

HEADQUARTERS HOTEL

The Las Vegas Hilton Hotel
3000 Paradise Road
Las Vegas, NV 89109

Reservations: 800-635-7711

Hotel Block Cut-off is February 15, 2011.*

CLASSIC ROOM \$119/night
PREMIUM ROOM \$129/night
RESORTS CLUB \$169/night

*Rooms and rates are subject to availability.

STAY IN THE
CAR RENTAL SHOW
ROOM BLOCK AND BE
AUTOMATICALLY ELIGIBLE FOR
RAFFLE DRAWINGS
AND OTHER PERKS!



Attendees, take advantage of our special Car Rental Show Conference rates now! Be close to the action and all the networking the show has to offer.

Mention Car Rental Show or code SCRS1R when reserving to be sure you are included in the room block!

Conference Pass Prices

2011 REGISTRATION FEES*	EARLY BIRD RATE by 2/14/11	REGULAR & ON-SITE RATE
FULL CONFERENCE PASS <i>(Includes full conference, keynotes, exhibit hall access, scheduled meals and networking events)</i>	\$450	\$550
ACRA or ACCRO MEMBER FULL CONFERENCE PASS <i>(Includes full conference, keynotes, exhibit hall access, scheduled meals and networking events)</i>	\$300	\$400
SPOUSE PASS <i>(Includes meal functions only)</i>	\$250	\$300

*Registrations will be audited to ensure the proper registration category.

Additional Meetings (RSVP Required):

Pre-Conference Session: Tennant Group Roundtable
Tuesday, March 8, 2011
Pre-requisite form required, see www.CarRentalShow.com for details

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MAXIMIZE Your Profits **UTILIZE** Your Assets **REVOLUTIONIZE** Your Business

CAR RENTAL SHOW 2011

March 8-9
Las Vegas Hilton

An **exclusive** gathering of independent and franchised rental company operators, manufacturers and industry professionals

CAR RENTAL SHOW
CAR & TRUCK RENTAL CONFERENCE & EXPO

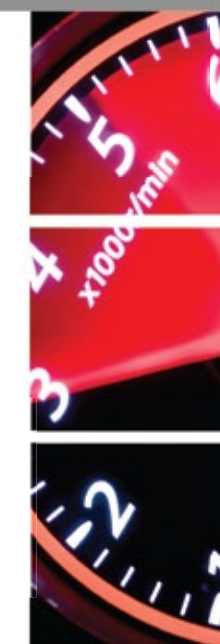
MARCH 8-9, 2011 • LAS VEGAS HILTON

3520 Challenger Street
Torrance, CA 90503

Register Today!

Visit www.CarRentalShow.com
or Call 800-576-8788
For More Information

MARCH 8-9, 2011 • LAS VEGAS HILTON



MAXIMIZE Your Profits
UTILIZE Your Assets
REVOLUTIONIZE Your Business

The whole show was a positive experience!
You always take something home to make money with.

- NICK MARIANO, PRESIDENT,
PRICELESS RENT A CAR, NEW HARTFORD, NY

An **exclusive** gathering of independent and franchised rental company operators, manufacturers and industry professionals

In conjunction with



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AUTO RENTAL NEWS

Produced by Bobit Business Media



Attend the 2011 Car Rental Show (CRS)!

Your affordable, value-packed conference pass gives you the once-a-year opportunity to immerse yourself among car rental industry professionals in the exciting atmosphere of Las Vegas!

You'll enjoy...

- Over **6** Hours of Networking Opportunities and Exhibit Hall Time.
- **11** Educational Sessions - Which Include **3** Keynotes, **4** General Sessions and Your Choice of **5** Concurrent Sessions.
- An Exhibit Hall Full of Products and Services Your Business Needs to Thrive.
- **2** Networking Receptions, **2** Breakfasts and a Lunch.
- A Chance to Win Great Prizes in our Room Block Raffle.

The topics were very much on target with current car rental issues. The trade show was great for networking and meeting suppliers I had talked to but never met in person.

- DON BURGNER, THRIFTY CAR RENTAL, NASHVILLE, TN

Check Out Our Compelling Keynote Speakers:



LEE BROUGHTON
Director of Corporate Sustainability
Enterprise Holdings

The Triple Bottom Line



LARRY DE SHON
Executive Vice President of Operations
Avis Budget Group, Inc.

**Rethinking Car Rental in a
New Era of Technology**



JACK FITZGERALD
Fitzgerald Auto Mall & Rent-A-Wreck

**From Bailouts to Cash for Clunkers:
The New Normal in the Car Business
for Dealers and Rental Operators**

TUESDAY, MARCH 8

8:00am – 7:00pm

REGISTRATION OPEN Sponsored by 

10:00am – 12:00pm

PRE-CONFERENCE CONCURRENT SESSIONS:

International Operators Seminar

This two-hour session, for International operators only, is designed exclusively around the unique and diverse challenges facing overseas operators. This year's agenda will include rate management techniques from the experts and an introduction to a new affiliate program to put you on the Global Distribution Systems (GDS). Attendees will learn how to get mobile and go paperless using the latest tech tools with hands-on product instruction. New hiring and training strategies; how to create buzz and measure success and credit/debit system compliance will also be discussed.

