



Independent Manufacturer Representative Associate Membership Application

An independent manufacturer representative (IMR) provides sales and service for one or multiple manufacturers of rental equipment, representing complementary product lines and serving a defined territory. An IMR associate membership in the American Rental Association offers a variety of benefits that meet the specific needs of the manufacturer representative. Qualified agencies, companies and individuals are encouraged to become members.

To join, you must represent at least one ARA associate member, selling products to rental companies in the name of the associate member(s).

ANNUAL DUES

INDEPENDENT MANUFACTURER REPRESENTATIVE ASSOCIATE MEMBERSHIP — \$300

Membership benefits include:

The Rental Show

- ◆ Receive mailings about **The Rental Show**.
- ◆ Register for **The Rental Show** and receive badges in your agency's name for all of your agency representatives. To be eligible for this registration, at least one of the manufacturers you represent must exhibit at **The Rental Show**.
- ◆ Opportunity to reserve hospitality suites and meeting rooms in accordance with Show rules.

Advertising and marketing

- ◆ Listing in the special independent manufacturer representative section of the ARA *Who's Who in the Rental Industry* directory. This listing will include the ARA associate member manufacturer(s) represented and the territory served.
- ◆ Listing in the independent manufacturer representative section of the ARA *Management Sourcebook/Buying Guide*.
- ◆ Listing on the Associate Member Locator on the ARA Web site, where ARA general members can locate suppliers by specific products.
- ◆ Opportunity to purchase one-time use direct marketing mailing lists of ARA general members. Can be tailored by specific products, inventory type or state/region.

Access to vital Industry-specific information

- ◆ *RENTAL MANAGEMENT* magazine subscription, to keep you up to date on industry news and trends.
- ◆ *RentalPulse*, the weekly e-newsletter that delivers timely industry and association information.
- ◆ *Who's Who in the Rental Industry* membership directory.
- ◆ *Management Sourcebook/Buying Guide*, the product directory rental stores use to find suppliers of rental products.

Volunteerism

- ◆ Get involved and have an impact on the rental industry through volunteer participation on ARA committees, task forces or as associate member director on the ARA board.

Voting privileges

- ◆ Each IMR member is entitled to one vote during the election of associate directors serving on the ARA board of directors.

ARA products, services, training and education

- ◆ Purchase ARA products and services at the member rate.

ARA Foundation

- ◆ Support rental by designating \$50 of your annual dues to the Foundation, which provides programs to benefit the rental industry.

For additional information:

Call 800/334-2177, ext. 232, or e-mail associatemembership@ararental.org

IMR associate membership is open to firms that are independent contractor sales representatives of at least one ARA associate member, selling products to rental companies in the name of the associate member(s).

COMPANY INFORMATION

Company/agency name _____

Address _____

City _____ State/province _____ ZIP/postal _____

Phone _____ Toll-free phone _____ Fax _____

Rental-related business e-mail _____ Web site _____

States/provinces in your territory _____

(Information above is for ARA publications.)

MAILING ADDRESS *(If different from above. This address will be used for all membership communications.)*

Address _____

City _____ State/province _____ ZIP/postal _____

Phone _____ Toll-free phone _____ Fax _____

STAFF INFORMATION

Please provide a listing of key employees associated with your agency, as well as the states/provinces in their territories.

Please choose job title codes from the list below that best describe each individual's responsibilities.

1 - Owner
4 - President
5 - Vice President
6 - Financial Officer

9 - CEO
11 - Sales/Marketing Manager
21 - General Manager
25 - Manager

35 - Regional Manager
15 - Administrative Assistant
18 - Sales Representative
20 - Other

Primary contact name _____ Territory _____

Title code *(from above)* _____ E-mail _____

Name _____ Territory _____

Title code *(from above)* _____ E-mail _____

Name _____ Territory _____

Title code *(from above)* _____ E-mail _____

Name _____ Territory _____

Title code *(from above)* _____ E-mail _____

DEMOGRAPHIC INFORMATION

All individual details will be kept strictly confidential.

Year business was founded _____ Number of salespeople _____ Number of employees _____

Does your agency offer: Warehousing Sales training Safety training Merchandising Field demos

MANUFACTURERS REPRESENTED

(To include more manufacturers, please provide additional pages with the details below as necessary. Only ARA associate member companies will be included with your listing in Who's Who in the Rental Industry.)

