

## **PRESS RELEASE**

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## **CURRY SUPPLY CAT UEM RECAP**

**CHATTANOOGA, TN, September:** The Curry Team had a wonderful time last week at the CAT UEM conference. Tom Schnakenberg, Off Road Sales Manager, and Regional Sales Manager Stephen Nelson attended the conference and represented Curry Supply. Overall, it was a great event that offered networking opportunities and the chance to reconnect, build new relationships, and discuss industry news.

Attendees mentioned how it was refreshing to gather in person again since the pandemic halted many in-person conferences and trade shows. Committee members noted that this year's conference had a great turnout with 300+ attendees and was the most well attended since 2018. A long-time partner stated, "Every key decision maker who approves purchases of On-Road and Off-Road Water Trucks was in attendance at the 2022 CAT UEM Conference."

The energy was high, and the conference attendees were very lively! Most individuals made a point to visit the vendor's booths and engage in meaningful conversations about the state of their businesses and the headwinds they are facing with supply chain constraints and inflation.

Stephen Nelson stated, "This was my first CAT UEM Conference, and I was not disappointed! The opportunities to network during the Vendor Reception on Sunday evening, the scheduled vendor visits, the breakfast, lunch, and dinners, the cocktail reception on Monday night, and the charity auction were extremely valuable. They allowed me to rekindle old business relationships and create new ones. In short, the 2022 CAT UEM Conference was one of the best equipment conferences I have had the opportunity to participate in as a vendor attendee."

Another highlight of this year's event was the sponsors'/vendors' breakout sessions. These sessions consisted of four 45-minute breakout sessions per day over two days. This offered a valuable opportunity for companies to grow and strengthen their brand awareness, product awareness, and exposure, while showcasing different capabilities and strengths to a captive audience in a classroom setting with no distractions. Our sales representatives mentioned that this was one of their favorite parts of the event and provided them with great information.

Overall, there was an optimistic tone as most attendees reported that business was strong. Demand for equipment is high, but equipment supply is not keeping up with strong demand.

A family-owned company since 1932, Curry Supply has grown to be one of America's largest manufacturers of commercial service vehicles. With locations in Pennsylvania, Texas, and Arizona, the company is equipped to provide custom and work-ready trucks for the agriculture, construction, mining, oil and gas, rail, rental, and waste industries. To learn more, visit [currysupply.com](http://currysupply.com).

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