



Springtime in Atlanta

The American Rental Association annual convention and its Rental Show, is back in Atlanta, possibly the least favourite venue for international visitors. The weather is not likely to be great and the city does not have the obvious pulling power of Las Vegas, Orlando or Anaheim. However those who know the city swear by it and travel connections are not bad. This year will be quiet in comparison to previous years and for the first time since most can remember JLG will not be in attendance.

While it might not look like the ARA of past years, there are some interesting exhibits, and it will be a great show for catching up with most manufacturers and comparing notes. On top of this the seminars, often overlooked by international visitors, are first rate and good value for the extra \$100.



The original Speed Level in Snorkel guise

Where?

Georgia World Congress Atlanta

When?

Tuesday 3rd March

08:00 Keynote speech - Captain Scott O'Grady

10:00 - 17:00 Exhibition opens

17:00 - 19:00 International Reception

Wednesday 4th March

08:00 - 12:30 Tour of local rental company for International visitors

09:00 - 17:00 Exhibition

Thursday 5th March

09:00 - 14:00 Exhibition

Registration

One day - Exhibition only

ARA Members or International visitors \$50/Day

Non members from USA and Canada \$75/day

Full registration

ARA Members or International visitors \$150/Day

Non members from USA and Canada \$250/day

Hotels

Within a short walk

- The Embassy Suites Centennial Olympic Park,
- Glenn Hotel,
- Hilton Garden Inn Atlanta Downtown
- Omni Hotel at CNN Center.

All hotels have rooms available and have lowered their rates.

For other hotels see ARA website for full list.

Free shuttle buses will run between hall B and hall C at congress centre to all hotels on the ARA lists.

Cranes and access listing

Aichi
Arrow Material handling telehandler attachments
Ausa
Baxter crane
Bil-Jax
Bobcat
Carelift - See Skyjack
Case
Custom Equipment
Denka - Reachmaster
Equipment Parts Wholesales
Falck Schmidt
Gehl
Genie
Haulotte
JCB
Manitou
Marv Haugen Attachments
MEC
Minn Parr
MLE
Niftylift
Oil&Steel
Omme - Tracked Lifts
Pathway Polymers - Poly fill PLE
Pro Tech works
Reachmaster
Skyjack
Smiley Lifting Solutions
Snorkel
Star Industries
Sumner
Sunshine Enterprises
Teupen
Tiresocks
Unic - See Smiley
Universal Canvas
UpRight - Snorkel
Vault products Scaffold
Worldlift - Reachmaster

Seminars

The ARA seminars are first rate and there are 18 of them covering all manner of subjects from Seven Sins of Safety to How to sell value - separating yourself from your competitors. Note that most of them are on Monday March 2nd.

March 2 seminars

9 AM - 11 AM	Real or Perceived: The Valuations of a Family Business
9 AM - 11 AM	Thrive, Don't Just Survive: Leading an Organization in a Down Economy
9 AM - 11 AM	How to Sell Value: Separating Yourself From Your Competitors
9 AM - 11 AM	Loyal for Life: Building an Emotional Connection
9 AM - 11 AM	Nudgin': Making Word of Mouth Marketing Sizzle in Your Rental Store
9 AM - 11 AM	CERP Exams
1:45 PM - 3:15 PM	Break-Even Analysis: Measuring and Managing Key Profit Drivers
1:45 PM - 3:15 PM	The Top Five Strategies for Web Site Success
1:45 PM - 3:15 PM	The Science of Happiness: The Fast Track to Outrageous Business Success
1:45 PM - 3:15 PM	It's Not Rocket Science: Developing an Effective Claims Management Program
1:45 PM - 3:15 PM	Rental Town Hall: Construction and Tool Rental
3:30 PM - 5 PM	Break Free: Asset Protection, Tax Reduction and Estate Planning
3:30 PM - 5 PM	Hire Tough, Manage Easy
3:30 PM - 5 PM	Conflict Management: Why Can't Everyone Get Along
3:30 PM - 5 PM	The Seven Sins of Safety: Cure Bad Behaviors and Prevent Accidents
3:30 PM - 5 PM	Rental Town Hall: Party and Event Rental

March 5th seminars

8 AM - 9 AM	Breakfast and Closing Speaker: Enjoying Life to the Fullest by Capturing the Naturally Occurring Humor of Reality
8 AM - 9 AM	Employee Seminar* Can You Hear Me? Five Specific Tips to Listen and Be Listened To

Exhibits to look out for

Skyjack

The Canadian manufacturer is pressing ahead with some first class new products, including its new 46ft articulated boom the SJ46AJ which will be on display for the first time in North America, alongside it will be a full selection from its classic scissor lift range and its growing line of telescopic booms. Sadly it is unlikely to have its 12 and 16ft mast-type

concept lifts on show. It will though be showing models from its two telehandler ranges.

MEC

This will probably be the main stand to visit in terms of new products, MEC will not only have its new Ultra scissor lifts with platform heights of up to 54ft, but also its version of the Speed Level, MEC's take on the classic UpRight self leveller.



The new Skyjack SJ46AJ



The new MEC Speed Level

Haulotte -Bil-Jax

Haulotte and Bil-Jax will be exhibiting as one for the first time at the ARA and will almost certainly have the largest access stand at the show. The company will have a wide range of its products on display including trailer lifts, boom and scissor lifts, scaffold, mast booms, telehandlers and a new transport trailer for smaller company products.

Snorkel/UpRight

Snorkel/UpRight will have a selection of its scissor and boom lifts on display including its latest trailer and boom machines. One assumes that the company will have its original Speed Level on show if only to highlight the fact that it retains ownership of this product type.

Niftylift

The UK-based company has a strong following with ARA members and

has been very successful in North America with its trailer lifts and self propelled booms. The stronger dollar will be making the company's US business more profitable.

Aichi

Distributed by Toyota, the company will have its new range of global booms and scissors on display.

Genie

One of the few shows that Genie will be attending this year, so if you want to see them in a trade show setting you will need to visit Atlanta. The company will have a small selection from its wide range.

Worldlift Industries

Visit the Reachmaster stand, Worldlift's US company store with Denka and Falck Schmidt trailer, spider and atrium lifts.



Haulotte/Bil-Jax will show a new trailer alongside its access equipment.