Company _____ Represented since _____

Mailing address _____

Phone _____ Fax _____

Product(s) _____ Contact name _____

Company _____ Represented since _____

Mailing address _____

Phone _____ Fax _____

Product(s) _____ Contact name _____

Company _____ Represented since _____

Mailing address _____

Phone _____ Fax _____

Product(s) _____ Contact name _____

ANNUAL MEMBERSHIP DUES

ARA dues are not deductible as a charitable contribution for federal income tax purposes, but may be partially deductible as a business expense. However, you have the option of designating \$50 of your dues as a contribution to the ARA Foundation. If you choose to contribute to the Foundation in this way, \$50 (plus any additional gift) will be deductible as a charitable contribution.

\$300 Independent Manufacturer Representative Associate Member Dues

Please designate \$50 of my annual dues to the ARA Foundation.

_____ (Initial)

In the interest of the rental industry, I would like to contribute an additional \$_____ to the ARA Foundation.

_____ (Initial)

The mission of the ARA Foundation is to develop and implement programs that create educational opportunities, build relationships and aid the industry.

METHOD OF PAYMENT

Check or money order enclosed (make checks payable to the American Rental Association)

Visa

MasterCard

Discover

American Express

Credit card number _____ Expiration date _____

Name (as it appears on card) _____

Signature _____

Return your application by:



MAIL American Rental Association
1900 19th St., Moline, IL 61265

FAX 309/764-1533

Product Codes

Please check all of your inventory categories represented as you wish them to appear in ARA files and publications.

