

Official Entry Form

Product Information

Product name _____

Date introduced _____

Manufacturer _____

Generic product description _____

Key innovation _____

Entry Category (please check only one — judges reserve the right to reclassify)

- | | | |
|--|---|---|
| <input type="radio"/> compaction equipment | <input type="radio"/> earthmoving equipment | <input type="radio"/> material handling |
| <input type="radio"/> compressors/air tools | <input type="radio"/> engines/power sourcing | <input type="radio"/> power tools |
| <input type="radio"/> computer software | <input type="radio"/> generators/welders | <input type="radio"/> technology enhancements |
| <input type="radio"/> concrete working equipment | <input type="radio"/> lawn & garden equipment | <input type="radio"/> miscellaneous |
| <input type="radio"/> cutting/drilling | <input type="radio"/> lifts | |

RER reserves the right to change the category of an entry as it deems appropriate and to combine or eliminate categories receiving fewer than two entries.

Entry Material Requirements

- No more than 150 words of descriptive copy.
- A disc containing the 150 words of descriptive copy, three product photos, and the company logo in standard PC electronic formats (300 dpi, .tif, or .jpeg).
- Your entry fee of \$495 per entry. Make check payable to Penton Media.

Contact Person

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Required Signature

Signature _____

Date _____ Title _____

Send this form,
complete entry materials
and \$495 entry fee to:

Katie Eagan Ernzen
RER Innovative Product Award
9800 Metcalf Avenue
Overland Park, KS 66212

For questions, contact:

Katie Eagan Ernzen
913-967-1772
kernzen@rermag.com

Entries must be
postmarked by August 1, 2008



presented by Rental Equipment Register



The *Rental Equipment Register* Innovative Product Award honors excellence in new product development in the equipment rental industry. This prestigious award showcases the most innovative product introduced between August 1, 2007, and July 31, 2008, and recognizes the talent and commitment of the people involved in every aspect of development, from concept through sales. *RER* is proud to bestow the Innovative Product Award, which will be selected by a panel of judges who represent the rental equipment industry, on inventive products that ensure rental professionals and contractors are able to do their jobs more efficiently and effectively.



Benefits

Entering your new product in the *RER* Innovative Product Award competition will provide tremendous exposure for your product and your company. In addition to identifying yourself as a leader in the rental equipment market, the Innovative Product Award provides repeated exposure in the industry.

- > All products will be featured for 12 months on our Innovative Product Award micro-site at remag.com. Users will be able to link to your company website for additional product information.
- > All products will receive a product release with a picture in either the January or February 2009 issue of *RER*, where 21,200 subscribers* will see your product. Subscribers will have the opportunity to request more information through a Reader Service Number that is provided at no extra cost with your product information.

If your product is selected as a category finalist, you will be:

- > Featured in the December 2008 issue of *RER*.
- > Recognized and presented with an award at the *RER* reception at the American Rental Association show in March 2009.
- > Eligible to use the Innovative Product Award logo in all marketing materials.

If your product is selected as the *RER* Innovative Product Award Grand Winner, you'll be:

- > Featured on the cover of *RER's* December 2008 issue along with a feature article.
- > Recognized and presented with a commemorative trophy at the *RER* reception at the American Rental Association show in March 2009.
- > Eligible to use the Innovative Product Award logo in all marketing materials.

Note: All winners are responsible for their own transportation, lodging and registration costs associated with attending The Rental Show.

*December 2007 BPA Worldwide Circulation Statement

Product Categories

The *RER* Innovative Product Award will recognize finalists in 14 categories.

- > compaction equipment
- > compressors/air tools
- > computer software
- > concrete working equipment
- > cutting/drilling
- > earthmoving equipment
- > engines/power sourcing
- > generators/welders
- > lawn & garden equipment
- > lifts
- > material handling
- > power tools
- > technology enhancements
- > miscellaneous

RER reserves the right to change the category of an entry as it deems appropriate and to combine or eliminate categories receiving fewer than two entries.

Selection Process

A panel of judges who represent the rental equipment industry, as well as *RER* editor, Michael Roth, *RER* managing editor, Brandey Smith, and Senior Associate Editor, Katie Eagan Ernzen, will review the entries. Entries will be judged in their category based on innovation, product design, safety, fulfillment of a need in the rental market and influence on the industry.

The panel of judges will review all category finalists to determine which product represents the greatest innovation and most benefits the rental industry. *RER* will recognize the grand winner, along with all category finalists in its December 2008 issue. The grand winner and category will be reviewed extensively in December *RER*. All entries will be reviewed, along with pictures, in *RER* magazine in January and February 2009.

How To Enter

If your products were introduced to the market between August 1, 2007 and July 31, 2008, they are eligible for the *RER* Innovative Product Award competition. To enter follow these steps:

1. Review the official rules listed below.
2. Fill out an entry form.
3. Submit the following materials:
 - > Maximum of 150 words of descriptive copy
 - > Three photos/illustrations of your product and your company logo (300 dpi, .tif. or .jpeg in PC format) Submit the photos and logo on a disc (CD, floppy, Zip, etc.) or via email
 - > Your entry fee of \$495 per entry. Make check payable to Penton Media. Entry fees cannot be invoiced.
4. Submit your completed entry, materials and fee to the address listed on the entry form. All items must be postmarked by August 1, 2008.

Official Rules

Entry Form: An official entry form or a copy of it must accompany all entries. Incomplete entry forms or entries with false or misleading information will be disqualified and entry fees forfeited.

Eligibility

All entries must meet these criteria:

- > The product must be available for purchase in the United States.
- > The product must first be available for purchase between August 1, 2007, and July 31, 2008. (Redesigns or significant modifications occurring within the entry dates will be considered at the judges' discretion and must be presented as such.)
- > An employee or an authorized representative of the manufacturer that produces the product must sign the entry form.

Entries: Your entry must be submitted according to the above guidelines. There is no limit to the number of products each company may enter. Each entry should be submitted separately, but a single check covering the full amount for all the entries may be submitted. Entries that do not meet required guidelines or ones that are not submitted properly may be disqualified without refund.

Deadline: All entry materials, including the payment of \$495 per entry, must be postmarked by August 1, 2008.