

# CONEXPO sneaks in before COVID-19 explosion



*In March, CONEXPO in Las Vegas, United States, provided equipment industry players one last opportunity to meet face-to-face with customers on a large scale before the COVID-19 pandemic struck around the world.*

Despite concerns about COVID-19, industry representatives at CONEXPO remained optimistic for 2020. Registrations totalled over 130 000 while cancellations from international attendees were less than 1%. US buyer attendance increased by 8% over 2017, total buyer attendance was up by almost 5% and contractor attendance grew by 14%.

Exhibitors expressed enthusiasm for the positive engagement received from contractors and producers looking to purchase equipment and manufacturers reported that they were pleased with the overall show and booth attendance.

Although the show closed a day earlier than planned, CONEXPO 2020 was a success for Bell Equipment, which occupied a premium spot in the North Hall for the first time. President of Bell Equipment North America, Neville Paynter said: "The North Hall houses all the major equipment manufacturers so it was important for Bell to be a part of that and we enjoyed increased visitor interest as a result.

"We had our large B50E and B45E on display, but it was the smaller B20E Low Ground Pressure (LGP) truck and our new Tracked Carrier, TC7A, that were the big attractions. They brought customers onto the stand that may have otherwise walked on by."

The Tracked Carrier was showcased centre stage on a revolving platform. Neville commented: "While the TC7A is a basic piece of equipment, its uniqueness lay in the fact it was developed using our proven Bell

ADT technology. The six-roller undercarriage with compound walking beams was a hot topic of discussion. Track life on this type of machine is a contentious issue with customers due to replacement costs but it was generally accepted that the Bell undercarriage technology would extend track life on our machine. Customers also liked that the Bell purpose-built cab is both ROPS and FOPS certified."

The B20E LGP was a close second to the TC in terms of the interest it generated. "Visitors really liked the wide 800/45 tyres that will dramatically reduce ground pressure as well as the wet disc brakes that offer sealed protection against deep mud. The fact that it has the same features as the large trucks but with added versatility was also a strong attraction," said Neville.

"To add an element of fun we introduced the Bell 100 for 100 Challenge that drew crowds of up to 30 people around the back of the B50E to watch challengers hang from a pull-up bar attached to the B50E's bin. The idea was to hang from the bar for 100 seconds and win \$100. At the end of the show we had eight winners from approximately 200 try-outs."

The Bell stand was hosted by senior, technical and product managers from Bell Trucks America, Bell Equipment Company in South Africa, and Bell Equipment North America. "This depth of knowledge allowed for a wide range of questions and discussions with visitors. We had many compliments on the friendly, approachable attitude of the Bell team as well as the open stand layout that made visitors feel welcome and not under any pressure," concluded Neville.

