

THE RENTAL SHOW



EVENT AUDIT

DATES OF EVENT:

Conference: February 11 – 14, 2008
 Exhibits: February 12 – 14, 2008

LOCATION:

Mandalay Bay Convention Center
 Las Vegas, NV

EVENT PRODUCER/MANAGER:

Allison Box
 Company Name: American Rental Association
 Address and Website (Show): 1900 19th Street
 Moline, IL 61265
 Phone: 309.764.2475
 Website (Show): www.therentalshow.com



REGISTRATION COMPANY:

CompuSystems
 Phone: 708.344.9487

YEAR EVENT ESTABLISHED:

1956

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: March 2 – 5, 2009
 Exhibits: March 3 – 5, 2009

LOCATION:

Georgia World Congress Center
 Atlanta, GA

1. STATEMENT OF MARKET SERVED:

The Rental Show, owned and managed by the American Rental Association, is focused on the rental industry segments of heavy construction, light construction/general tool and party/special events. Attendees are owners and managers of rental equipment stores from the U.S., Canada and more than 30 countries. **The Rental Show** is ranked No. 63 on the Tradeshow Week 200 list of largest trade shows in the United States.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All attendees, press and speakers included in this audit report were verified as having actually attended the event. Badges were not mailed. Pre-registered attendees were e-mailed or faxed registration confirmations before the event, then brought the confirmation to the show and were verified by having the bar code scanned and their badge printed. If no confirmation was presented, their name was found in the electronic database and their badge was printed for verification purposes. On-site registrants completed a hard-copy form that was entered into the electronic database. Once contact information was confirmed, their badge was printed as verification of their attendance.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	*Convention Attendees	Exhibit Only Attendees	Sub-Total: Convention & Exhibit Only Attendees	Speakers	Media	**Exhibitors, Non-Exhibiting Sponsors and their Support Staff	Total
2008	Las Vegas, NV	2,937	2,628	5,565	27	43	5,118	10,753

* Convention Attendees include those individuals who paid for and attended educational sessions and /or exhibits

** Exhibitor personnel were not verified as having attended this event



4a. PRIMARY BUSINESS/INDUSTRY MULTIPLE RESPONSE QUESTION

This is an analysis of 3,672 respondents or 80.8% who indicated in Primary Business/Industry. Since a visitor may choose more than one response, the total number of responses may exceed the total number of visitors.	Number of Visitor Responses	*Percent of Total Visitors	**Percent Identified by Primary Business/ Industry
Construction	3,109	55.9	84.7
General Tool	2,969	53.4	80.9
Party/Special Events	2,962	53.2	80.7
Other	1,905	34.2	51.9
TOTAL VISITOR RESPONSES	10,945		
Total Visitors Identified by Primary Business/Industry	3,672	80.8	
Total Visitors Not Identified by Primary Business/Industry	1,893	19.2	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	5,565	100.0	

