

# THE RENTAL SHOW



## EVENT AUDIT

### DATES OF EVENT:

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

### LOCATION:

Georgia World Congress Center  
 Atlanta, GA

### EVENT PRODUCER/MANAGER:

Company Name: American Rental Association  
 Address and Website (Show): 1900 19<sup>th</sup> 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: February 8 – 11, 2010  
 Exhibits: February 9 – 11, 2010

### LOCATION:

Orange County Convention Center  
 Orlando, FL



### 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. 61 on the Tradeshow Week 200 list of largest trade shows in the United States.

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

All convention and exhibit attendees, press and speakers included in this audit report were verified as having actually attended the event. Pre-registered attendees were e-mailed or faxed confirmation of registration before the event. Attendees were verified by one or more of the following methods: registering on site, reading of the confirmation bar code on site, or responding to a post-event e-mail stating that they did attend the event.

### 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
2009	Atlanta, GA	1,335	1,342	2,677	28	34	4,268	7,007
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



<b>4a. RENTAL INVENTORY BY PERCENTAGE (MULTIPLE RESPONSE QUESTION)</b>			
This is an analysis of 2,385 respondents or 89.1% who indicated their rental inventory by percentage. Since an attendee may choose more than one response, the total number of responses may exceed the total number of attendees	Number of Attendee Responses	*Percent of Total Attendees	**Percent Identified by Rental Inventory
Construction	1,609	60.1	67.5
General Tool	1,485	55.5	62.3
Party	1,593	59.5	66.8
Other	365	13.6	15.3
<b>TOTAL ATTENDEE RESPONSES</b>	<b>5,052</b>		
Total Attendees Identified by Rental Inventory by Percentage	2,385	89.1	
Total Attendees Not Identified by Rental Inventory by Percentage	292	10.9	
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,677</b>	<b>100.0</b>	

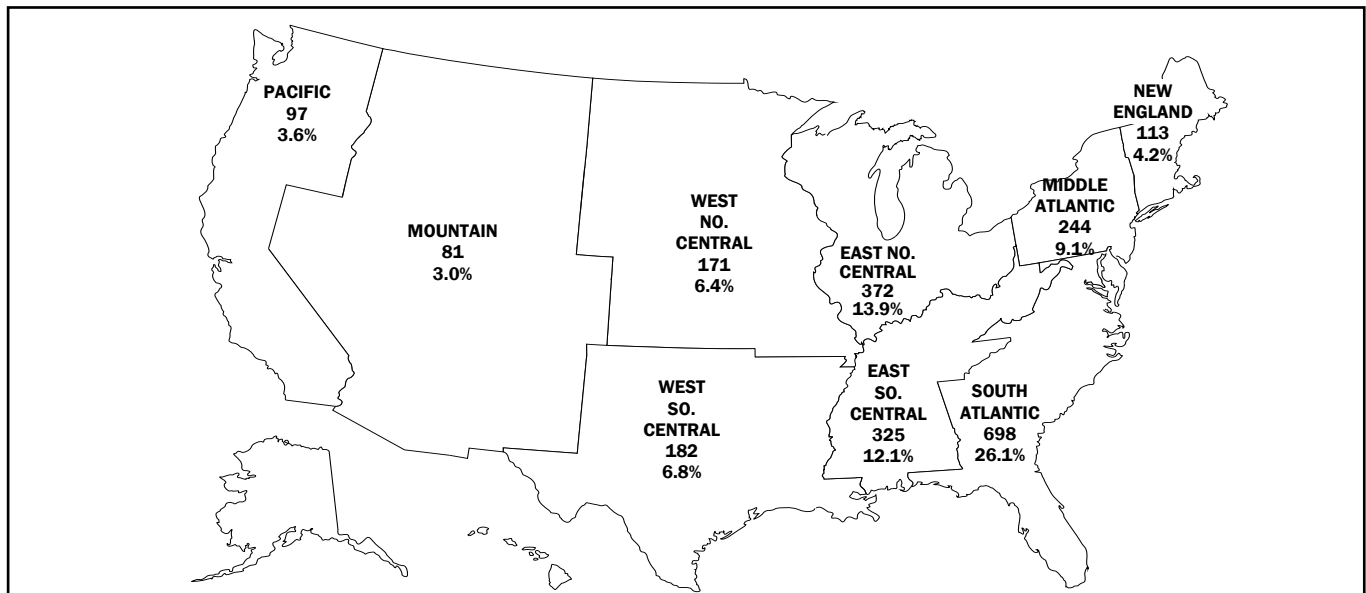
\* Percent of Total based on 2,677 Attendees