Hosted by: Angela Margolit, Bluebird Auto Rental Systems

Presenters: Tom Sabol, Leslie Saunders Insurance Marketing International; Joe Knight, Fox Rent A Car; Roy Bricker, Element Payment Services; Jim Davis, Leslie Saunders Insurance and Marketing International

Tenant Group Roundtable (RSVP and Pre-Requisite Form Required)

The Tenant Group Roundtable is the industry's premiere forum for car rental operators to improve efficiencies and maximize profits in their businesses. The Roundtable returns to CRS to share its expertise in a two-hour pre-conference workshop. In this roll-up-your-sleeve seminar, attendees will have the opportunity for a one-on-one analysis of their operating and financial data by an experienced, non-competing Roundtable member. These statistics will be aggregated into a customized, anonymous report that will be shared with the group.

1:00pm – 1:15pm

WELCOME TO THE 2011 CAR RENTAL SHOW

1:15pm – 2:00pm

OPENING KEYNOTE ADDRESS:

Rethinking Car Rental in a New Era of Technology

Larry De Shon will discuss how technology is not only changing car rental processes, but also changing the traditional business model itself. Car rental operators will be guided on how technology is providing new opportunities for the industry, but with these opportunities come new challenges in areas such as PCI compliance, customer information security, fleet safety and environmental regulations and standards. Will you be able to harness technology to avoid the potholes and better your business?

Keynote Speaker: Larry De Shon, Avis Budget Group, Inc.

2:00pm – 3:05pm

CONCURRENT SESSIONS:

Innovative Marketing Techniques for Independents

This hands-on session is designed specifically for independents and entrepreneurs to maximize their shoestring marketing budgets. You will take home ideas on how to generate referral business and buzz through local media, explore sponsorship opportunities with the highest ROI and motivate employees to be "brand advocates."

Presenters: Jim Davis and Tom Sabol, Leslie Saunders Insurance & Marketing International

Carsharing: Extending Your Reach, Improving Your Margins

Carsharing is the global transportation phenomena estimated to be an \$8 billion - \$10 billion industry worldwide within the next decade. Carsharing requires lower overhead and utilization while offering tantalizingly high RPU's. In this session, you will gain insight on the carsharing business model, the competitive landscape, financial models, and performance drivers and its value propositions. Whether or not carsharing should be integrated into your operation, you must be educated by the experts on this cutting-edge rental business offshoot.

Presenters: Neil Abrams, Abrams Consulting Group, Inc. and Julian Espiritu, Abrams Carsharing Advisors

3:05pm – 3:50pm

CONCURRENT SESSIONS:

High Risk, High Reward: Renting Exotics

Everyone looks good in a fast car, but will they work in your rental fleet? An insider's analysis of the considerable challenges and rewards of renting exotic and luxury cars will be presented.

Presenters: Noah Lehmann-Haupt and Rob Ferretti, Gotham Dream Cars

Turbo Boost Your Rental Car Operation: Secrets to Running Your Rental Operation at Maximum Efficiency and Profitability

Are you running your rental operation as efficiently as you can? Are you utilizing your rental fleet in the best way possible? When is the best time to pull rental vehicles from service? What is the replacement cost for vehicles? Is it better to run vehicles in fleet longer or replace them with new cars? How does your operation compare? If you are serious about getting the most out of your rental car operation, don't miss this seminar!

Moderator: Greg Lubrani, OPENLANE

Panelist: Dave Arney, Vehicle Rental Consulting Group Inc.

3:50pm – 4:00pm

NETWORKING BREAK

4:00pm – 5:00pm

GENERAL SESSION:

Ask the Manufacturers

This panel discussion will present the state of the automotive industry from the manufacturers' perspective. Panelists from domestic and foreign OEMs will provide insight into auto rental fleet sales, changes in model mix, new model offerings, build-out dates, residual value projections and more. Hear from and ask questions to the OEMs themselves.

5:00pm – 7:00pm

OPENING NETWORKING RECEPTION AND EXPO Sponsored by 

Enjoy light hors d'oeuvres and drinks as you visit an exhibit hall full of car rental industry products and services, make new contacts and connect with old acquaintances.

