

### Seminars

CRA is providing outstanding seminars with information you need!

**Tuesday** features a *Theft Prevention Seminar* presented by Lou Koven, former LAPD detective who is now an investigator for the Crime Prevention Program of Southern California; and Dana Thompson, Property and Claims Manager with Athens Insurance Services (the company that administers claims for Jenkins Insurance Group), will conduct a seminar on *Preventing Losses in Your Rental Business*.



Lou Koven



Dana Thompson

**Wednesday** includes a seminar presented by Elavon, CRA's Preferred Provider, on how to obtain *Required "PCI Certification"* for accepting and processing credit cards; and a seminar on *Rental Store Management Issues*.

### Party Workshops

**Tuesday** features a *Rental Store/Vendor Round Table* on party issues and problems. Send us your topics of interest and we'll include them in the discussion.

**Wednesday's** party workshop discusses *Tent Permits*.

### Optional Events\*

*\*Tickets are required for the Optional Events and are not included in the \$100 Registration Fee.*

**Tuesday Evening: Open House/Hotdog and Hamburger Barbeque at BSE Rents**, a local rental business owned by the Phares family.

**Wednesday Evening: Onsite Dinner and Dance** featuring a special "Rolling into Bakersfield!" motorcycle theme and display and a blues band by the name of Sinister Blue ([www.sinisterblue.net](http://www.sinisterblue.net)). CRA's Award Ceremony recognizing past officers and board members and presenting the Bud Loeber and Gartland Awards will also take place at this time.



Wednesday evening's dinner/dance features a motorcycle theme—**Bring your bike to display!**

Rolling Into Bakersfield!

### Welcome to Bakersfield and the Kern County Fairgrounds!



**Bakersfield — Accessible by Plane, Train or Car!** Located in California's central valley, Bakersfield is easily accessible from all parts of California and surrounding states! It's a fairly short



drive from many locations, Amtrak service to Bakersfield is available from both San Francisco and Sacramento, and Meadows Field Airport is just minutes north of downtown Bakersfield, with direct flights from Los Angeles, Phoenix and San Francisco.



**Bakersfield Attractions...** The city is known for its excellent Mexican and Basque restaurants,

Buck Owens' Crystal Palace Steakhouse, and more! Many restaurants and hotels are close to the trade show.

**The Fairgrounds...** features inside booth space as well as an outside demonstration area, and is located just minutes from downtown Bakersfield.

**CRA** California Rental Association  
Serving the Equipment and Party Rental Industry

It's The Best in the West!



## CRA Rental Rally TRADESHOW

You and your entire Rental Center can attend for just \$100!\*

- Two Days of Equipment & Party Exhibits
- Outside Equipment Demo Area
- Seminars & Round Table Discussions
  - Party Workshops
- Tuesday Open House/Barbecue
- Wednesday Onsite Catered Dinner & Dance with Live Blues Band

[www.rentalrally.com](http://www.rentalrally.com)

**CRA** California Rental Association  
Serving the Equipment and Party Rental Industry

P.O. Box 348420  
Sacramento, CA 95834-8420

ADDRESS CORRECTION REQUESTED

It's The Best in the West!  
**CRA Rental Rally Tradeshow**

For Just \$100\* ...

- You can bring as many of your staff as would like to attend the show. One flat fee covers your entire company!
- You can take advantage of Show Specials while visiting our large display of equipment, party and service booths.
- You can take advantage of the Outdoor Demonstration Area for hands-on time with new and state-of-the-art equipment.
- You'll get helpful rental industry information, such as how to protect your rental center from equipment theft and other business losses, how to get credit card certification, and the ins and outs of getting tent permits at seminars, roundtable discussions and party workshops held each day.
- You can save money—bring your own truck, make a deal, and drive your purchases home!

Optional Events

\*Tickets for the Tuesday and Wednesday Optional Events are not included in the \$100 Registration Fee.

- Enjoy visiting with friends and networking at the Tuesday evening Open House/Barbeque and the Wednesday evening onsite Dinner and Dance.