\*\* Percent Identified by Rental Inventory based on 2,385 Attendees

<b>4b. JOB TITLE/FUNCTION</b>			
JOB TITLE/FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/FUNCTION
Owner	783	29.2	30.9
Chairman	6	0.2	0.2
President	314	11.7	12.4
Vice President	173	6.5	6.8
Financial Officer	34	1.3	1.3
Corporate Officer	33	1.2	1.3
Director	55	2.1	2.2
CEO	13	0.5	0.5
Branch Manager	90	3.4	3.6
Sales/Marketing Manager	97	3.6	3.8
Purchasing Manager	45	1.7	1.8
Exhibits Manager	1	-	-
Credit Manager	3	0.1	0.1
Administrative Assistant	14	0.5	0.6
Consultant	1	-	-
Sales Representative	27	1.0	1.1
Speaker	88	3.3	3.5
Other	177	6.6	7.0
General Manager	118	4.4	4.7
Counter Personnel	14	0.5	0.6
Employee	160	6.0	6.3
Manager	244	9.1	9.6
Executive Director	7	0.3	0.3
Public Relations Manager	2	0.1	0.1
Advertising Manager	3	0.1	0.1
Safety/Risk Manager	3	0.1	0.1
Education/Training Manager	5	0.2	0.2
Regional Manager	15	0.6	0.6
Managing Director	10	0.4	0.4
Total Conference and Exhibit Only Attendees Identified by Job Title/Function	2,535	94.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title/Function	142	5.3	
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,677</b>	<b>100.0</b>	

**5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES**

State	TOTAL	PERCENT	STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>113</b>	<b>4.2</b>	<b>EAST SO. CENTRAL</b>	<b>325</b>	<b>12.1</b>
Maine	13		Kentucky	55	
New Hampshire	6		Tennessee	129	
Vermont	12		Alabama	82	
Massachusetts	39		Mississippi	59	
Rhode Island	7		<b>WEST SO. CENTRAL</b>	<b>182</b>	<b>6.8</b>
Connecticut	36		Arkansas	12	
<b>MIDDLE ATLANTIC</b>	<b>244</b>	<b>9.1</b>	Louisiana	38	
New York	70		Oklahoma	14	
New Jersey	44		Texas	118	
Pennsylvania	130		<b>MOUNTAIN</b>	<b>81</b>	<b>3.0</b>
<b>EAST NO. CENTRAL</b>	<b>372</b>	<b>13.9</b>	Montana	4	
Ohio	116		Idaho	7	
Indiana	51		Wyoming	5	
Illinois	115		Colorado	28	
Michigan	62		New Mexico	7	
Wisconsin	28		Arizona	13	
<b>WEST NO. CENTRAL</b>	<b>171</b>	<b>6.4</b>	Utah	13	
Minnesota	46		Nevada	4	
Iowa	35		<b>PACIFIC</b>	<b>97</b>	<b>3.6</b>
Missouri	59		Alaska	11	
North Dakota	3		Washington	24	
South Dakota	-		Oregon	6	
Nebraska	12		California	52	
Kansas	16		Hawaii	4	
<b>SOUTH ATLANTIC</b>	<b>698</b>	<b>26.1</b>	<b>UNITED STATES</b>	<b>2,283</b>	<b>85.3</b>
Delaware	2		<b>INTERNATIONAL</b>	<b>394</b>	<b>14.7</b>
Maryland	40		Canada	167	
Washington, DC	4		Mexico	8	
Virginia	44		Other International	219	
West Virginia	13		Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	2,677	
North Carolina	134		Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	-	
South Carolina	70		<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>2,677</b>	<b>100.0</b>
Georgia	294				
Florida	97				



