



CANADIAN RENTAL ASSOCIATION  
ASSOCIATION CANADIENNE DE LOCATION

# ASSOCIATE MEMBERSHIP APPLICATION

## INVEST IN YOUR SUCCESS!

Associate membership is your direct link to thousands of potential customers in the rental industry, connecting you with the \$25 Billion rental market. Benefits range from member pricing for exhibiting at CRA regional trade shows to advertising opportunities, targeted mailing lists, advocacy and more—all designed to bring you connections, relationships, leads and sales.

Please **type or print** and complete all sections. An online application and an overview of member benefits are available at [www.crarental.org](http://www.crarental.org)

**Questions? Call CRA Member Services at 1-844-643-2333**

Company name: \_\_\_\_\_ Website: \_\_\_\_\_

Company address: \_\_\_\_\_ Business email: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Toll-free phone: \_\_\_\_\_

(Information above is for CRA publications.)

## MAILING ADDRESS

Address: \_\_\_\_\_ City: \_\_\_\_\_ Province \_\_\_\_\_

Postal Code: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**DESIGNATED REPRESENTATIVE** (Note: the designated representative is the primary contact for your CRA information, including invoice notices and member election ballots.)

Name: \_\_\_\_\_ Title \_\_\_\_\_ Email: \_\_\_\_\_

Preferred method of communication: Mail  Fax  Email

## TELL US ABOUT YOUR STORE

How does your company distribute to rental companies? (Check all that apply)

Sell direct  Sell through distribution  Manufacturer Rep

Discount for rental companies?  Yes  No

Is financing available for rental companies?  Yes  No

Describe your freight policies to rental companies:

FOB Factory \_\_\_\_\_

Prepaid only \_\_\_\_\_

Collect \_\_\_\_\_

Prepaid Minimum order \_\_\_\_\_

Are your products covered by product liability insurance?  Yes  No

What is the length of warranty to rental companies?

- No warranty  up to 1 year  
 Up to 6 months  more than 1 year

Are retrofits or new safety or service features available on existing equipment?  Yes  No

Are product theft prevention devices available?  Yes  No

Does your company offer parts sales directly to rental companies?  Yes  No

If training aids are offered, are they available as:

- Workshops or seminars at the rental store  Videotapes/CDs/DVDs  
 Workshops or seminars at your location  Safety operation training manuals  
 Web-based  Not available

If advertising aids are offered, are they available as:

- Pamphlets  Camera-ready line art  
 Counter cards  Co-op for television  
 Envelope stuffers  Co-op for radio  
 In-store posters/banners  Line drawings  
 Co-op for newspapers  Electronic line art  
 Co-op for Yellow Pages  Not available

#### MEMBERSHIP DUES

A fee of \$450.00 plus GST/HST is required for annual membership. CRA dues are not deductible as charitable contributions for federal income tax purposes. However, payments of membership dues are deductible by CRA members as an ordinary and necessary business expense.

#### METHOD OF PAYMENT

Cheque or money order enclosed  Visa  MasterCard  American Express

Credit card number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Name (as it appears on the card): \_\_\_\_\_

**I understand that my membership is not official until approved by CRA.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Return application to:  
Canadian Rental Association, 1100 South Service Rd, Suite 217, Stoney Creek, ON L8E 0C5  
Fax: 905-643-3999 or Email: [info@crarental.org](mailto:info@crarental.org)  
Questions? Call 1-844-643-2333