Accommodations/RV Camping

- You'll enjoy convenient accommodations—many hotels and restaurants are nearby. Check our website, [www.rentalrally.com](http://www.rentalrally.com), for hotel specials.
- Take advantage of RV parking and camping available onsite at the Fairgrounds for just \$20/night. Consider arriving early for the RV Campout, which begins February 27!

Tentative Show Schedule

TUESDAY, MARCH 2

**6:30 pm – Open House/Barbeque at BSE Rents\***  
 Enjoy a hotdog and hamburger barbeque at BSE Rents, a local rental center, while visiting with friends and networking with business associates!

WEDNESDAY, MARCH 3

**8:00 am – Seminar: Theft Prevention** - Lou Koven, Crime Prevention Program of Southern California  
**9:00 am – Seminar: Preventing Losses in Your Rental Business** - Dana Thompson, Athens Administrators  
**10:00 am to 1:00 pm – Exhibit Hall Displays**  
**1:00 pm to 3:00 pm – Outside Equipment Demos**  
**1:00 pm to 3:00 pm – Party Workshop:** Join vendors and fellow rental people for a Round Table Discussion.  
**5:00 pm – Onsite Dinner and Dance\***  
 Enjoy a catered meal, music by Sinister Blue, dancing, and our "Rolling Into Bakersfield!" motorcycle theme and display. CRA's Award Ceremony will also take place during this evening event.

THURSDAY, MARCH 4

**8:00 am – Seminar: Credit Card PCI Compliant Certification** - Elavon  
**9:00 am – Seminar: Round Table Discussion of Rental Store Management Issues**  
**10:00 am to 1:00 pm – Exhibit Hall Displays**  
**1:00 pm to 3:00 pm – Outside Equipment Demos**  
**1:00 pm to 3:00 pm – Party Workshop: Round Table Discussion on Tent Permits**

RV Rally Campout

The RV Campout is being held in conjunction with the Rental Rally Tradeshow. If you're an RVer, consider arriving a few days before the tradeshow to attend the campout — it begins Saturday, February 27, at the Kern County Fairgrounds. Some of the events planned for the Campout:

SATURDAY, FEBRUARY 27

Dinner at Buck Owens' Crystal Palace — \$45/person  
 (Sign up on Attendee Form on the next page.)

MONDAY, MARCH 1

Group potluck at the campsite — bring a dish to share!

\$100 ENTITLES YOU AND YOUR ENTIRE RENTAL COMPANY TO...

• Equipment Show • 2 Days of Exhibits • Seminars and Round Table Discussions • Party Workshops

OPTIONAL EVENTS... Deadline for purchasing Optional Event tickets is February 23, 2010.

- Tuesday -BSE Open House & Barbecue - \$15.00/person — Open house at BSE's rental center includes a hamburger/hotdog barbeque
- Wednesday Evening Dinner/Dance - \$35.00/person — Includes onsite dinner, music by Sinister Blue, a blues band, and dancing

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone Number: ( \_\_\_\_\_ ) \_\_\_\_\_ FAX Number: ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail: \_\_\_\_\_

**ATTEND THE CRA RV RALLY TOO!** Camping at the Kern County Fairgrounds is just \$20/night. Fees will be collected by the Fairgrounds on arrival on a first-come, first-serve basis. 40 sites available. Arrive Saturday, February 27, for dinner that evening at Buck Owens' Crystal Palace (\$45.00/person). Enjoy the Monday potluck dinner, other exciting events, and, of course, visiting with friends!

- YES, I will need an RV Site Arrival \_\_\_\_\_ Departure \_\_\_\_\_
- YES, I will attend the RV Rally Potluck Dinner on Monday, March 1st. Contact me \_\_\_\_\_ (name) at \_\_\_\_\_.

