



THE SHOW FOR PEOPLE
SERIOUS ABOUT PROFIT

FEB. 21-24, 2016 • ATLANTA



Show Promotion Member Mailing List Request Form

Request period: Nov. 2, 2015 - Jan. 22, 2016

Mailing must occur by Feb. 8, 2016

Company Name: _____ Member ID: _____

Contact Name: _____ Telephone: _____

Address: _____

City, State, Zip: _____

Email: _____ Date Ordered: _____

Select **ONE** of the following:

- United States United States/Canada U.S./Canada/International International Only
- State(s): _____
- Region(s): _____

Select **EITHER** Inventory Segment **OR** Specific Product Categories

- INVENTORY SEGMENT** of the membership (*check all that apply*):
- Construction/Industrial General Tool/Homeowner Party/Special Event

Demographics are 50 percent or greater. If you require a different percentage, please indicate here: _____

OR

- SPECIFIC PRODUCT CATEGORIES** (see attached product listing): _____

Note: This is for a **one-time** complimentary use for Show promotion only. You will receive the mailing list electronically. **Use once and discard; do not download into your database.**

Exhibitor must be an ARA associate member. This order will not be processed until the request form and signed agreement are received and ARA has reviewed and approved **The Rental Show** promotional mailing that will be mailed to ARA members by the exhibitor.

For ARA Use Only

Date Received _____ Exhibitor's Member ID _____

Exhibitor's Booth Number _____ Mailer Approved _____

Date Order Provided _____



American Rental Association
 1900 19th St., Moline, IL 61265-4179
 309-764-2475 800-334-2177
 Fax 309-764-1533
 ARARental.org



THE SHOW FOR PEOPLE SERIOUS ABOUT PROFIT

FEB. 21-24, 2016 • ATLANTA



Show Promotion Member Mailing List Request Form

Request period: Nov. 2, 2015 - Jan. 22, 2016

Mailing must occur by Feb. 8, 2016

Must be signed and returned with a copy of your promotional mailer.

The American Rental Association ("ARA") recognizes that you are an Associate Member in good standing and is pleased you are taking advantage of this associate membership benefit.

The undersigned ("you") hereby agree to the following terms and conditions, which shall govern the use of mailing lists by you from ARA.

1. This Agreement (which includes the Show Promotion Member Mailing List Request Form), when accepted by ARA, shall constitute a binding contract. ARA may, in its sole and absolute discretion, reject any Agreement submitted to ARA. No term or condition additional to or different from this Agreement shall become part of the contract between you and ARA unless explicitly agreed to in writing by ARA. ARA's failure to object to any provision contained in any communication from you shall not be construed as a waiver of this Agreement or as an acceptance of any such provision.
2. The mailing list is licensed for **one time** use, and you may use the list for **only one** mailing. The list remains the property of ARA. You may not transfer, sell, assign, publish, distribute or disseminate the list or any part thereof.
3. The list is seeded to detect unauthorized re-uses. You agree to pay ARA within 10 days of the date of invoice ARA's standard license fee for the list (20 cents per name) plus a special handling charge of \$500 for each unauthorized re-use of the list. Any past due amount shall bear interest at 1.5% per month.
4. ARA will use commercially reasonable efforts to meet your delivery schedule, but shall not be liable for any loss or damage caused by delay in furnishing the list.
5. ARA makes no warranties of any kind either express or implied including, but not limited to, the implied warranties of merchantability and fitness for a particular purpose. Specifically and without limitation, ARA does not warrant that any list will be error free or that you will achieve any particular results by using any list. The list is furnished "as is."
6. ARA shall have no liability for any indirect, consequential or incidental damages (including damages for loss of business profits, business interruption, loss of business information and the like). ARA's liability with respect to any list shall not exceed the amount paid by you for the most recent use of the list.
7. You assume all risks relating to mailing and agree to indemnify, defend and hold ARA, its officers, directors, members, employees and agents harmless from and against any claims, damages, losses or obligations related to your use of the list or the mailing.
8. You (a) will provide ARA a true and correct copy of the mailing that you intend to send to the addresses on the list (the "mailing"), (b) agree that the mailing will promote only your products or services, and (c) will not make any claims or representations that you or your products or services are in any way approved, endorsed or liked by ARA. The exhibitor's promotional mailer will include the following elements (*mandatory to receive the list*) and the mailing must occur before Feb. 8, 2016:

- a. **The Rental Show** 60th ANNIVERSARY LOGO (available electronically at TheRentalShow.com)
- b. **The Rental Show** exhibit dates: Feb. 22-24, 2016
- c. **The Rental Show** location: The Georgia World Congress Center, Atlanta
- d. Booth number
- e. The website: TheRentalShow.com

9. This Agreement and any dispute between ARA and you related to the list shall be governed by and construed under the laws of the State of Illinois, without regards to its conflict of law rules. Any action or proceeding seeking to enforce any provision of, or based on any right arising out of, this Agreement or related to your use of the list or the mailing shall be brought against either of the parties exclusively in the courts of the State of Illinois, County of Rock Island, or, if it has or can acquire jurisdiction, in the United States District Court for the Central District of Illinois, and each of the parties consents to the exclusive jurisdiction of such courts (and of the appropriate appellate courts) in any such action or proceeding and waives any objection to venue laid therein.