**5a. AUDITED ARA REGIONAL BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES**

State	TOTAL	PERCENT	STATE	TOTAL	PERCENT
<b>Region One</b>	<b>183</b>	<b>6.8</b>	<b>Region Seven</b>	<b>66</b>	<b>2.5</b>
Connecticut	36		Arizona	13	
Maine	13		Colorado	28	
Massachusetts	39		New Mexico	7	
New Hampshire	6		Utah	13	
New York	70		Wyoming	5	
Rhode Island	7		<b>Region Eight</b>	<b>52</b>	<b>1.9</b>
Vermont	12		Alaska	11	
<b>Region Two</b>	<b>277</b>	<b>10.3</b>	Idaho	7	
Washington, DC	4		Montana	4	
Delaware	2		Oregon	6	
Maryland	40		Washington	24	
New Jersey	44		<b>Region Nine</b>	<b>60</b>	<b>2.2</b>
Pennsylvania	130		California	52	
Virginia	44		Hawaii	4	
West Virginia	13		Nevada	4	
<b>Region Three</b>	<b>865</b>	<b>32.3</b>	<b>Region Ten</b>	<b>167</b>	<b>6.2</b>
Alabama	82		Alberta	28	
Florida	97		Atlantic (New Brunswick, Newfoundland,	12	
Georgia	294		British Columbia	26	
Mississippi	59		Manitoba	7	
North Carolina	134		Ontario	65	
South Carolina	70		Quebec	13	
Tennessee	129		Saskatchewan	16	
<b>Region Four</b>	<b>182</b>	<b>6.8</b>	<b>Region Eleven</b>	<b>203</b>	<b>7.6</b>
Arkansas	12		International	203	
Louisiana	38		<b>Region Twelve</b>	<b>24</b>	<b>0.9</b>
Oklahoma	14		American Samoa (AS)	-	
Texas	118		Federated States of Micronesia (FM)	-	
<b>Region Five</b>	<b>427</b>	<b>16.0</b>	Guam (GU)	3	
Illinois	115		Marshall Islands (MH)	-	
Indiana	51		North Mariana Islands (MP)	-	
Kentucky	55		Palau (PW)	-	
Michigan	62		Puerto Rico (PR)	20	
Ohio	116		Virgin Islands	1	
Wisconsin	28		<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>2,677</b>	<b>100.0</b>
<b>Region Six</b>	<b>171</b>	<b>6.4</b>			
Iowa	35				
Kansas	16				
Minnesota	46				
Missouri	59				
Nebraska	12				
North Dakota	3				
South Dakota	-				



## The Rental Show ADVANCE REGISTRATION FORM

March 2-5, 2009 – Atlanta  
Education Day: March 2  
Exhibits: March 3-5  
Georgia World Congress 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) _____
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**Registrant Information (Complete one form per person.)**

Organization/Company \_\_\_\_\_  
 E-Mail Address (Express badge confirmation will be sent to this e-mail.)  
 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"/> 1 - Owner	<input type="checkbox"/> 10 - Branch Manager	<input type="checkbox"/> 18 - Sales Rep.	<input type="checkbox"/> 30 - Public Relations Manager
<input type="checkbox"/> 3 - Chairman	<input type="checkbox"/> 11 - Sales/Marketing Manager	<input type="checkbox"/> 19 - Speaker	<input type="checkbox"/> 31 - Advertising Manager
<input type="checkbox"/> 4 - President	<input type="checkbox"/> 12 - Purchasing Manager	<input type="checkbox"/> 20 - Other	<input type="checkbox"/> 32 - Safety/Risk Manager
<input type="checkbox"/> 5 - Vice President	<input type="checkbox"/> 13 - Exhibits Manager	<input type="checkbox"/> 21 - General Manager	<input type="checkbox"/> 33 - Education/Training Manager
<input type="checkbox"/> 6 - Financial Officer	<input type="checkbox"/> 14 - Credit Manager	<input type="checkbox"/> 22 - Counter Personnel	<input type="checkbox"/> 35 - Regional Manager
<input type="checkbox"/> 7 - Corporate Officer	<input type="checkbox"/> 15 - Admin. Assistant	<input type="checkbox"/> 23 - Employee	<input type="checkbox"/> 36 - Managing Director
<input type="checkbox"/> 8 - Director	<input type="checkbox"/> 16 - Publisher/Editor	<input type="checkbox"/> 25 - Manager	
<input type="checkbox"/> 9 - CEO	<input type="checkbox"/> 17 - Consultant	<input type="checkbox"/> 26 - Executive Director	

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.)*

**RENTAL STORE FULL REGISTRATION:** Includes all Seminars, Seminar Handouts, Keynote Session and Exhibits. All pricing is per person.

		Discount (by 12/19)	Advance (by 2/16)	On Site (after 2/16)
FULL	<input type="checkbox"/> Member	\$150	\$200	\$225
	<input type="checkbox"/> Prospective Member	\$250	\$300	\$325
	<input type="checkbox"/> Retired Member	\$75	\$75	\$75
	<input type="checkbox"/> International (Outside U.S. and Canada)	\$150	\$200	\$225

**RENTAL STORE ONE-DAY REGISTRATION:** Includes exhibits for one day. (Check each day attending.) All pricing is per person/per day.