Return Form with payment to: (Payment in full required to process registration. Make copies of form as needed.)  
**CRA, P.O. BOX 348420, SACRAMENTO, CA 95834-8420 • 916.922.4222 • 800.272.7400 • FAX 916.922.4242**

| ATTENDANCE FEE FOR COMPANY — JUST \$100 FOR YOUR ENTIRE COMPANY!      |   |                                       |                                | \$100 |
|---|---|---------------------------------------|--------------------------------|-------|
| ATTENDEE NAMES — Print first & last name (as it will appear on badge) | SAT. 2/27 – Dinner Buck Owens' Crystal Palace | TUES. 3/2 – BSE Open House & Barbeque | WED. 3/3 – Onsite Dinner/Dance |       |
| 1.  | \$45  | \$15                                  | \$35                           |       |
| 2.  | \$45  | \$15                                  | \$35                           |       |
| 3.  | \$45  | \$15                                  | \$35                           |       |
| 4.  | \$45  | \$15                                  | \$35                           |       |
| 5.  | \$45  | \$15                                  | \$35                           |       |
| 6.  | \$45  | \$15                                  | \$35                           |       |
| <b>RSIF — \$50 Voluntary Contribution</b>                             |   |                                       |                                |       |
| <b>TOTAL ENCLOSED</b>   |   |                                       |                                |       |

Cancellation refunds will be granted if a written request is sent to CRA, Attn: Controller, before Feb. 23, 2010. The refund will be the total registration fee less 25%. Allow 4-6 weeks after the CRA RENTAL RALLY TRADESHOW for refund. **Please contact CRA if you require assistance as defined by The Americans With Disabilities Act.**

PAYMENT METHOD:

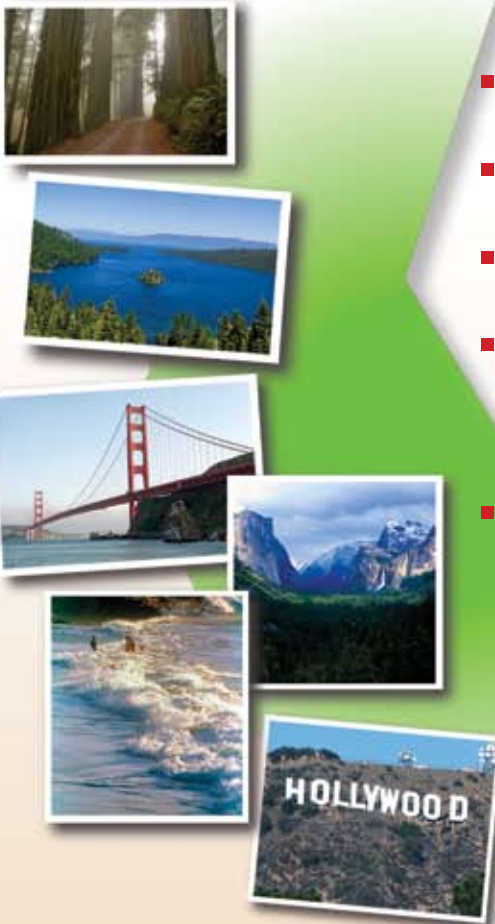
- Check enclosed (payable in U.S. Funds to California Rental Association)
- Bill my VISA / MasterCard / American Express

VISA/MC/AE # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Security No. \_\_\_\_\_

Signature: \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

FOR OFFICE USE ONLY:  
 Amount \$ \_\_\_\_\_  
 Check #/Auth.# \_\_\_\_\_  
 Date entered \_\_\_\_\_ by \_\_\_\_\_  
 ID# \_\_\_\_\_



SUPPORT CRA AND YOUR EXHIBITORS!

Register now for the Rental Rally Tradeshow! Just complete the Registration Form and return it to CRA.

Fax Registration Form to CRA at 916.922.4242.

Visit the show website, [www.rentalrally.com](http://www.rentalrally.com), for more information about CRA's Rental Rally Tradeshow, or contact us at 800.272.7400, [info@calrental.org](mailto:info@calrental.org).