



**JANUARY 12 – 15, 2025**  
**SOUTH POINT HOTEL**  
**AND CASINO**  
**LAS VEGAS, NEVADA**

**A Great Venue!** CRA's 2025 Equipment and Party Rental Rally will be held at the South Point Casino Hotel & Convention Center... a great location with the convenience of having the convention center and hotel together!

**Two Days of Equipment / Party / Services Exhibits** Vendors will exhibit on Tuesday, Jan. 14, 10am - 4pm and Wednesday, Jan. 15, 9am-1pm. See the show website, [www.RentalRally.com](http://www.RentalRally.com), for a list of exhibitors.

**Special Room Rates!** Both exhibitors and attendees can enjoy the convenience of staying on-site at the South Point Casino Hotel. Special room rates ( \$104 including resort fees/ \*tax NOT INCLUDED) are available for Jan. 09-18, 2025. Reservations for these rates are available until Dec. 20, 2024. Reservations must be made on CRA's show website at [www.RentalRally.com](http://www.RentalRally.com).

**Register by Dec. 20 for Special Rates: \$60/person or \$195/company**  
 All qualified rental centers that register by Dec. 20, 2024, get pre-registration rates of \$60/person or \$195/company. After Dec. 20, registration is \$85/person or \$295/company, and registration and optional event tickets must be purchased on-site.

**Special Keynote Speaker!**  
**Terry Bradshaw** is a Pro Football Hall of Fame Inductee, 4x Superbowl-winning quarterback. He has successfully ventured into broadcasting and entrepreneurial ventures. CRA is very happy to welcome Terry as our show's 2025 keynote speaker.

**Exciting Optional Events!**  
**Special Education and Seminars\***  
**Sunday, January 12 • 9:00 am to 4:00 pm**  
**Rental Leaders Boot Camp 2.0** — Designed and presented by *Peer Executive Groups*, the Rental Leaders Boot Camp will focus on developing key rental leaders in your organization. See the next page for details and cost.

**Monday, January 13 • 9:00 am to 4:00 pm**  
 A full day of seminars includes a General Session followed by two breakout sessions in the morning. Then, Party/ Event Rental and Equipment Rental go off-site to separate locations with lunch, seminars, and tours. Transportation will be provided. *Equipment and Party Seminar Package: \$75/person if purchased in advance by Dec. 20; on-site cost is \$85.*

**Opening Cocktail Party\***  
**Monday, January 13 • 5:00 pm to 7:00 pm**  
 The opening cocktail party will be held on the show floor, allowing plenty of time for previewing exhibitor booths and networking with others in the industry. Be sure to check out the CYRP Booth!  
*If purchased in advance by Dec. 20, tickets are \$45/person; on-site cost is \$55/person.*

**CYRP Beer Pong Tournament & Social\***  
**Monday, January 13 • 9:00 pm to 11:00 pm**  
 Unwind after a day of education and Join the CYRP for a friendly competition and social networking at the South Point event Hall D! *If purchased in advance by Dec. 20, tickets are \$25/person; on-site cost is \$35/person.*

**CYRP: Tactical Training & Breakfast\***  
**Tuesday, January 14 • 7:00 am to 8:30 am**  
 Please join CYRP (California Young Rental Professionals) for breakfast and high quality, realistic tactical training for running a functional well established rental business. *If purchased in advance by Dec. 20, tickets are \$35/person; on-site cost is \$45/person.*

**Beatles & Birdies: A Topgolf Tribute \***  
**Tuesday, January 16 • 6:00 pm to 10:00 pm**

Topgolf offers attendees an interactive experience of golf, and socializing, all while enjoying the timeless music of The Beatles through the tribute band Ticket To Ride. *If purchased in advance by Dec. 20, tickets are \$85/person; on-site cost is \$95/person.*



\*Optional Events such as the Seminar Packages, Cocktail Party, Beatles & Birdies, PEG Boot Camp, and CYRP Events are not included in registration fee.

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## Rental Leaders Boot Camp

**Sunday, Jan. 12, 9:00 am - 4:00 pm** \$495/person if purchased by Dec. 20; \$525 on-site

Presented by Peer Executive Group (PEG)

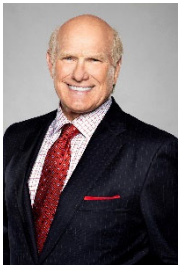
Designed to elevate your leadership skills and drive your rental business to new heights. The sophomore edition integrates the principles of Stephen Covey's "7 Habits of Highly Effective People" and the innovative DiSC Agile EQ framework, providing a comprehensive approach to personal and professional development. Through group discussion and interactive activities, attendees will walk away with a better understanding of themselves and an ability to adapt to others. Join us at Rental Leaders Bootcamp 2.0 and become the proactive, visionary, and emotionally intelligent leader your rental business needs to thrive in a dynamic market. Elevate your leadership. Elevate your business.