HEAVY CONSTRUCTION

- 1000 Access Equipment
- 1010 Aerial Work Platforms
- 1015 Agricultural/Farm Equipment
- 1020 Asphalt Equipment
- 1030 Backhoe Attachments
- 1040 Backhoes
- 1050 Boring Machines, Horizontal Directional Drills
- 1060 Breakers: Electric/Gas-powered, Hydraulic, Pneumatic
- 1070 Breakers: Machine-mounted
- 1080 Buckets: Construction
- 1090 Compaction Equipment: Asphalt, Single/Double Drum
- 1100 Compaction Equipment: Plates, Tampers/Rammers
- 1110 Compaction Equipment: Sheep's Foot, Ride-on, Towed, Mounted
- 1120 Compressor: Heavy-construction Capacity
- 1130 Concrete Batch Plants (Trailered Concrete)
- 1140 Concrete Equipment: Trailers, Forms, Power Buggies, Mixers, Buckets
- 1150 Conveyors
- 1160 Couplers
- 1170 Cranes: Electric, Hydraulic, Attachments
- 1180 Cranes: Knock-down, Towable
- 1190 Crawlers, Dozers, Loaders
- 1200 Demolition Equipment: Nonexplosive
- 1210 Drill Rigs: Hydraulic, Crawler (Track Drills)
- 1215 Electrical Distribution Equipment: Portable
- 1220 Excavator Attachments
- 1230 Excavators
- 1240 Excavators: Mini
- 1250 Farm Machinery/Equipment
- 1260 Forklift Attachments, Replacement Parts
- 1270 Forklifts: Rough-terrain
- 1280 Forklifts: Telescopic Handlers
- 1290 Forklifts: Vertical Mast
- 1300 Generators: Large (Towed, Skid-mounted)
- 1310 Graders
- 1320 Lifts: Material-handling, Telehandlers
- 1330 Lighting: Construction
- 1340 Loader Attachments
- 1350 Loaders: Articulated Wheel
- 1360 Loaders: Compact Utility
- 1370 Loaders: Compact Wheel
- 1380 Loaders: Skid-steer
- 1390 Loaders: Track
- 1400 Logging Equipment
- 1410 Power Buggies
- 1420 Road Plates
- 1430 Rollers: Machinery, Heavy-equipment
- 1440 Rollers: Vibratory, Ride-on, Road
- 1450 Scrapers: Box
- 1460 Skid-steers, Attachments
- 1470 Sweepers: Street/Pavement
- 1480 Tanks: Portable, Hazardous Waste
- 1485 Temporary Roadways/Access Mats
- 1490 Thawing/Heating Equipment: Ground, Pipe
- 1500 Tools: Industrial
- 1510 Tracks: Track Pads
- 1520 Tractors and Attachments
- 1530 Traffic Control: Barricades, Cones, Signs
- 1540 Trenchers: Ride-on and Attachments
- 1550 Trucks: Field Service
- 1560 Trucks: Rental
- 1570 Trucks: Utility
- 1580 Undercarriage Components
- 1590 Vibratory Plows
- 1600 Washing Equipment: Industrial
- 1610 Water Trucks: Trailers
- 2135 Cargo-control Systems/Load Binders
- 2140 Carpet/Upholstery Cleaning Equipment and Chemicals
- 2145 Carpet Dryers
- 2150 Carpet Installation Tools
- 2155 Cartop Carriers, Tie-downs
- 2160 Chainsaws, Accessories
- 2165 Chimney-cleaning Equipment
- 2170 Chippers/Shredders, Accessories
- 2175 Chutes: Concrete, Debris, Trash
- 2180 Cleaners: Chemical
- 2185 Cleaners: Pneumatic, Steam
- 2190 Cleaning Equipment
- 2193 Clothing: Protective
- 2195 Compressors: Light-capacity
- 2200 Concrete Additives: Hardening, Curing, Coloring
- 2205 Concrete Drying/Heating
- 2210 Concrete Hand Tools: Floats, Darbies, Striking Tools
- 2215 Concrete Planers, Grinders, Saws
- 2220 Concrete Pumps
- 2225 Concrete Screeds
- 2230 Concrete Vibrators
- 2235 Concrete: Cleaners, Sealers
- 2240 Concrete: Curb Extruders, Guniting Machines
- 2245 Cultivators
- 2250 Cutters: Asphalt, Concrete, Brick, Tile
- 2255 Cutters: Brush, Stump
- 2260 Cutters: Cable, Pipe, Rebar
- 2265 Dehumidifiers
- 2270 Dethatchers
- 2275 Diggers: Post Hole, Clay, Trench
- 2280 Drain-cleaning Equipment
- 2285 Drills: Core, Diamond, Rock
- 2290 Drills: Pneumatic, Electric, Hydraulic
- 2295 Drywall Equipment
- 2300 Edgers: Floor
- 2305 Edgers: Groundskeeping
- 2310 Electric: Interrupters, Conductors
- 2312 Emissions-control Equipment
- 2315 Engines: Large and Parts
- 2320 Engines: Small and Parts
- 2325 Environmental Cleanup Equipment
- 2328 Erosion Control Equipment
- 2330 Extension Cords
- 2335 Fans, Misters
- 2340 Fasteners, Fastening Tools
- 2345 Fencing: Safety/Construction
- 2350 Floor Care: Chemicals, Accessories
- 2355 Floor Care: Sanders, Finishers, Polishers, Buffers
- 2360 Forestry Tools
- 2365 Gas Cans, Caddies
- 2370 Generators: Small (Portable)
- 2375 Gloves: Work, Safety
- 2380 Grinders
- 2385 Hammers: Demolition, Chipping
- 2390 Hammers: Rotary
- 2395 Heaters: Electric, Gas, Propane
- 2400 Heat Guns: Electric
- 2405 Hoists
- 2410 Hoses, Accessories
- 2415 Hour Meters
- 2420 Insulation: Applicators, Blowers, Material
- 2425 Jacks, Jack Pads
- 2430 Ladders and Accessories
- 2435 Landscaping Tools
- 2438 Lasers and Machine-grade Information
- 2440 Lawn Combers
- 2445 Lawn Vacuums
- 2450 Lawn and Garden Tools and Accessories
- 2455 Locators: Magnetic, Pipe, Cable, Fault, Rebar
- 2460 Log Splitters
- 2465 Lubricants
- 2470 Masonry Tools
- 2475 Material-handling Trucks, Dollies
- 2480 Measuring Tools
- 2485 Metal Detectors
- 2490 Mowers: Lawn, High Weed
- 2495 Mulchers
- 2500 Nailers, Nails
- 2505 Offices: Mobile
- 2510 Paint Sprayers and Accessories (Acoustic/Texture)
- 2513 Personal Protective Equipment
- 2515 Pipe Inspection: Video
- 2520 Plumbing Equipment
- 2525 Poles: Aluminum, Sectional, Telescoping
- 2530 Post Hole Diggers, Augers, Drivers, Pullers
- 2535 Powder-actuated Tools, Accessories
- 2540 Pressure Gauges, Regulators
- 2545 Pressure Washers and Accessories
- 2550 Propane Equipment/Gas
- 2555 Pullers: Bearing, Cable, Gear, Stake
- 2560 Pumps: Concrete
- 2565 Pumps: Dewatering
- 2567 Pumps: High-pressure
- 2570 Pumps: Submersible
- 2575 Pumps: Test
- 2580 Pumps: Trash
- 2585 Racks: Auto, Equipment
- 2590 Rakes: Landscape, Power
- 2595 Ramps: Loading, Walk, Wheelchair, Portable
- 2600 Rebar: Cutting, Bending, Tying