The undersigned hereby agrees to and accepts the terms and conditions of this Agreement, subject to the acceptance of this Agreement by ARA.

Company Name _____
 Contact Name _____
 Title _____
 Signature _____

For questions or assistance,
 please contact: Joann Lay
 800-334-2177, ext. 258 or joann.lay@ararental.org

Inventory Information

This list of rental inventory and product codes serves a valuable purpose. By providing ARA with a complete listing of your store's inventory, we can better market your store to interested consumers through RentalHQ.com and other ARA resources. These efforts bring more consumers into your store and help generate more rentals. Please look through all the categories on both pages and **check all items that represent your inventory**. Our list may vary from how you would categorize your inventory, so please check carefully. If you have any questions, please call Member Services at 800-334-2177.

CONSTRUCTION/INDUSTRIAL

- 1005 Aerial Work Platform: Inspection
- 1007 Aerial Work Platform: Training
- 1000 Aerial Work Platforms
- 1120 Air Compressor: Towable
- 1020 Asphalt Paver
- 1030 Backhoe Attachments
- 1040 Backhoes
- 1060 Breakers: Hand Operated
- 1070 Breakers: Machine-mounted
- 1080 Bucket Attachments
- 1085 Compaction Equipment: Attachments
- 1110 Compaction Equipment: Ride On and Trench Rollers
- 1100 Compaction Equipment: Walk Behind, Handheld
- 1130 Concrete Batch Plants
- 1135 Concrete: Buggies
- 1137 Concrete: Mixers
- 1140 Concrete: Trailers
- 1150 Conveyors
- 1170 Cranes
- 1190 Dozers
- 1210 Drill Rigs: Mining
- 1050 Earth Boring Machines, Horizontal Directional Drills
- 1215 Electrical Distribution Equipment
- 1220 Excavator: Attachments
- 1230 Excavators
- 1240 Excavators: Mini
- 1260 Forklift: Attachments
- 1290 Forklifts: Industrial
- 1295 Forklifts: Industrial Training
- 1270 Forklifts: Rough-terrain
- 1275 Forklifts: Rough-terrain Training
- 1300 Generators: Towed, Skid-mounted
- 1310 Graders, Box Scrapers
- 1490 Ground Heating Equipment
- 1320 Lifts: Boom
- 1325 Lifts: Scissor
- 1330 Light Towers
- 1340 Loader: Attachments
- 1390 Loaders: Compact Track
- 1350 Loaders: Heavy Wheel
- 1360 Loaders: Mini Skid Steers, Stand On, Walk Behind
- 1380 Loaders: Skid Steer
- 1405 Offices: Mobile
- 1410 Power Buggies
- 1600 Pressure Washers: Towable

- 1420 Road Plates, Trench Boxes
- 1430 Rollers: Trench
- 1440 Rollers: Vibratory
- 1445 Screening and Crushing Plants, Portable
- 1455 Signs: Trailer-mounted, Arrow Boards, Message Boards
- 1460 Skid Steer: Attachments
- 1465 Surveying Equipment
- 1470 Sweepers: Street, Pavement
- 1480 Tanks: Portable
- 1280 Telescopic Handlers
- 1485 Temporary Roadways, Access Mats
- 1505 Toilets and Washrooms, Portable
- 1510 Tracks, Track Pads, Track Carriers
- 1520 Tractors and Tractor Attachments
- 1530 Traffic Control: Barricades, Cones, Signs
- 1535 Trailers: Construction
- 1540 Trenchers: Ride-on and Attachments
- 1560 Trucks: Box, Moving
- 1565 Trucks: Dump and Articulated Dump
- 1570 Trucks: Utility
- 1590 Vibratory Plows
- 1610 Water Trucks, Trailers

GENERAL TOOL/HOMEOWNER

- 2005 Aerators
- 2010 Air Conditioning, Chillers: Job Site
- 2015 Air Scrubbers, Negative Air Machines
- 2380 Angle Grinders
- 2020 Animal Traps, Snares, Cages
- 2030 Automotive Tools, Equipment, Supplies
- 2040 Batteries, Battery Chargers
- 2045 Benders: Pipe, Rebar
- 2050 Bits: Drills, Hammers, Chisels
- 2055 Blades: Abrasive, Diamond
- 2060 Blades: Lawn Mower, Edger
- 2070 Blades: Saw
- 2080 Blowers, Circulating Fans
- 2085 Blowers: Leaf, Straw
- 2100 Brakes: Aluminum Bending
- 2103 Brush Cutter: Walk Behind, Ride-on, Attachments
- 2105 Brush Cutters: Hand Held
- 2110 Buffers: Automotive
- 2115 Buffers: Floor
- 2120 Buildings: Portable
- 2125 Cable Pullers
- 2145 Carpet Dryers