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## Keynote Speaker

**Terry Bradshaw: Why Not Your Best?**

**Tuesday, Jan. 14, 8:30 - 9:30 am** (included in registration)



**Terry Bradshaw** — A Pro Football Hall of Fame, four-time Super Bowl champion quarterback. Award-winning broadcaster, actor, author, breeder of champion quarter horses, and motivational speaker. Mr. Bradshaw will ask us, "Why Not Your Best?" He invites the audience to think in new ways about sacrifice, pain, competition, and adversity while giving specific examples of how to focus on the power of dreaming, thinking, and strategizing toward goals and success.

## CYRP: Tactical Training & Breakfast

**Establishing a Team of Excellence**

**Tuesday, Jan. 14, 7:00 - 8:30 am**

\$35/person if purchased by Dec. 20; \$45 on-site



Join the California Young Rental Professionals (CYRP) on Tuesday at 7 am for breakfast and at 7:30 am. The CYRP Facilitators will help guide you on a high quality, realistic, interactive tactical training of running a well-established rental business from all positions; Owner, management, drivers, yard hands, to sales.

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## Seminars and Speakers

**Monday, Jan. 13, 9:00 am - 4:00 pm** *Equipment/Party Seminars: \$75/person if purchased by Dec. 20; \$85 on-site*

This year, Peer Executive Groups has produced seminars specifically for the equipment and party rental industries. The morning includes a general session followed by two breakout sessions. Party/Event Rental and Equipment Rental then go off-site to enjoy lunch, seminars, and tours. *Transportation will be provided.*

### Morning Sessions

**Session 1 — "Don't Feel Exposed; Effective Strategies for Reducing Your Risk."**

Whether you are a seasoned professional or new to the rental industry, this seminar will provide valuable insight into safeguarding your assets while maintaining profitability and customer trust. Hear from industry veterans Bruce Hooker (Paragon Insurance Holding) and Eddie Wilson (City Rentals) as they discuss risk assessment, new tracking, employee training and prevention strategies. As well as real-world examples, challenges and success stories. A member of law enforcement will also share best practices to recover your equipment should theft occur.

**Session 2 — "We are All in Sales! How to Find More Business & Grow Current Business."**

In today's competitive and evolving rental market, everyone in the organization plays a crucial role in driving sales and fostering business. Learn how you and your staff can be more proactive and less reactive to your customers. Speaker Elliott Vigil brings an extensive background in the rental industry as well as an energy like no other. Elliott will share how his rental strategy will help you learn and plan for a successful future. Discover how you can play an integral part in growing your current business and cultivating new business.

### Afternoon Session: Off-Site

**Equipment Centers: Snorkel & Extreme Tour with BZI Steel CEO James Barlow**

Get a behind-the-scenes tour of Snorkel & Extreme Manufacturing's Henderson, NV facilities. See what goes into the cutting, welding and final assembly of these products as well as what innovations are ahead. Attendees will also get an up-close look at BZI Steels Trackzilla. Hear from CEO James Barlow on how the BZI values of teamwork, Innovation, and Action have made them a disruptive force in the steel construction industry.

**Party Centers: RSVP Party Rentals Tour & Discussion on Engaging with your Event Rental Customers on Social Media**

Join other event rental professionals for a tour of the brand-new RSVP Party Rentals 50,000 square-foot warehouse and showroom. Hear from RSVP President and fellow CRA member Brad Smithers on what went into the design and engineering of the new facility. Social media is an essential tool for connecting with customers and growing your business. This seminar will help professionals harness the power of social media platforms to boost their engagement and drive business success. Hear from industry insiders on how to create compelling content, effectively use various social media channels and engage with your audience in meaningful ways.

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CALIFORNIA RENTAL ASSOCIATION

# RENTAL RALLY

**JANUARY 12 – 15, 2025**

**SOUTH POINT HOTEL  
AND CASINO**

**LAS VEGAS, NEVADA**

Visit [www.RentalRally.com](http://www.RentalRally.com)

to learn more about CRA's  
Rental Rally Tradeshow and  
the

South Point Hotel and Casino  
accommodations.

