



## FOR IMMEDIATE RELEASE

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### **Genie to Exhibit in New Area at CONEXPO-CON/AGG** *Genie to showcase practical innovations for the aerial industry*

**Redmond, Wash. (March 2, 2017)** - CONEXPO-CON/AGG, the largest international gathering in the Western Hemisphere for the construction industry, has revealed its list of innovative exhibitors who will help to debut a new event space at the 2017 show – The Tech Experience. Genie, the Aerial Work Platforms (AWP) segment of Terex Corporation, is on that list. The company's exhibit will be on display in Jobsite booth #203 (Silver Lot 3).

The Genie exhibit in The Tech Experience will showcase practical innovations for the aerial industry. The company will do a comparison of current secondary guarding systems for operator protection with future concepts, as well as will examine upcoming changes in industry standards and show how new technology can be applied to meet customers' aerial jobsite needs while proactively addressing the new standards.

"Genie is among the most influential innovators in the aerial work platform industry who is making tomorrow's reality happen, and we're excited to bring their technology to attendees," said Rich Goldsbury, CONEXPO-CON/AGG 2017 Chair and president of Bobcat Company and Doosan.

"Sometimes new technologies keep our customers in compliance with what will be mandated on jobsites," says Marie Engstrom, Genie Product Manager, Terex AWP. "Other times, it's about making mobile elevating work platform equipment perform at its best. Either way, Genie continues to innovate solutions for making work at height safe and effective."

CONEXPO/CON-AGG 2017 aims to shed light on the growing need for and benefit of high-tech innovation in construction. As encapsulated in this year's show theme, Imagine What's Next and through its 75,000-square foot Tech Experience, where attendees can interact with cutting-edge construction technology, such as worksite wearables, unmanned aerial vehicles (drones), and a first-of-its-kind working excavator, printed in 3D from steel.

The triennial event has earned the top spot on Trade Show Executive's prestigious Gold 100 trade show ranking as the largest show in the U.S. of any industry. In addition to the Tech Experience, the show will

feature more than 2.8 million net square feet of exhibit space with 2,400 exhibitors and over 1,000 new products.

For more information or to register, please visit <http://www.conexpoconagg.com> .

#### **About CONEXPO-CON/AGG**

CONEXPO-CON/AGG is the international gathering place every three years for the construction industries, showcasing the latest equipment, products, services and technologies. Founded in 1909, CONEXPO was originally designed as a road show demonstration of “amazing new devices” that could do the work of 15 horse-drawn units. In 1996, the show joined with the International Concrete and Aggregates Show to become CONEXPO-CON/AGG and provide an unprecedented scope of equipment, products and services for the construction industries.

#### **About Terex**

Terex Corporation is a global manufacturer of lifting and material processing products and services delivering lifecycle solutions that maximize customer return on investment. Major Terex brands include Terex, Genie, Powerscreen and Demag. Terex solutions serve a broad range of industries, including construction, infrastructure, manufacturing, shipping, transportation, refining, energy, utilities, quarrying and mining. Terex offers financial products and services to assist in the acquisition of Terex equipment through Terex Financial Services. More information about Terex is available on its website: [www.Terex.com](http://www.Terex.com), and on its LinkedIn page — [www.linkedin.com/company/terex](http://www.linkedin.com/company/terex) and Facebook page — [www.facebook.com/TerexCorporation](http://www.facebook.com/TerexCorporation).

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