The Rental Show

Las Vegas, Nev., February 11-14

Everything you need to compete and lead in your market will be under one roof at The Rental Show at the Mandalay Bay Convention Center in Las Vegas, Nev.

Discover 650 exhibitors with the latest products for even/party, light construction/general tool and heavy construction rental.

Learn from more than 70 hours of rental-focused seminar options, including pre-show workshops on February 10, covering specific business segments.

Connect with your industry peers at fun networking events like ARA Rocks the House at the House of Blues and the live and silent equipment auctions.

It's the one show rental professionals have counted on for more than 50 years as a vital link to what's new in the industry… and it's the only trade show with so many resources dedicated to equipment rental. Simply put, it's the one business edge you can't afford to miss.

For more information on the show, or to register, visit *www.therentalshow.com*.

Seminars

Education is one of the three core purposes of The Rental Show each year, and the 2008 lineup continues a strong tradition of valuable learning presented by rental veterans and expert speakers. Altogether, the pre-show workshops and the seminars offered during the show will provide more than 70 total hours of education from which to choose. The Rental Show education is included with the full registration package.

Employee Day-Thursday, February 14

Don't miss the opportunity to bring your employees with you to The Rental Show for free to experience the rental industry on Thursday, February 14. A special employee seminar will be available or them to attend before they walk on the show floor. Preregistration by January 23 is required.

Monday, February 11

7 a.m. – 6 p.m. Registration
8 – 8:45 a.m. Welcome Breakfast

9 – 11 a.m.:
• ARA's Cost of Doing Business Report: Your Road Map for Success
• Street Fighter Marketing: Boosting Your Sales
• Best Practices: Building High-Performance Teams
• Gripers, Complainers and Whiners: How to Deal With Chronically Cranky People
• A Safer Workplace: Developing an Effective Safety Program
• CERP Exams

11:15 a.m. – 1:30 p.m. Regional Lunches and Dessert with ARA

1:45 – 3:15 p.m.:
• Rental Town Hall: Construction and Tool Rental
• Cutting-Edge Strategies: Asset Protection, Tax Reduction and Estate Planning
• Visual Merchandising: Easy Tips for the Artistically Challenged and Financially Deprived
• Customer Service: How to Achieve Zero Customer Defections
• Time Management: How to Control Your Day in an Uncontrollable Workplace

3:15 – 3:30 p.m. Break

3:30 – 5 p.m.:
• Rental Town Hall: Party and Event Rental
• Profit Mastery: Valuing Your Business-What's It Really Worth?
• Sales Management: Turning Talent Into Performance
• Raising the Bar: How to Be an Island of Excellence in an Ocean of Mediocrity
• Four Generations in the Workplace: Searching for Common Ground

Wednesday, February 13

7 a.m. – 5 p.m. Registration

8 – 9 a.m.:
• Maximizing People Power: How to Motivate and Energize Your Employees
• Business Analysis Groups: Increasing Your Potential
10 – 11 a.m. Careers in Rental: A Guide for Your Future

Thursday, February 14

7 a.m. – 2 p.m. Registration

8 — 9 a.m.:
• Management Session: Failure is Not Final
• Employee Session: Keeping Your Customers Delighted and Your Batteries Charged

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Special Events

Sunday, February 10

12 — 5 p.m. Golf Tournament at Tuscany Golf Club
4:30 — 5:30 p.m. First-Time Attendee Reception

Monday, February 11

8 — 8:45 a.m. Welcome Breakfast
11:15 a.m. — 12:30 p.m. Regional Lunches
12:40 — 1:30 p.m. Dessert with ARA
6:30 — 9:30 p.m. ARA Rocks the House

Tuesday, February 12

8 — 9:45 a.m. Keynote Session

Wednesday, February 13

5:30 — 7 p.m. Equipment Auction

Thursday, February 14

7 a.m. — 2 p.m. Employee Day
11 a.m. — 1 p.m. Valentine's Day Giveaway Drawings
11 a.m. VESPA GTV Scooter (Party/Special Event Area)
12 p.m. Sea-Doo GTI Watercraft (Construction/General Tool Area)
1 p.m. Pioneer HDTV with BOSE DVD Home Theater System (Heavy Construction Area)