* Percent of Total based on 5,565 Visitors

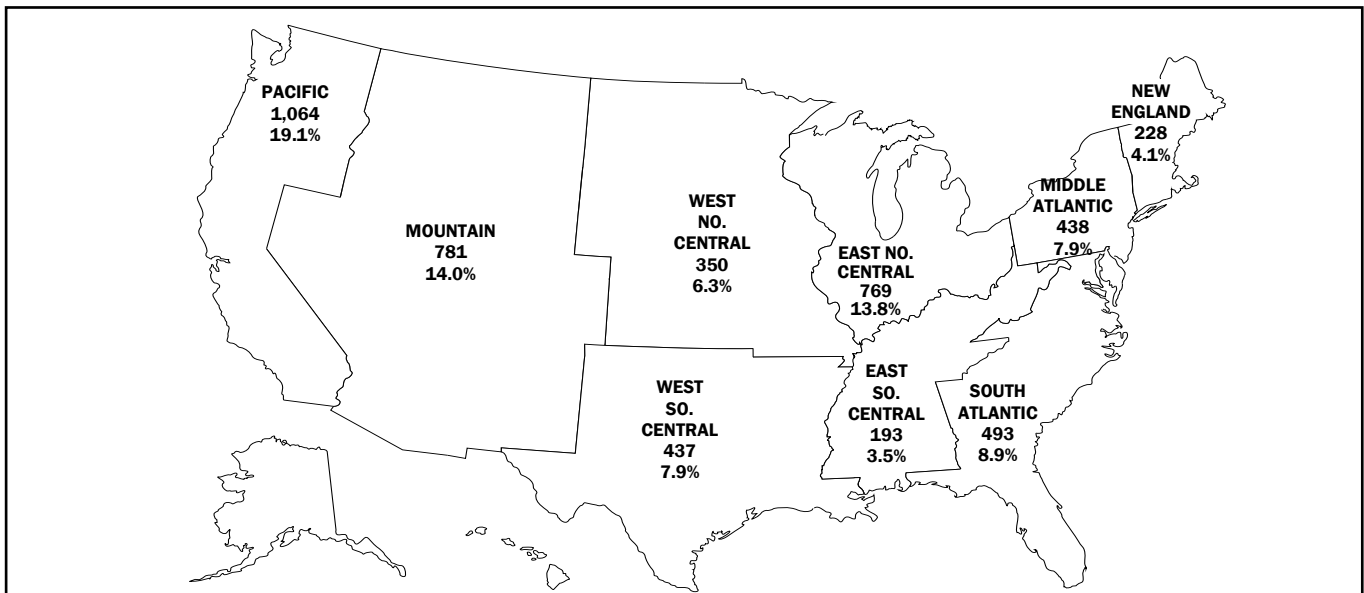
** Percent Identified by Primary Business Industry based on 3,672 Visitors

4b. JOB TITLE/FUNCTION

JOB TITLE/FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/FUNCTION
Owner	1,713	30.8	30.8
Chairman	18	0.3	0.3
President	512	9.2	9.2
Vice President	297	5.3	5.3
Financial Officer	73	1.3	1.3
Corporate Officer	102	1.8	1.8
Director	114	2.0	2.0
CEO	41	0.7	0.7
Branch Manager	245	4.4	4.4
Sales/Marketing Manager	186	3.3	3.3
Purchasing Manager	102	1.8	1.8
Exhibits Manager	5	0.1	0.1
Credit Manager	17	0.3	0.3
Administrative Assistant	51	0.9	0.9
Consultant	63	1.1	1.1
Sales Representative	176	3.2	3.2
Speaker	4	0.1	0.1
Other	576	10.4	10.4
General Manager	235	4.2	4.2
Counter Personnel	64	1.2	1.2
Employee	306	5.5	5.5
Manager	553	9.9	9.9
Executive Director	11	0.2	0.2
Public Relations Manager	9	0.2	0.2
Advertising Manager	3	0.1	0.1
Safety/Risk Manager	8	0.1	0.1
Education/Training Manager	8	0.1	0.1
Regional Manager	45	0.8	0.8
Managing Director	25	0.4	0.4
Total Conference and Exhibit Only Attendees Identified by Job Title/Function	5,562	99.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title/Function	3	0.1	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	5,565	100.0	

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

State	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	228	4.1	EAST SO. CENTRAL	193	3.5
Maine	27		Kentucky	46	
New Hampshire	25		Tennessee	83	
Vermont	33		Alabama	35	
Massachusetts	92		Mississippi	29	
Rhode Island	11		WEST SO. CENTRAL	437	7.9
Connecticut	40		Arkansas	21	
MIDDLE ATLANTIC	438	7.9	Louisiana	70	
New York	133		Oklahoma	50	
New Jersey	94		Texas	296	
Pennsylvania	211		MOUNTAIN	781	14.0
EAST NO. CENTRAL	769	13.8	Montana	71	
Ohio	199		Idaho	65	
Indiana	110		Wyoming	25	
Illinois	260		Colorado	151	
Michigan	132		New Mexico	45	
Wisconsin	68		Arizona	176	
WEST NO. CENTRAL	350	6.3	Utah	82	
Minnesota	93		Nevada	166	
Iowa	45		PACIFIC	1,064	19.1
Missouri	94		Alaska	35	
North Dakota	18		Washington	161	
South Dakota	26		Oregon	86	
Nebraska	42		California	712	
Kansas	32		Hawaii	31	
SOUTH ATLANTIC	493	8.9	Other USA (Guam-Puerto Rico-Virgin Island)	39	
Delaware	8		UNITED STATES	4,753	85.4
Maryland	80		INTERNATIONAL	812	14.6
Washington, DC	4		Canada	467	
Virginia	77		Mexico	85	
West Virginia	17		Other International	260	
North Carolina	119		Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	5,565	
South Carolina	29		Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	-	
Georgia	70		TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	5,565	100.00
Florida	89				