- 2150 Carpet Installation Tools
- 2140 Carpet: Upholstery Cleaning Equipment
- 2155 Cartop Carriers
- 2160 Chainsaws, Chainsaw Accessories
- 2165 Chimney Cleaning Equipment
- 2175 Chutes: Debris, Trash
- 2185 Cleaners: Steam
- 2193 Clothing: Protective
- 2195 Compressors: Portable
- 2200 Concrete Additives: Hardening, Curing, Coloring
- 2205 Concrete Drying, Heating
- 2210 Concrete Hand Tools: Floats, Darbies, Striking Tools, Forms, Stamps
- 2215 Concrete Planers, Grinders, Scarifiers
- 2065 Concrete Power Trowel
- 2220 Concrete Pumps
- 2222 Concrete Saws
- 2223 Concrete Scabblers
- 2225 Concrete Screeds
- 2230 Concrete Vibrators
- 2235 Concrete: Cleaners, Sealers
- 2240 Concrete: Curb Extruders, Guniting Machines
- 2250 Cutters: Brick, Tile
- 2255 Cutters: Brush
- 2260 Cutters: Cable, Pipe, Rebar
- 2265 Dehumidifiers
- 2270 Dethatchers, Power Rakes, Verti-Cutters
- 2273 Document Shredders: Commercial
- 2280 Drain, Sewer Cleaning Machines
- 2285 Drills: Concrete, Masonry
- 2290 Drills: Pneumatic, Electric
- 2293 Drywall Hand Tools
- 2295 Drywall Lifts
- 2305 Edgers: Groundskeeping
- 2765 Engine Hoists, Stands
- 2315 Engines: Large (25 HP and Greater)
- 2320 Engines: Small (Less than 25 HP)
- 2330 Extension Cords
- 2335 Fans: Misting
- 2340 Fastening Tools, Fasteners
- 2345 Fencing: Safety, Construction
- 2300 Floor Care: Edgers
- 2355 Floor Care: Finishers, Polishers, Buffers
- 2357 Floor Care: Sanders
- 2361 Floor Care: Sweepers, Cleaning Machines
- 2365 Gas Cans, Caddies

- 2370 Generators: Small, Portable
- 2385 Hammers: Demolition, Chipping
- 2390 Hammers: Rotary
- 2475 Hand Truck Dollies, Pallet Jacks, Loading Ramps
- 2400 Heat Guns: Electric
- 2395 Heaters: Electric, Gas, Propane
- 2405 Hoists, Slings, Winches
- 2420 Insulation: Applicators, Blowers
- 2425 Jacks, Jack Pads
- 2430 Ladders, Accessories
- 2435 Landscaping Hand Tools
- 2438 Laser Levels, Measuring Tools
- 2442 Lawn Mowers: Ride-on
- 2490 Lawn Mowers: Walk Behind
- 2445 Lawn Vacuums
- 2453 Lighting Stands, Work Lights
- 2455 Locators: Pipe, Cable
- 2460 Log Splitters
- 2470 Masonry Hand Tools
- 2485 Metal Detectors
- 2500 Nailers
- 2510 Paint, Texture Sprayers
- 2513 Personal Protective Safety Equipment
- 2515 Pipe Inspection: Video
- 2517 Pipe Thawing, Heating Equipment
- 2520 Plumbing Equipment
- 2530 Post Hole Diggers, Earth Augers, Post Drivers, Post Pullers
- 2535 Powder-actuated Tools, Accessories
- 2545 Pressure Washers: Cold
- 2547 Pressure Washers: Hot
- 2550 Propane Tank
- 2555 Pullers: Bearing, Gear
- 2565 Pumps: De-watering
- 2567 Pumps: High-pressure
- 2570 Pumps: Submersible
- 2575 Pumps: Test
- 2580 Pumps: Trash
- 2600 Rebar Tools
- 2615 Rollers: Floor
- 2620 Rollers: Lawn
- 2630 Roofing Tools
- 2640 Sandblasting Equipment, Abrasives, Accessories
- 2650 Sanders, Handheld, Accessories
- 2655 Saws: Concrete Chain
- 2670 Saws: Concrete Walk-behind
- 2660 Saws: Cut-off
- 2665 Saws: Handheld
- 2675 Saws: Miter, Chop
- 2680 Saws: Reciprocating
- 2685 Saws: Tile
- 2695 Scaffolding, Accessories
- 2712 Seeders: Hydro, Slit, Drop
- 2715 Sewer Cleaning Equipment
- 2730 Shoring Equipment
- 2732 Shot Blasting Equipment

