



Plan to Attend...

The

MOUNTAINS
of Knowledge

**NORTHWEST
RENTAL
CONFERENCE**

OCTOBER 18-20 • 2009

BEND • OREGON

**Join us in Bend, Oregon for
Mountains of Knowledge at the
Northwest Rental Conference!**

The theme for our 2009 Northwest Rental Conference was inspired by the majestic snow-capped peaks that highlight Bend's high-desert skyline as well as the valuable information — *and benefit* — you'll gain by attending our conference!

**For more information, visit
www.nwrentalconference.com**

OCTOBER 18-20, 2009 • BEND, OREGON

MOUNTAINS *of Knowledge* The NORTHWEST RENTAL CONFERENCE

Register Now!

Bend, Oregon is tucked between the snow covered peaks of the Cascade Mountains and the high-desert plateaus of Central Oregon. It is an international mecca for outdoor enthusiasts as well as an inviting mountain getaway with a cosmopolitan appeal. Snow-capped peaks highlight the skyline, including Mt. Bachelor, a ski and recreational area, the Three Sisters volcanic peaks (named Faith, Hope, and Charity by early settlers), and Broken Top, another extinct volcano. On October 18-20, as the location of the annual Northwest Rental Conference, it will indeed be the place to be!

You'll enjoy...

Two Days of Exhibits

Try out the newest equipment on the market, learn about new products and look for show specials.

Informative Seminars

From financial to safety and product information, our seminars give you the information you need to make good business decisions.

Special Conference Events

Golf Tournament • Sunday, Oct. 18 • 9:00 a.m. – 2:00 p.m. • \$65.00

Enjoy the 18-hole "River's Edge" course at the River's Edge Golf Resort facility in Bend, Oregon. The course rating is 72.6 and it has a slope rating of 137 on blue grass. Cost includes lunch.

Exhibitor Appreciation & Awards Dinner • Monday, Oct. 19 • 7:00 p.m. – 9:00 p.m.

A great time to recognize and thank our vendors who make the show possible!

High Desert Museum Event/Dinner • Tuesday, Oct. 20 • 5:30 p.m. - 9:30 p.m.

\$10.00 (with full registration)

Exhibits at the High Desert Museum show how the land and peoples of the High Desert have exacted and experienced significant changes throughout time. Visitors learn about the wildlife, landscape and delicate ecosystem of the High Desert region.

NOTE: No smoking on Museum grounds.

Bring Your Whole Staff!

Full Registration: \$175.00 per person. With this package you get 6 meals, entrance to the exhibit hall, all the seminars and the Tuesday High Desert Museum Event and Dinner.

Monday Registration: \$65.00 per person. With this badge you get lunch, entrance to the exhibit hall, and all the seminars or meetings on that day.

Tuesday Registration: \$40.00 per person. With this badge you get lunch, entrance to the exhibit hall, and all the seminars or meetings on that day.

Meet our Guest Speaker:

Frank P. Latino, Jr., CPA, MBA

For more than 35 years, Frank has successfully helped people achieve desired results in the rental equipment industry. During this time, Frank's experience has ranged from accounting and tax matters, to business consulting, buying and selling rental operations, and next generation planning. Over the past 17 years, Frank has been an active member of a business rental analysis group for rental operators across the United States. In addition to being president of his own CPA firm, Frank has partnered with James L. Ziegler, a past president of ARA and current rental equipment store owner, to consult with various rental equipment stores across the country. Frank has an MBA from Michigan State University and has extensive experience working with business owners and key individuals at every corporate level.

NWRC Headquarters Hotel:

**The Riverhouse Resort,
Hotel & Conference Center**
3075 North Business 97, Bend, Oregon 97701
Phone 866/453-4480

Rates for the hotel are

\$96.00 for a Queen Room (Limited Avail.)

\$106.00 for a King Room

\$116.00 for a King Room River View

To receive these rates, tell reservations that you are with the Northwest Rental Conference.

Exhibition Hall:

Riverhouse Convention Center

Tentative Conference Schedule:

SATURDAY, OCTOBER 17, 2009

2:00 pm - 5:00 pm Registration Open

SUNDAY, OCTOBER 18, 2009

8:00 am - 5:00 pm Registration Open

9:00 am - 2:00 pm Golf Tournament
(Rivers Edge GC)

6:00 pm - 7:00 pm Cocktail Party

7:00 pm - 9:00 pm Welcome &
Golf Awards Dinner

9:00 pm - 11:00 pm Hospitality Room Open

MONDAY, OCTOBER 19, 2009

7:30 am - 8:30 am Breakfast

8:00 am - 5:00 pm Registration Open

8:30 am - 9:00 am Opening Session

9:00 am - 12:00 pm Speaker Frank P. Latino, Jr.