GENERAL TOOL/ LIGHT CONSTRUCTION

- 2000 Abrasives
- 2005 Aerators
- 2010 Air Conditioning: Job Site
- 2015 Air Scrubbers/Negative Air Machines
- 2020 Animal Traps, Snares, Cages
- 2025 Augers
- 2030 Automotive Tools, Equipment and Supplies
- 2035 Barricades
- 2040 Batteries, Battery Chargers
- 2045 Benders: Pipe, Rebar
- 2050 Bits, Drills, Hammers, Chisels
- 2055 Blades: Abrasive, Diamond
- 2060 Blades: Lawn Mower, Edger
- 2065 Blades: Power Trowel
- 2070 Blades: Saw
- 2075 Blasting Equipment and Supplies
- 2080 Blowers: Circulating
- 2085 Blowers: Leaf, Straw
- 2090 Boxes: Storage
- 2095 Brake Systems
- 2100 Brakes: Aluminum Bending
- 2105 Brush Cutters
- 2110 Buffers: Automotive
- 2115 Buffers: Floor
- 2120 Buildings: Storage Units
- 2125 Cable Pullers
- 2130 Cables, Chains and Accessories

- 2610 Recycling Equipment
- 2615 Rollers: Carpet, Floor
- 2620 Rollers: Lawn
- 2625 Rollers: Walk-behind
- 2630 Roofing Equipment
- 2635 Safety Equipment and Products/Training
- 2640 Sandblasting Equipment and Accessories
- 2645 Sanders: Floor and Accessories
- 2650 Sanders: Handheld and Accessories
- 2655 Saws: Concrete/Asphalt/Masonry
- 2660 Saws: Cutoff
- 2665 Saws: Handheld, Electric
- 2670 Saws: Hydraulic, Pneumatic
- 2675 Saws: Miter
- 2680 Saws: Reciprocating
- 2685 Saws: Tile
- 2690 Scabblers
- 2695 Scaffolding and Accessories
- 2700 Scarifiers
- 2705 Screening Plants: Portable
- 2710 Sealants
- 2715 Sewer Cleaning Equipment
- 2720 Sharpeners
- 2725 Shop Tools
- 2730 Shoring Equipment, Trench Boxes
- 2735 Signs: Lighted, Portable, Trailer-mounted, Arrow Boards, Message Boards
- 2740 Snow-removal Equipment
- 2745 Sod and Turf Equipment
- 2750 Soil-remediation Equipment
- 2753 Sprayers: Power
- 2755 Spreaders: Fertilizer, Seed
- 2760 Spreaders: Sand, Salt
- 2765 Stands: Engine, Portable, Utility
- 2770 Staplers: Pneumatic, Manual, Electric
- 2775 Storage Units and Containers
- 2780 Strippers, Paint, Stencils
- 2785 Strippers: Carpet, Floor, Accessories
- 2790 Stump Grinders
- 2795 Surface Preparation Tools and Equipment
- 2800 Surveying Equipment: Lasers, Levels, Transits
- 2805 Sweepers: Magnetic
- 2810 Tape: Shipping, Electrical, Duct
- 2815 Tarps
- 2820 Test Equipment
- 2825 Threading Tools
- 2830 Tie-downs/Slings
- 2835 Tillers
- 2840 Tires: Repair Materials and Accessories
- 2845 Toilets: Portable (Construction)
- 2850 Tools: Demolition
- 2855 Tools: Hand
- 2860 Tools: Hydraulic, Pneumatic
- 2865 Tools: Installation
- 2870 Tools: Pipe and Metal Working
- 2875 Torches: Acetylene, Propane
- 2880 Tow Bars, Tow Dollies
- 2885 Trailers and Accessories
- 2890 Tree Spades
- 2895 Tree-trimming Equipment
- 2900 Trenchers: Walk-behind and Attachments
- 2905 Trimmers: Hedge, String
- 2910 Trowels
- 2915 Trucks: Delivery
- 2918 Utility Vehicles
- 2920 Vacuum: Excavation Remediation
- 2925 Vacuums: Groundskeeping
- 2930 Vacuums: Wet, Dry, Floor, Industrial
- 2935 Ventilation Equipment
- 2940 Wallpaper Steamers, Tools and Accessories
- 2945 Welders and Accessories
- 2950 Wheelbarrows, Lawn Carts
- 2955 Winches