- 2740 Snow Removal Equipment
- 2745 Sod Cutters, Bed Cutters
- 2751 Sprayers: Tank, Backpack, Trailer Mounted
- 2755 Spreaders: Fertilizer, Seed
- 2760 Spreaders: Sand, Salt
- 2770 Staplers: Pneumatic, Manual, Electric
- 2775 Storage: Containers, Units
- 2780 Strippers: Paint, Stencils
- 2785 Strippers: Carpet, Floor, Accessories
- 2790 Stump Grinders
- 2805 Sweepers: Magnetic
- 2815 Tarps
- 2820 Testing Equipment: Electrical, Environmental, Quality Control
- 2825 Threading Tools
- 2830 Tiedowns, Load Binders, Cargo Control Systems
- 2835 Tillers, Garden Cultivators
- 2855 Tools, Homeowner
- 2875 Torches: Acetylene, Propane
- 2885 Trailer Accessories: Tow Bars, Tow Dolly, Ball Hitches
- 2900 Trenchers: Walk-behind
- 2905 Trimmers: Hedge, String
- 2918 Utility Vehicles, RTV's, Golf Carts
- 2920 Vacuum: Excavation, Remediation
- 2930 Vacuum: Wet, Dry, Floor, Industrial
- 2935 Ventilation, Duct
- 2940 Wallpaper Steamers, Tools and Accessories
- 2945 Welders, Accessories
- 2950 Wheelbarrows, Lawn Carts
- 2170 Wood Chippers

PARTY/SPECIAL EVENT

- 4030 Air Conditioning, Tents
- 4040 Amusement Rides
- 4000 Audio Amplifiers, P.A. Equipment
- 4010 Baby Furniture, Cribs
- 4060 Balloons, Helium Tanks
- 4070 Banners, Pennants, Flags
- 4080 Bars, Portable
- 4020 Beds, Cots
- 4090 Bleachers
- 4110 Bunting
- 4120 Candelabra
- 4140 Casino Equipment
- 4150 Centerpieces
- 4155 Ceremonial Scissors, Shovels
- 4160 Chafers
- 4220 Chair Covers
- 4170 Chairs: Folding
- 4175 Chairs: Stackable
- 4180 China, Dinnerware
- 4195 Computers
- 4390 Concession Equipment
- 4200 Costumes and Accessories

- 4230 Crowd Control: Fencing, Ropes, Stanchions
- 4270 Dividers, Partitions, Pipe & Drape
- 4280 Drapery and Swagging
- 4290 Dunk Tanks
- 4300 Easels
- 4570 Flatware, Serving Ware
- 4320 Flooring: Carpet and Turf
- 4240 Flooring: Dance, Portable
- 4190 Food Refrigeration, Coolers
- 4365 Food Transport, Bussing Equipment
- 4370 Fountains: Champagne, Chocolate
- 4380 Frozen Drink, Ice Cream Machines
- 4385 Furniture: Home, Office
- 4395 Furniture: Lounge, Vintage
- 4700 Furniture: Patio and Umbrellas
- 4130 Games
- 4400 Gazebos, Arbors, Arches and Columns
- 4410 Glassware
- 4350 Grills, Stoves, Ovens, Cookers, Fryers
- 4420 Heaters: Patio, Space
- 4425 Heaters: Tent
- 4430 Ice Tables, Molds
- 4450 Inflatables, Bounce Houses
- 4460 Karaoke Machines, Jukeboxes
- 4480 Lecterns, Podiums
- 4485 Lighting: Props, Furniture
- 4495 Lighting: Search
- 4505 Lighting: String, Holiday Decorations
- 4490 Lighting: Tents
- 4515 Lighting: Theatrical
- 4500 Linens
- 4340 Party Machines: Bubble, Fog, Smoke, Snow
- 4535 Photo Booths, Photography Equipment
- 4540 Props, Theme Decorations
- 4550 Racks: Garment
- 4565 Raffle Drums, Bingo Cages
- 4566 Ramps: Walk, Wheelchair
- 4567 Recreation, Camping Equipment
- 4580 Skirting: Table, Stage
- 4600 Stages, Platforms, Risers, Trussing
- 4630 Tables
- 4640 Tent Water Barrels, Blocks
- 4660 Tents, Canopies, Temporary Structures
- 4670 Toilets, Restroom Trailers, Wash Stations
- 4680 Torches, Party
- 4330 Vases, Urns
- 4685 Video Projectors, Projector Screens
- 4725 Waste Containers, Dumpsters
- 4730 Wedding Decorations, Runners
- 4960 Wheelchairs and Scooters