



Come Join Us

For The American Rental Product Experience:
Where Our Vendors Are The Stars
July 17th and 18th

Dear Vendors:

We would like to cordially invite you to the 2009 American Rental Product Experience. This year's show will be held in Nashville, IN at the Season's Hotel Conference Center July 17th and 18th. Our golf scramble will be Friday July 17th in the afternoon. The opportunity to participate in this meeting should not be missed. In today's competitive market, the contact with both potential and current customers is crucial. Dealers traditionally attend this Expo to increase our company employee's awareness of products available for rent, who have direct contact with our customers. We appreciate the tremendous support you provide and we are dedicated to making the 2009 Rental Product Experience Show an excellent investment in your future..

This year's show features an exciting schedule of events that we are sure you will enjoy. Please take the time to review the attached information regarding registration and activities. We tried to make the registration procedure as quick and easy as possible.

Again, thank you for your continued support. We feel this will provide an excellent opportunity for vendors to discuss the product features and benefits and a prime opportunity for the vendors to educate the store managers that ultimately rent your products. Again this year, there is a possible buying opportunity: please bring your show specials. The main focus is to educate the store managers who influence the buyers on what products to buy. If you have any questions please feel free to contact Show Chairwoman Bobbie Hodges at (812) 333-7496 ext. 522 or myself.

We sincerely hope that you will be joining us and plan on staying an extra night and spend the 18th of July at our annual company hog roast, following the show. Thank you for your consideration.

Respectfully,

David P. David



What Should I Expect?

When you participate in the convention by sponsoring an event or exhibition in the trade show, you can achieve the following results in one low cost-effective manner:

- Build customer relationships
- Promote new products
- Generate good will within the rental purchase industry.

Who Exhibits at the Trade Expo?

Some of the product and service categories represented will be:

- Furniture
- Jewelry
- Appliances
- Electronics
- Computers
- Delivery Supplies
- Lawn Mowers

Where is the Show?

The Season's Lodge & Conference Center
P.O. Box 187
Nashville, IN 47448
Phone: (812) 988 2284
(800) 365-3747

Room Rates: \$112 up to 4 persons

Additional Lodging

Comfort Inn
75 W Chestnut St.
Nashville, IN 47448
Phone: (812) 988-6118

Room Rates: \$70 up to 4 persons

When is the Exhibit Hall Open?

Exhibitors may move into booths on Thursday, July 16, between 9:00 am – 8:00 pm. The Exhibit Hall will be open on Friday, July 17, between 9:00 am – 2:00 pm and Saturday, 9:00 am – 2:00 pm. Tear down starts at 2:00 pm on July 18.

Exhibit Space Fees

Booths are 10 x 10 in size and cost \$550. Cost of booth includes lunch and dinners.

Payments and Contracts

Enclosed is the Contract for Exhibit Space. Please complete the contract and return it along with the payment. All booths will be sold on a first come, first serve basis. To obtain your first choice of booth assignment, **YOUR CONTRACT AND PAYMENT SHOULD BE SUBMITTED AS SOON AS POSSIBLE.**

Expo and Exhibit Hall Schedule

Thursday, July 16, 2009

9:00 am – 8:00 pm Exhibitors move in
and set up

Friday, July 17, 2009

9:00 am – 2:00 pm Vendor Hall Open
11:30 am – 12:30 am Lunch
3:00 pm Golf Outing

Saturday, July 18, 2009

9:00 am – 2:00 pm Vendor Hall Open

Prizes

American Rental will give away donated prizes during the Hog Roast. Please help with this project to promote traffic in your booth!! *If you have an item to donate for a prize, please list it on your Exhibitor Contract.*

Any door prizes not brought to and awarded at the Hog Roast can be delivered to American Rental warehouse, then sent to the store of the winner.

Who do I contact with Questions?

Show Chairwoman, Bobbie Hodges at
(812) 961-2522 or (812) 333-7496 ext. 522

American Rental Trade Expo Registration/Sponsorship Contract

(Please print or type legibly)

Company _____ Phone # _____
Contact _____ Fax # _____
Address _____ E-Mail _____
City _____ State _____ Zip _____

I have read and agree to abide by all terms of the Exhibitor's Contract.

Signature _____

Please mark each item that your company would like to take advantage of:

10 x 10 Booth - \$550 each x _____ (# of Booths) = \$ _____

Please list the names of ALL booth personnel that will be attendance: _____

Show: _____

Golf: _____

Please indicate the number of people that will be golfing:

\$65.00 each x _____ = \$ _____

Booth Preferences: (Please see the attached diagram of the vendor hall)

1st Choice _____ 2nd _____ 3rd _____

Sponsorships: Sponsorships of any event are greatly appreciated

You will receive an added value by the exposure you will obtain as a sponsor:

- Signage at the sponsored event
- Recognition in the program and at the Hog Roast
- Banners for sponsorships over \$1000

(Sponsorship levels range from \$500 to \$3000) Enter Sponsor Amount \$ _____

Door Prize Donations: Please list the items your company would like to donate:

Golf: _____

Show: _____

Please enclose check for the **TOTAL AMOUNT of all fees combined** \$ _____

- Booths are assigned on a first come, first serve basis. We must have payment in full to reserve a booth.
- All registration forms and payments **MUST** be submitted no later that June 18th.