		\$50/day	\$50/day	\$50/day
TUES	<input type="checkbox"/> Member/Retired Member	\$50/day	\$50/day	\$50/day
	<input type="checkbox"/> Prospective Member	\$75/day	\$75/day	\$75/day
	<input type="checkbox"/> International (Outside U.S. and Canada)	\$50/day	\$50/day	\$50/day
WED	<input type="checkbox"/> Member/Retired Member	\$50/day	\$50/day	\$50/day
	<input type="checkbox"/> Prospective Member	\$75/day	\$75/day	\$75/day
	<input type="checkbox"/> International (Outside U.S. and Canada)	\$50/day	\$50/day	\$50/day
THUR	<input type="checkbox"/> Member/Retired Member	\$50/day	\$50/day	\$50/day
	<input type="checkbox"/> Prospective Member	\$75/day	\$75/day	\$75/day
	<input type="checkbox"/> International (Outside U.S. and Canada)	\$50/day	\$50/day	\$50/day

**YOUTH REGISTRATION:** All pricing is per person.

		\$15	\$15	\$15
Y13	<input type="checkbox"/> Youth (13 to 17 years)	\$15	\$15	\$15
Y12	<input type="checkbox"/> Youth (12 and under)	N/C	N/C	N/C

**EMPLOYEE DAY REGISTRATION:** Includes exhibits and seminar held on Thursday.

- Free Employee Day registration is valid for Region Three ARA member stores only.
- Key personnel from each member store location must be registered for a FULL registration.
- Employees must be pre-registered. **This offer is not valid for on-site registration.**

		N/C	N/C	N/C
EMP	<input type="checkbox"/> Employee Day - Thursday	N/C	N/C	N/C

**NON-EXHIBITING SUPPLIERS/MANUFACTURERS:** 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.

		\$1,250	\$1,250	\$1,250
NES	<input type="checkbox"/> Manufacturer/Supplier Member	\$1,250	\$1,250	\$1,250
NES	<input type="checkbox"/> Manufacturer/Supplier Prospective Member	\$1,750	\$1,750	\$1,750



**Ticketed Events**

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

**Sunday, March 1**  
 GOLF  Golf Tournament, Sponsored by ARA Insurance Services @ \$145/person

**Monday, March 2**  
 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)
  - R10  Region 10 (Canada)
  - R11  International (Outside U.S. and Canada)

ME  Monday Event @ \$10/person




**Tuesday, March 3**  
 IR  International Reception - (Outside U.S. and Canada) @ No Charge

- Wednesday, March 4**
- WRB  Round-Table Breakfast @ \$10/person
  - WE  Wednesday Event @ \$35/person
  - IT  International Tour @ No Charge

