickly opened depots in Los Angeles, Texas, Alabama, Florida and San Francisco. In 1988 Aggreko started a group of specialists, Aggreko Event Services, whose sole focus was to specialize in the event industry. Since then, Aggreko and AES have done hundreds of thousands of events ranging from the New Jersey state fair to the Olympics to high profile weddings and world-wide broadcasts.

## Give us your 'elevator pitch' about your product/service.

From Glastonbury and Cirque du Soleil, to the Commonwealth Games and the Olympics, we're proud to power the world's most exciting events. We've been working on events for more than 30 years, so we know how to put on a spectacular show. We dedicate as much enthusiasm to planning your backstage power and temperature-control as you put in to organizing things front of house.

We work quietly behind the scenes, making sure the lights are powered, the sound checks run smoothly and activities are broadcast worldwide.

So, whether you're entertaining an audience of one, or broadcasting to millions worldwide, we'll take care of the details – leaving you to take center stage.

As well as front of house and field of play, your power systems need to support many things behind the scenes, including security, medical, broadcasting, ticketing and retail. Setting up power and temperature-control for these services can be complex, and equipment often needs to fit within a tight space or be installed a long way from your event.

Our engineers are experienced in meeting these challenges. If your venue's tight on space, we can engineer our equipment to fit, and if we need to install it away from your event we can bring in cabling and/or air ducting to get the power, heating, cooling and air to where it's needed. What's more, we can adapt quickly if the scope of your event changes during planning.

## How many employees does your company have?

Aggreko has over 7000 employees in 240 locations around the globe.

## How has your company grown over the years?

Aggreko is always innovating. From being the first to develop truly portable generators and accessories to making sure our equipment met and exceeds requirement from Tier 4 engines, UL listed electrical distribution and natural gas engines, Aggreko strives to be the market leader always.

## How many festivals and events do you work with on an annual basis?

Thousands of events from small to large.

## What new or improved product/service do you have to offer that IFEA audiences need to know about?

Our generators are tier 4 compliant meaning less emissions (i.e. greener). Our safety standards exceed the industry standards and our training is the best in the business

## What sets your product/service apart from your competitors?

Quality – all our power equipment is built in house to our exacting standards. Reliability – Aggreko is the only rental company with ARM, Aggreko Remote Monitoring which allows us to keep an eye on the performance of the equipment while its on site and head off a vast majority of issues before they become problems. Our training of technicians includes mandatory safety training and adherence to protocol. We send professional, not casual labor making your site the safest possible.

## What advice would you offer to festivals and events searching for your type of product/service?

Look for a professional company with a strong reputation. Anyone can own equipment and rent it to you but the service side is a differential. Think beyond the "great deal" price from the guy down the street. Ask yourself "what happens if..." Look for people who know the event industry not the guy who rented a backhoe to the construction site across town and now has your event's success in his hands.

## What is your customer service philosophy?

With a live event, there's only one chance to do it right. From planning and needs development to delivery, deployment and execution to leaving the site as we found it as we leave, Aggreko does it right.

## CONTACT INFORMATION

### George Long

Aggreko Event Services/Aggreko LLC  
36 N. Marrs Point Rd.  
Wales, ME 04280-3019  
508-397-0300

George.Long@aggreko.com  
www.aggreko.com