WEDNESDAY, MARCH 9

7:30am – 6:00pm

REGISTRATION OPEN Sponsored by 

7:45am – 8:30am

CONTINENTAL BREAKFAST Sponsored by 

8:30am – 9:15am

SPECIAL KEYNOTE ADDRESS:

The Triple Bottom Line

The case for economic, social and environmental sustainability or "the triple bottom line" will be laid out. With the increasing proliferation of environmental regulation and legislation, this session will impart the need for the car rental industry to develop a sector-specific position on sustainability reporting and transparency before the industry is likely mandated to do so.

Keynote Speaker: Lee Broughton, Enterprise Holdings

9:15am – 9:30am

AWARDS PRESENTATION Sponsored by 

9:30am – 10:30am

ACRA PANEL SESSION

Join the newly appointed executive director of the American Car Rental Association, and the ACRA Board of Directors for an open forum on today's issues directly affecting your operation and the auto rental industry as a whole, from legislation and taxation to standardization and policy consensus. This is your chance to cause action and affect change through your association.

Moderator: Sharon Faulkner, ACRA

Panelists: Bob Barton, Franchise Services of North America Inc.; Frank Colonna, Triangle Rent A Car, Inc.; Gil Cygler, Allcar Rent A Car; Robert Klyce, Car and Truck Rentals, Inc.; Richard Radzis, ACE Rent A Car and ACE Rent A Car Reservations System; Gordon Reel, Enterprise Rent A Car; Richard Stevens, Payless Car Rental

10:30am – 10:45am

NETWORKING BREAK

10:45am – 11:45am

CONCURRENT SESSIONS:

Rental Car Satisfaction Recovers - Now What?

Stuart Greif will present insights into how the economic recovery is playing out for rental car customers. He will share emerging trends and insights from research recently performed by J.D. Power and Associates as well as point to opportunities for rental car companies to better address customer pain points. Stuart will use examples from other industries to emphasize ways that Rental Car companies can learn and apply lessons to raise their performance and differentiate themselves.

Presenter: Stuart Greif, J.D. Power & Associates

Five Profit Boosters and Five Profit Busters of Incremental Sales

When it comes to running a successful operation the little things add up. Whether you're overcoming a customer's objection, stating your location's name in your opening phone greeting or having the correct incentive plan, getting the small details and techniques right can lead to big time results! In this interactive workshop, experts will review five time-tested profit strategies and will caution operators on which five common day practices to avoid.

Presenter: Daniel Park, Frontline Performance Group - A Khoury Group Company

11:45am – 2:45pm

NETWORKING LUNCH AND EXPO (Lunch served 12:00pm – 1:30pm)

2:45pm – 3:30pm

CONCURRENT SESSIONS:

Legal and Legislative Update: Politicians, Lawmakers and Judges Had Their Eyes on You in 2010!

State legislatures were busy in 2010 making laws that regulate the price of CDW, prohibit insurers from steering policyholders to specific car rental companies, regulate the recovery of vehicle licensing costs, increase taxes on rental operations, provide special treatment of foreign renters, and much more. Court cases decided in 2010 will affect your ability to recover loss of use damage. Michael and Leslie will share their thoughts on how all these changes impact rental operations and the content of your rental agreements.

Presenters: Michael LaPlaca, Esq. and Leslie Pujo, Esq. of LaPlaca Law, PC

How to Explain Car Rental to Banks and Financiers

The auto rental industry is capital intensive, highly leveraged and has lots of moving pieces. So why would a bank or other funding source want to finance a car rental company? Based on 19 years of experience raising money for major car rental companies, investment banker Scott White will tell you how to get your capital sources comfortable with the industry.

Presenter: Scott White, C.L. King & Associates

GENERAL SESSION:

Profit Making Ideas to Use Today

The Profit Making Idea session is back by overwhelming demand! Members of the Tenant Group Roundtable will each present an idea that has been proven to directly improve profits in their car rental operations. Seminar attendees will also have an opportunity to present a pre-approved idea. Attendees will receive a handout for each idea presented and will vote for the best idea. The winner will be announced at the end of the closing keynote address and will receive a free pass to a future Car Rental Show! For more information, visit www.CarRentalShow.com.

Presenter: Jim Tennant, The Tennant Group

4:15pm – 5:00pm

CLOSING KEYNOTE ADDRESS:

From Bailouts to Cash for Clunkers: The New Normal in the Car Business for Dealers and Rental Operators

Jack Fitzgerald will examine today's issues drawing on his 50 plus years of experience in the auto industry, touching on the upheavals of the last several years and how his organization has dealt with the changing landscape of the car business. Fitzgerald's unique perspective allows him to see the car rental business in context with the automotive industry as a franchised dealer, as well as in the context of a retail car rental operator and through the eyes of a franchisor leading a car rental system.

Keynote Speaker: Jack Fitzgerald, Fitzgerald Auto Malls & Rent-A-Wreck

5:00pm – 7:00pm

CLOSING NETWORKING RECEPTION AND EXPO