**Thursday, March 5**  
 TCSB  Closing Speaker Breakfast @ \$10/person



NAME: \_\_\_\_\_

Registration Fees <i>(Please check the appropriate registration type, transfer fee amount to Payment Section.)</i>		Discount (by 12/19)	Advance (by 2/16)	On Site (after 2/16)	
<b>EVENTS &amp; TENTS REGISTRATION – Feb. 28-March 1</b> <i>Includes the Seminars, Breakfast and Lunch.</i>					
ETF	<input type="checkbox"/> Events & Tents	\$300 +	\$325	\$350	 <p>* ARA members will save \$45 off The Rental Show full registration price when they register for Events &amp; Tents by Dec. 19.</p>
ETR	<input type="checkbox"/> Saturday Reception – Events & Tents Attendee	\$10	\$10	\$10	
ETRA	<input type="checkbox"/> Saturday Reception – Guest of an Events & Tents Attendee	\$40	\$40	\$40	
ETT	<input type="checkbox"/> Rental Store Tour (limited to 150 people)	\$40	\$40	\$40	
<b>CONSTRUCTION U REGISTRATION – March 1</b> <i>Includes the Seminars, Breakfast and Lunch.</i>					
CUF	<input type="checkbox"/> Construction U	\$200 **	\$225	\$250	 <p>** ARA members will save \$35 off The Rental Show full registration price when they register for Construction U by Dec. 19.</p>
<b>NEXT GENERATION WORKSHOP REGISTRATION – March 1</b> <i>Includes the Seminars, Breakfast and Lunch.</i>					
NGF	<input type="checkbox"/> Next Generation Workshop	\$125 ***	\$125	\$125	 <p>*** ARA members will save \$25 off The Rental Show full registration price when they register for the Next Generation Workshop by Dec. 19.</p>
NGR	<input type="checkbox"/> Next Generation Reception	\$10	\$10	\$10	
<b>Demographic Information</b>					
1. Is this your first <i>The Rental Show</i> ?      ___ Yes      ___ No					
2. Do you purchase or influence purchases in your company?      ___ Yes      ___ No					
3. What is your 2009 budget to purchase rental equipment? <input type="checkbox"/> (1) Under \$100,000 <input type="checkbox"/> (2) \$100,000 – \$249,999 <input type="checkbox"/> (3) \$250,000 – \$499,999 <input type="checkbox"/> (4) \$500,000 - \$999,999 <input type="checkbox"/> (5) Over \$1,000,000					
4. What percentage of your 2009 budget will be used for purchases at <i>The Rental Show</i> ? <input type="checkbox"/> (1) 0-24% <input type="checkbox"/> (2) 25-49% <input type="checkbox"/> (3) 50-74% <input type="checkbox"/> (4) 75-100%					
5. Your rental inventory by percentage: Construction, industrial, mobile equipment _____%      General tool equipment _____% Party/event equipment _____%      Other _____%					
Special Needs: <input type="checkbox"/> Please check here if you have a disability that requires special assistance and ARA will contact you.					
<b>Three Easy Ways to Register</b> <i>(Registrations for The Rental Show are not accepted by phone.)</i>					
<ul style="list-style-type: none"> <li>• Online: <a href="http://www.TheRentalShow.com">www.TheRentalShow.com</a></li> <li>• Fax your completed form with credit card to: 309/764-1533.</li> <li>• Mail your completed form with payment to: ARA, 1900 19th St., Moline, IL 61265-4198.</li> </ul>					
Registration processing takes seven to 10 days. Express badge confirmations will be sent via e-mail or fax. <i>You must bring your confirmation to the Show to pick up your badge.</i>					
Changes: Changes must be received in writing or completed online by Feb. 23, 2009. Send changes to: ARA, 1900 19th St., Moline, IL 61265-4198; fax to 309/764-1533; or e-mail: <a href="mailto:registration@therentalshow.com">registration@therentalshow.com</a> .					
Questions: Phone 800/334-2177, option 3, or 309/764-2475, option 3					
Cancellation Policy: For a full refund, written cancellations must be received or completed online by Feb. 23, 2009. No refunds will be issued after this date. Send written cancellation request to: ARA, 1900 19th St., Moline, IL 61265-4198; fax to 309/764-1533; or e-mail: <a href="mailto:registration@therentalshow.com">registration@therentalshow.com</a> .					
<b>PAYMENT INFORMATION</b> Payment must accompany your registration form and must be in U.S. funds.		Charge \$ _____ <input type="checkbox"/> MasterCard <input type="checkbox"/> VISA <input type="checkbox"/> AMEX <input type="checkbox"/> Discover			
_____ Registration Fees _____ Ticketed Events _____ = Total Amount Due		Name on Card _____ Card Number _____ X _____ Signature		Expiration Date _____	
Fees are subject to verification of member status and other qualifying factors. Additional funds will be charged if registration amount was miscalculated.					
NOTE: Show photographers may take photos of participants at <i>The Rental Show 2009</i> – such as on the trade show floor, in seminars, at events or at other functions. These photos are for use only by the American Rental Association and may appear in <i>RENTAL MANAGEMENT</i> , <i>ARA Advantage</i> and other membership newsletters, <i>ARA Foundation Focus</i> newsletter, brochures, ARA's media outreach efforts, future Show promotions and on ARA's Web sites, including <a href="http://www.TheRentalShow.com">www.TheRentalShow.com</a> . Your attendance constitutes your permission and consent for this photography.					

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**STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY BPA WORLDWIDE**

We have examined the attendee records of *The Rental Show* for the date and location as reported in this BPA Event Audit Report. Our examination was made in accordance with generally accepted event auditing standards. This audit complies with standards set forth by the Exhibition and Event Industry Audit Commission (EEIAC), a not for profit corporation organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, on-site inspection, post event confirmations of attendance, examination of accounting records, and any other auditing procedures considered necessary. Based on such examinations, the statements set forth in this report present fairly and accurately the total attendance of this event in conformance with generally accepted event measurement principles.

BPA Worldwide  
Shelton, CT      TYPE: EVENT AUDIT  
April 2, 2009      ID Number: E940X0F9