*Plan to attend!*

## The Rental Rally Tradeshow Includes:

- Two Days of Exhibits — Equipment/Party/Services
- Keynote Speaker Terry Bradshaw
- Opening Cocktail Party on the Show Floor\*
- Beatles & Birdies: A Topgolf Tribute
- Special Seminar Packages\*
- Rental Leaders Boot Camp\*
- Exciting CYRP Events\*
- Early Show Registration Discounts and Special Hotel Room Rates

*\*Optional Events such as the Seminar Packages, Cocktail Party, Topgolf, the Rental Leaders Boot Camp, and CYRP Events are not included in registration fee.*

## Schedule at a Glance

- **Sunday, January 12, 2025**  
9:00 am - 4:00 pm ..... Rental Leaders Boot Camp
- **Monday, January 13, 2025**  
8:00 am - 4:30 pm ..... Vendor Set-up  
9:00 am - 11:45 am ..... Educational Seminars at South Point  
11:45 am - 12:30 pm ..... Bus to Afternoon Seminars  
12:30 pm - 4:00 pm ..... Afternoon Seminars  
..... Off-site  
5:00 pm - 8:00 pm ..... Opening Cocktail Party  
9:30 pm - 11:00 pm ..... CYRP Beer Pong Social
- **Tuesday, January 14, 2025**  
7:00 am - 8:30 am..... CYRP: Tactical Training  
8:30 am - 9:30 am..... Keynote Speaker - Terry Bradshaw, Hall of Fame NFL Quarterback  
  
10:00 am - 4:00 pm ..... Show Exhibit Hours  
6:00 pm - 10:00 pm ..... Beatles & Birdies: A Topgolf Tribute
- **Wednesday, January 15, 2025**  
9:00 am - 1:00 pm ..... Show Exhibit Hours  
11:00 am ..... Rally Pass Drawing  
12:45 pm ..... Raffle Drawing  
1:00 pm - 5:00 pm ..... Vendor Teardown  
(Everyone needs to be out by 5:00 pm)

**Register by December 20, 2024, for  
Special Pre-Registration Pricing!**

# CRA's 2025 Rental Rally

## Rental Company Attendee Registration Form

(Qualified Rental Centers Only)

**Advance Registration until December 20, 2024 — Special Rates: \$60/person or \$195/Company\***

\*After December 20, 2024, On-site Registration Rates: \$85/person or \$295/Company

**EXHIBITS:** Tuesday, January 14, 10:00 am - 4:00 pm; Wednesday, January 15, 9:00 am - 1:00 pm

**\*OPTIONAL EVENTS:** Advance ticket rates available until December 20, 2024

- Sunday, Jan. 12, 9:00 am–4:00 pm: Rental Leaders Boot Camp; advance \$495/person; after Dec. 20 on-site \$525/person
- Monday, Jan. 13, 9:00 am–4:00 pm: Seminars, Lunch & Tours; advance \$75/person; after Dec. 20 on-site \$85/person
- Monday, Jan. 13, 5:00–7:00 pm: Opening Cocktail Party on Show Floor; advance \$45/person; after Dec. 20 on-site \$55/person
- Monday, Jan. 13, 9:00–11:00 pm: CYRP Bowling Social; advance \$25/person; after Dec. 20 on-site \$35/person
- Tuesday, Jan. 14, 7:00 am–8:30 am: CYRP: Tactical Training & Breakfast; advance \$35/person; after Dec. 20 on-site \$45/person
- Tuesday, Jan. 14, 6:00–10:00 pm: Beatles & Birdies: A Topgolf Tribute w/; advance \$85/person; after Dec. 20 on-site \$95/person

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

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

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

Phone (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

**Payment in Full Required to Process Registration. Return Form with Payment to:**

**CRA, P.O. Box 757, Upland, CA91785 •(909) 926-0031 •(800) 272-7400 •Fax (916) 570-1384 •info@CalRental.org**

### REGISTER EACH PERSON ATTENDING AND SELECT OPTIONAL EVENTS

Attendees must be owners or employees of a qualified rental center.

Advance Pre-Registration Rates shown below are good through December 20, 2024

ATTENDEE NAMES: Print FIRST and Last NAME (as it will appear on badge)	Registration Fee (required)	Sunday Rental Boot Camp	Monday Seminar Package		Monday Cocktail Party	Monday CYRP Social	Tuesday CYRP Breakfast	Tuesday Night Event	TOTAL
OPTIONAL EVENTS - Mark the selection for each person attending optional events.	\$60	\$495	\$75 Equipment	\$75 Party	\$45	\$25	\$35	\$85	=
1.									
2.									
3.									
4.									
5.									
CRSIF - \$50 Voluntary Contribution for CRA Scholarship Fund									
<b>TOTAL ENCLOSED</b>									

Cancellation refunds will be granted if a written request is sent to CRA, Attn: Controller, before January 1, 2024.

The refund will be the total registration fee less 25%. Allow 4-6 weeks after the CRA RENTAL RALLY for refund.

**PAYMENT METHOD:**

Check enclosed (payable in U.S. Funds to California Rental Association)

Bill my VISA / Mastercard / American Express

VISA/MC/AE number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

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

Email Address for Receipt \_\_\_\_\_

*\*Optional Events are not included in attendee fee.*