

Dear Prospective Exhibitor:

Thank you for requesting information on the 2012 Rental Rally Tradeshow, March 14 & 15, 2012. We look forward to welcoming you to our show.

Our show in Bakersfield, in March 2010, was by most accounts a big success. The CRA Board received many suggestions to consider moving the show to Southern California. I am happy to announce we are making that move.

Our new venue, The Fairplex in Pomona, CA features lots of space – all in one building. A large area outside will accommodate you for display and demonstrations. Like before, this is a non-union facility, making it possible for you to set up your own booth...helping to keep your costs down. Some additional things you need to know about the show: The Fairplex facility is under supervision of the LA County Fire District, therefore all machinery indoors is required to have the batteries disconnected, fuel caps must be taped “closed” and no equipment may be started during the show. Any vendor selling tents will be limited to a maximum of 20’ X 20’, and must declare to CRA 30 days in advance, to facilitate the proper permits (at NO additional charge). All tents must meet Fire Codes & Requirements. Vendors that are giving away snacks are required to obtain advance approval (30 days). Vendors interested in demonstrating in the “digging area” will be restricted to Wednesday, March 14<sup>th</sup>, and will be asked to set up and remove their equipment that same day. There will be a designated display area, that will be a “no-dig zone”.

Rental Rally Tradeshow 2012 offers you the chance to talk directly to those equipment purchasers in California’s rental industry. The shows carefully planned two-day format gives you the quality time you’ll need to present your products, services, and technology to this pre-qualified market. You’ll have their complete attention while they’re attending the show, because the Rental Rally Tradeshow’s social activities have been carefully scheduled outside of the scheduled exhibit times to avoid conflict.

We know that it takes more than just “showing up” to have a successful trade show experience; that’s why, after you send in your application for booth space, we become partners in the show’s marketing efforts. We will help you to promote your booth/display.

**DO IT NOW!**

Please review the enclosed material and complete the application today. This gives you first choice in picking your booth location, as they are assigned on a “first come, first serve” basis.

Sincerely,



Dale Blackwell, Executive Director  
California Rental Association