5a. AUDITED REGION BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

State	TOTAL	PERCENT	STATE	TOTAL	PERCENT
Region One	361	6.5	Region Seven	479	8.6
Connecticut	40		Arizona	176	
Maine	27		Colorado	151	
Massachusetts	92		New Mexico	45	
New Hampshire	25		Utah	82	
New York	133		Wyoming	25	
Rhode Island	11		Region Eight	418	7.5
Vermont	33		Alaska	35	
Region Two	491	8.8	Idaho	65	
Washington, DC	4		Montana	71	
Delaware	8		Oregon	86	
Maryland	80		Washington	161	
New Jersey	94		Region Nine	909	16.3
Pennsylvania	211		California	712	
Virginia	77		Hawaii	31	
West Virginia	17		Nevada	166	
Region Three	454	8.2	Region Ten	467	8.4
Alabama	35		Alberta	81	
Florida	89		Atlantic (New Brunswick, Newfoundland, Nova Scotia, Prince Edward Island)	24	
Georgia	70		British Columbia	110	
Mississippi	29		Manitoba	12	
North Carolina	119		Ontario	136	
South Carolina	29		Quebec	71	
Tennessee	83		Saskatchewan	33	
Region Four	437	7.9	Region Eleven	343	6.2
Arkansas	21		International	343	
Louisiana	70		Region Twelve	41	0.7
Oklahoma	50		American Samoa (AS)	-	
Texas	296		Federated States of Micronesia (FM)	-	
Region Five	815	14.6	Guam (GU)	5	
Illinois	260		Marshall Islands (MH)	-	
Indiana	110		North Mariana Islands (MP)	-	
Kentucky	46		Palau (PW)	-	
Michigan	132		Puerto Rico (PR)	29	
Ohio	199		Virgin Islands	7	
Wisconsin	68		TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	5,565	100.0
Region Six	350	6.3			
Iowa	45				
Kansas	32				
Minnesota	93				
Missouri	94				
Nebraska	42				
North Dakota	18				
South Dakota	26				



The Rental Show
ADVANCE REGISTRATION FORM
 Feb. 11-14, 2008 – Las Vegas
 Mandalay Bay Convention Center

(For ARA Office Use Only)	
Date Received	_____
Amount \$	_____
Payment Type	_____
Acknowledged by	_____

