



The Crane Industry Council of Australia
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MEDIA RELEASE

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Manitowoc Secures Platinum

*CICA has announced Manitowoc Cranes Australia as the
CICA 2010 Conference Platinum Sponsor.*

During the closing stages of the 2009 Conference Gala Awards Dinner, The Crane Industry Council of Australia (CICA) announced Manitowoc Cranes Australia as the 2010 Conference Platinum Sponsor.

Alan Marshall, CICA's Chief Executive Officer stated "I am excited that Manitowoc identified and valued the significant business advantages of securing the 2010 Platinum Sponsor spot, making its decision early in September."

"The invitation offer was issued to all CICA National Marketing Members in August, with the clear objective to secure the Platinum Sponsor prior to the 2009 Conference," explained Alan. He went on to comment further: "This was to allow a timely announcement at the end of the 2009 Gala Dinner; to make a significant statement of support for the 2010 event; and more importantly to allow CICA to promise and deliver 12 months of benefits to the sponsor."

"CICA aims to issue the official 2010 Sponsor and Exhibitor Invitation for all opportunities over the next month, to improve the benefits for all participants," remarked Alan. "From a business perspective CICA is endeavouring to deliver better value for money for our key sponsors and exhibitors. Based on feedback to date this effort is appreciated and welcomed by our supporters, especially during these challenging economic times," added Alan.

"As the 2010 Conference Chairman, I am thrilled that this is the first time in CICA's history that we are able to announce our future year Platinum Sponsor at the close of the current year Conference," said Stephen Lazenby. "This illustrates the early planning for the 2010 event in Perth is already well advanced," added Stephen.

"I agree," said Alan. "CICA has appointed a new Professional Conference Organiser (PCO), Colin McLachlan of Australasian Conference Events (ACE) to deliver our 2010-11-12 Conference events. Discussions and planning have been underway since late July. The 2010 event, set for 1-3 September in Perth at the Burswood facility and hosted by the WA state association CAWA, is already promising to be a stand-out event," enthused Alan.

"The CICA 2010 Conference Team is looking forward to working with Manitowoc as the Platinum Sponsor," said Alan.

For further Information on this Media Release contact:

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CICA is the peak, national not-for-profit association for the Australian Crane Industry. For public information on CICA's role and activities please refer to the CICA website www.cica.com.au and/or the CICA CraneSafe website www.cranesafe.com.au , or contact the CICA national office on Ph 03 9561 5033.