Make Checks Payable to: **Full-O-Pep**

Credit Card Payments: Name (As it appears on credit card): _____

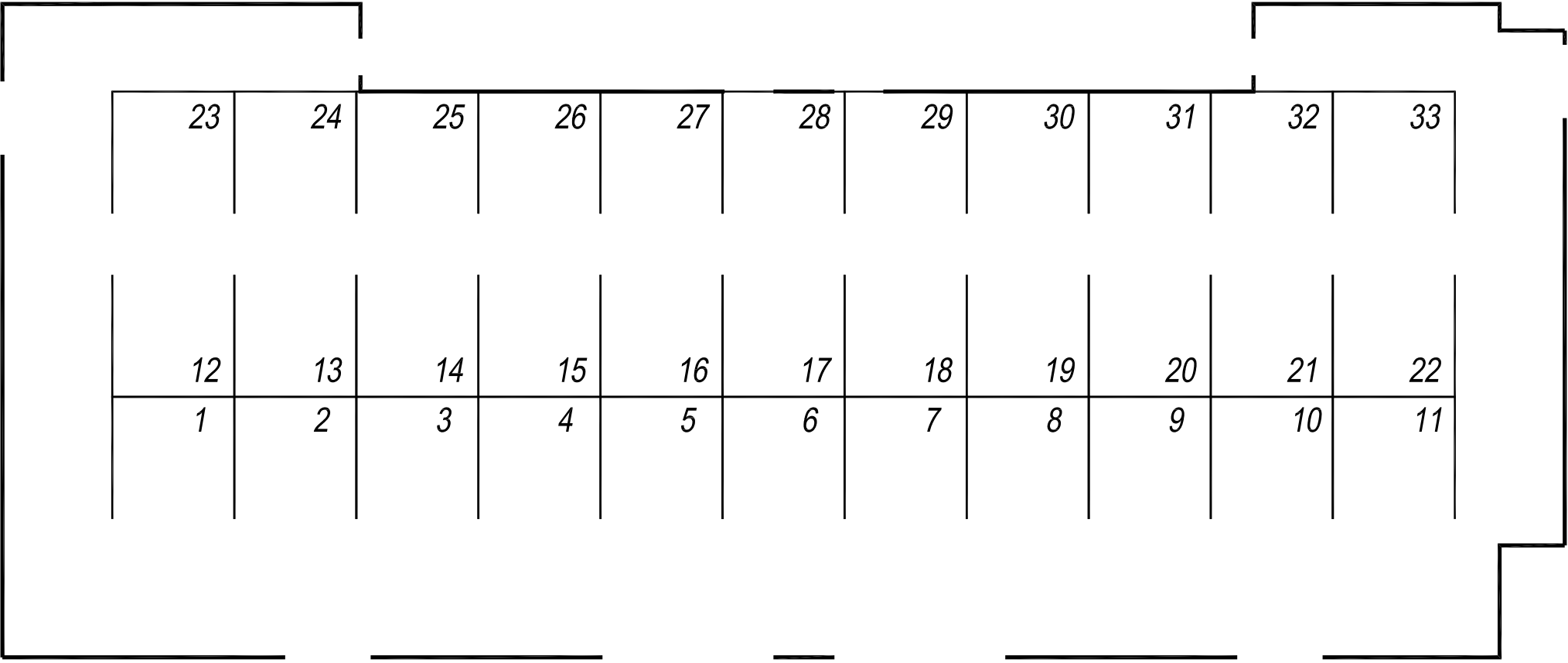
Card Type: MasterCard Visa **Exp. Date:** _____/_____/_____

Account/Card Number: (Visa requires 13 or 16 digits; MasterCard requires 16 digits)

Signature of Authorized Card Holder

Send Registration Forms & Payments To: American Rental
1436 Liberty Drive
Bloomington, IN 47403

FULL-O-PEP/AMERICAN RENTAL DEALERS



SEASONS LODGE
LOCUST 1-4

33-10'x10' Booths



The 20th Annual
AMERICAN RENTAL - RNR INVITATIONAL
CHARITY GOLF TOURNAMENT

WHEN

Friday July 17th, 2009
3 PM shotgun start

WHERE

Salt Creek Golf Resort
Nashville, IN (on the south side of
Highway 46, just east of Nashville)
Course phone number 812-988-7888

ENTRY FEE

Vendors: \$65 per player plus a door prize.
Store Managers: \$20. If the Store Manager
does not play then an employee from the store
may play in their place.

INFORMATION

The tournament is a team Florida scramble
format and all skill levels are welcome to play.
There will be closest to the pin, long drive, and
door prizes. Awards to the top three teams.
Mulligans will be available for \$5 each with
proceeds going to Riley Children's Hospital.

HOW TO ENTER

Complete the entry form below and mail it
along with your entry fee made payable to
Full-O-Pep Appliance to:
Full-O-Pep Appliance
1436 S. Liberty Drive
Bloomington, IN 47403
ATT: Rick Scherer

QUESTIONS

Call Rick Scherer at
Full-O-Pep / American Rental
at 812-360-4811

IMPORTANT

The tournament is limited to the first 60 paid
players. The golf course will not have room
for extra players or late entries, so do not
be left out, send in your paid entry today.

We will do our best to accommodate player
requests, but fair competition and
vendor / employee mix must be maintained.

DETACH AT DOTTED LINE TO MAIL IN ENTRY

2009

NAME _____

AVERAGE SCORE _____

COMPANY _____

EMAIL _____

DOOR PRIZE (vendors) _____

I WANT TO PLAY WITH _____