



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

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 \$395.00 plus HST/GST 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

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
Questions? Call 1-844-643-2333