PARTY AND EVENT

- 4030 Air Conditioning: Tents
- 4040 Amusement Rides
- 4050 Anchoring Tools
- 4000 Audio/Visual Equipment
- 4010 Baby Furniture, Cribs
- 4060 Balloons, Helium Tanks
- 4070 Banners: Pennants, Flags
- 4080 Bars: Portable
- 4020 Beds: Rollaway
- 4090 Bleachers
- 4100 Bubble Machines
- 4110 Bunting
- 4115 Camping Equipment
- 4120 Candelabra, Candles
- 4130 Games
- 4140 Casino Equipment
- 4150 Centerpieces
- 4155 Ceremonial Scissors
- 4160 Chafers
- 4650 Chair- and Tent-cleaning Equipment
- 4170 Chairs
- 4180 China: Dinnerware, Stoneware
- 4185 Christmas Lights
- 4390 Concession Equipment
- 4190 Coolers/Refrigeration
- 4200 Costumes: Accessories, Makeup

- 4210 Covers: Bars, Tents, Umbrellas
- 4220 Covers: Mattresses, Pillows, Chairs
- 4230 Crowd Control: Fencing, Ropes, Stanchions
- 4240 Dance Floors
- 4250 Dishwashers
- 4260 Disposables: Paper, Plastic
- 4270 Dividers, Partitions
- 4280 Drapes: Background, Booth
- 4290 Dunk Tanks
- 4300 Easels
- 4310 Exhibit Booth Equipment
- 4320 Flooring: Portable, Turf, Carpet
- 4330 Floral Items and Services
- 4340 Fog Machines
- 4350 Food Preparation Equipment: Grills, Stoves, Convection Ovens
- 4355 Food Products, Dispensers
- 4360 Food Service Equipment
- 4365 Food Transport Cabinets
- 4370 Fountains: Champagne, Chocolate
- 4380 Frozen Drink Machines: Slush and Soft-serve
- 4400 Gazebos, Arches
- 4410 Glassware
- 4420 Heaters: Patio, Space
- 4430 Ice: Tables, Sculptures, Molds
- 4440 Imprinting Machines
- 4450 Inflatables
- 4460 Karaoke Machines, Music
- 4470 Laundry: Commercial
- 4480 Lecterns/Podiums
- 4490 Lighting: Party
- 4500 Linens
- 4510 Party Supplies
- 4520 Polish: Metal
- 4530 Pool Covers
- 4540 Props/Theme Decorations
- 4550 Racks: Garment
- 4560 Racks: Storage, Washing
- 4565 Raffle Drums/Bingo Cages
- 4567 Recreation Equipment
- 4578 Searchlights
- 4570 Silverware: Flatware, Hollowware
- 4580 Skirting: Table and Stage
- 4590 Snowmaking Machines
- 4600 Stages, Platforms, Risers
- 4610 Stakes: Steel, Wood
- 4620 Steamers: Fabric
- 4630 Tables
- 4640 Tent Accessories
- 4660 Tents, Canopies
- 4670 Toilets, Restroom Trailers
- 4680 Torches: Party
- 4690 Trays/Stands
- 4700 Umbrellas
- 4710 Washing Equipment: Party and Event
- 4720 Wedding and Formal Wear
- 4730 Wedding Accessories and Supplies
- 4740 Wrappers: Shrink-wrap, Tape

OTHER

- 3000 Accounting Services
- 3010 Advertising and Marketing Programs
- 3020 Advertising Specialties
- 3030 Anti-theft Devices
- 3040 Appraisers
- 3050 Associations
- 3060 Auctioneers/Equipment Brokers
- 3070 Cameras, Supplies
- 3100 Collection Agencies
- 3110 Computers: Hardware, Rental
- 3120 Computers: Software
- 3130 Consulting Services
- 3140 Data-recording Devices
- 3150 Decals: Tags, Signs
- 3160 Employee Training
- 3170 Financing/Leasing
- 3180 Fleet Management Systems
- 3190 Forms: Business, Contracts
- 3200 Franchisors
- 3210 Furniture: Home, Office
- 3220 Insurance
- 3230 Internet Services
- 3240 Inventory Control Systems
- 3250 Labels: Equipment, Shipping
- 3260 Leasing
- 3265 Merchant Services
- 3270 Merger and Acquisition Services
- 3280 Nameplates
- 3290 Office Equipment
- 3310 Publications: Magazines
- 3320 Radios: Two-way
- 3330 Security Systems
- 3340 Stolen-equipment Recovery
- 3350 Store Displays and Fixtures
- 3355 Telematics Systems
- 3360 Training: Customer Service
- 3370 Uniforms: Clothing
- 3380 Vending Equipment
- 3390 Web Services