ARA Member ID #	Individual ID # (ARA Use Only)	Registration ID # (ARA Use Only)
Registrant Information (Complete one form per person.)		
Organization/Company _____		E-Mail Address (Express badge confirmation will be sent to this e-mail.) <input type="checkbox"/> Check here if you do not wish to receive e-mails from exhibitors.
First Name (as it will appear on badge) _____		Last Name _____
Title within Company (check one only): <input type="checkbox"/> Director <input type="checkbox"/> CEO <input type="checkbox"/> Executive Director <input type="checkbox"/> Managing Director <input type="checkbox"/> Branch Manager <input type="checkbox"/> Sales/Marketing <input type="checkbox"/> Purchasing Manager <input type="checkbox"/> Exhibits Manager <input type="checkbox"/> Credit Manager <input type="checkbox"/> General Manager <input type="checkbox"/> Manager <input type="checkbox"/> Public Relations Manager <input type="checkbox"/> Advertising Manager <input type="checkbox"/> Safety/Risk Manager <input type="checkbox"/> Education/Training Manager <input type="checkbox"/> Regional Manager <input type="checkbox"/> Admin. Assistant <input type="checkbox"/> Publisher/Editor <input type="checkbox"/> Consultant <input type="checkbox"/> Sales Rep. <input type="checkbox"/> Speaker <input type="checkbox"/> Counter Personnel <input type="checkbox"/> Employee <input type="checkbox"/> Other		
Store Address _____	City _____	State/Province _____
Country _____	Zip/Postal Code _____	
Phone (Country Code/Area Code/Number) _____	Fax (Country Code/Area Code/Number) _____	
The Rental Show Registration Fees (Please check the appropriate registration type, transfer fee amount to Payment Section.)	Discount (by 12/7)	Advance (by 1/23)
RENTAL STORE FULL REGISTRATION: Includes all Seminars, Seminar Handout Booklet, ARA Rocks the House Event, Keynote Session and Exhibits.	On Site (after 1/23)	
FULL <input type="checkbox"/> Member	\$150	\$200
<input type="checkbox"/> Prospective Member	\$250	\$300
<input type="checkbox"/> Retired Member	\$75	\$75
<input type="checkbox"/> International (Outside U.S. and Canada)	\$150	\$200
RENTAL STORE ONE-DAY REGISTRATION: Includes exhibits for one day. (Check each day attending.)		
TUES <input type="checkbox"/> Member/Retired Member	\$50/day	\$50/day
<input type="checkbox"/> Prospective Member	\$75/day	\$75/day
<input type="checkbox"/> International (Outside U.S. and Canada)	\$50/day	\$50/day
WED <input type="checkbox"/> Member/Retired Member	\$50/day	\$50/day
<input type="checkbox"/> Prospective Member	\$75/day	\$75/day
<input type="checkbox"/> International (Outside U.S. and Canada)	\$50/day	\$50/day
THUR <input type="checkbox"/> Member/Retired Member	\$50/day	\$50/day
<input type="checkbox"/> Prospective Member	\$75/day	\$75/day
<input type="checkbox"/> International (Outside U.S. and Canada)	\$50/day	\$50/day
YOUTH REGISTRATION		
Y13 <input type="checkbox"/> Youth (13 to 17 years)	\$15	\$15
Y12 <input type="checkbox"/> Youth (12 and under)	N/C	N/C
EMPLOYEE DAY REGISTRATION: Includes exhibits and seminars held on Thursday. > Key personnel from each member store location must be registered for a FULL registration. > Employee Day is valid for ARA member stores only. Employees must be pre-registered. This offer is not valid for on-site registration.		
EMP <input type="checkbox"/> Employee Day - Thursday	N/C	N/C
NON-EXHIBITING SUPPLIERS/MANUFACTURERS/DISTRIBUTORS: Includes exhibits only. > Registration is limited to touring the exhibit floor only. Solicitation of business or distribution of promotional material of any kind is strictly prohibited.		
NES <input type="checkbox"/> Manufacturer/Supplier/Distributor	\$1,250	\$1,250



Ticketed Events
 (Please check the desired event. Add all fees and transfer amount to the section total line in the Payment Section.)

Sunday, Feb. 10
 GOLF Golf Tournament, Sponsored by ARA Insurance Services @ \$150/person

Monday, Feb. 11
 WB Welcome Breakfast @ \$10/person
 Regional Lunches @ \$10/person
 R1 Region One (CT, MA, ME, NH, NY, RI, VT)
 R2 Region Two (DE, DC, MD, NJ, PA, VA, WV)
 R3 Region Three (AL, FL, GA, MS, NC, SC, TN)
 R4 Region Four (AR, LA, OK, TX)
 R5 Region Five (IL, IN, KY, MI, OH, WI)
 R6 Region Six (IA, KS, MN, MO, NE, ND, SD)
 R7 Region Seven (AZ, CO, NM, UT, WY)
 R8 Region Eight (AK, ID, MT, OR, WA)
 R9 Region Nine (CA, HI, NV)
 R11 International (Outside U.S. and Canada)
 R10 Region 10/CRA Annual General Meeting and Lunch @ No Charge

ME Additional Tickets – ARA Rocks the House Event @ \$25/person

Tuesday, Feb. 12
 IR International Reception - (Outside U.S. and Canada) @ No Charge

Wednesday, Feb. 13
 IT International Tour - (Outside U.S. and Canada) @ No Charge