12:00 pm - 1:00 pm Lunch

1:00 pm - 5:00 pm Exhibit Floor Open

6:00 pm - 7:00 pm Cocktail Party

7:00 pm - 9:00 pm Exhibitor Appreciation &
Awards Dinner

9:00 pm - 11:00 pm Hospitality Room Open

TUESDAY, OCTOBER 20, 2009

7:45 am - 9:00 am Breakfast

8:00 am - 2:00 pm Registration Open

9:00 am - 9:30 am ARA Update

9:30 am - 10:30 am State Association Meetings

10:30 am - 3:00 pm Exhibit Hall Opens

11:30 am - 1:00 pm Lunch

3:00 pm - 5:30 pm Exhibitor Knock-down

5:30 pm - 9:30 pm Dinner and Final Event

9:30 pm - 11:00 pm Hospitality Room Open

WEDNESDAY, OCTOBER 21, 2009

8:00 am - 10:00 am Return Home Safely



REGISTER NOW — by PHONE, FAX OR MAIL!

- **By Phone:** 509/946-5116
- **By Mail:** Send form with payment to:
Northwest Rental Conference
225 Wellsian Way, Richland, WA 99352-4114
- **By Fax:** 509/943-5636

Name _____ Telephone _____
 Company _____ Fax _____
 Mailing Address _____ E-mail _____
 City _____ State _____ Zip Code _____ Country _____ Website: _____

REGISTER YOUR STAFF FOR THE CONFERENCE!

- 2-Day Registration includes: Opening Session, 2 Days of Exhibits with meals: Dinner on Sunday; Breakfast, Lunch and Dinner on Monday; Breakfast, Lunch and Dinner/High Desert Museum Event (with add'l \$10.00) on Tuesday.
- Daily Registration (Monday or Tuesday) includes: Exhibits and Seminars held that day with Lunch included.

SIGN UP FOR THESE SPECIAL OPTIONAL EVENTS!

- **GOLF TOURNAMENT:** Sun., Oct. 18, 9:00 am - 2:00 pm. \$65.00, includes lunch. Enjoy the 18-hole "River's Edge" course at the River's Edge Golf Resort facility in Bend, Oregon. The course rating is 72.6 and it has a slope rating of 137 on blue grass. Sign up as a single or put together your own foursome.
- **TUESDAY EVENING HIGH DESERT MUSEUM EVENT/DINNER:** Oct. 20, 5:30 pm - 9:30 pm, \$10.00 with a 2-day registration, \$45.00 if purchased separately.

| PAYMENT IN FULL REQUIRED TO PROCESS REGISTRATION. Print FIRST & LAST NAME (as it will appear on badge). Circle selections for each name. Make copies of form as needed. | CONFERENCE REGISTRATION | | | | OPTIONAL EVENTS | | TOTAL |
|---|----------------------------------|-----------------------------------|--------------------|--------------|-----------------|---|-------|
| | 2-DAY REGISTRATION | | DAILY REGISTRATION | | Golf Tournament | High Desert Museum Event and Dinner without Full Registration | |
| | 2-Day Registration w/Tues. Event | 2-Day Registration no Tues. Event | Monday Only | Tuesday Only | | | |
| 1. | \$175 | \$165 | \$65 | \$40 | \$65 | \$45 | |
| 2. | \$175 | \$165 | \$65 | \$40 | \$65 | \$45 | |
| 3. | \$175 | \$165 | \$65 | \$40 | \$65 | \$45 | |
| 4. | \$175 | \$165 | \$65 | \$40 | \$65 | \$45 | |
| 5. | \$175 | \$165 | \$65 | \$40 | \$65 | \$45 | |

Cancellation refunds will be granted if a written request is sent to NWRC, Attn: Controller, before Oct. 1, 2009. The refund will be the total registration fee less 25%. Allow 4-6 weeks after the Conference for refund. Please contact us if you require assistance as defined by The Americans With Disabilities Act.

TOTAL ENCLOSED

FOR OFFICE USE ONLY:

SEQ # _____
 \$ _____ Amount
 _____ Check #/Auth.#
 ID# _____
 Date entered _____

PAYMENT METHOD:

- () CHECK (only U.S. Funds accepted) payable to Northwest Rental Conference
- () CREDIT CARD

IF PAYING BY CREDIT CARD, COMPLETE THIS BOX:

Card # _____ Exp. Date _____
 Cardholder's Name _____ Security Code _____
 Billing Address _____ Zip Code _____
 Cardholder's Signature _____





Plan to Attend!

The
MOUNTAINS NORTHWEST
of Knowledge RENTAL
CONFERENCE

OCTOBER 18-20 • 2009

BEND • OREGON

The
MOUNTAINS NORTHWEST
of Knowledge RENTAL
CONFERENCE
OCTOBER 18-20 • 2009
BEND • OREGON

2274 Columbia Blvd.
Saint Helens, OR 97051-1699

A Special Thank You to Our Sponsors...

- **National Insurance Specialists**
A leading insurance vendor to the rental industry
- **Essex Silverline**
Manufacturers of the world's finest floor sanders
- **USI Rental Specialties**
Integrated insurance & financial services
- **ARA Insurance and Northwest Insurance Services**
Providers of insurance and risk management services
- **ClearView Financial, Inc.**
Specializing in financing equipment for the rental industry

Visit our website:
www.nwrentalconference.com