

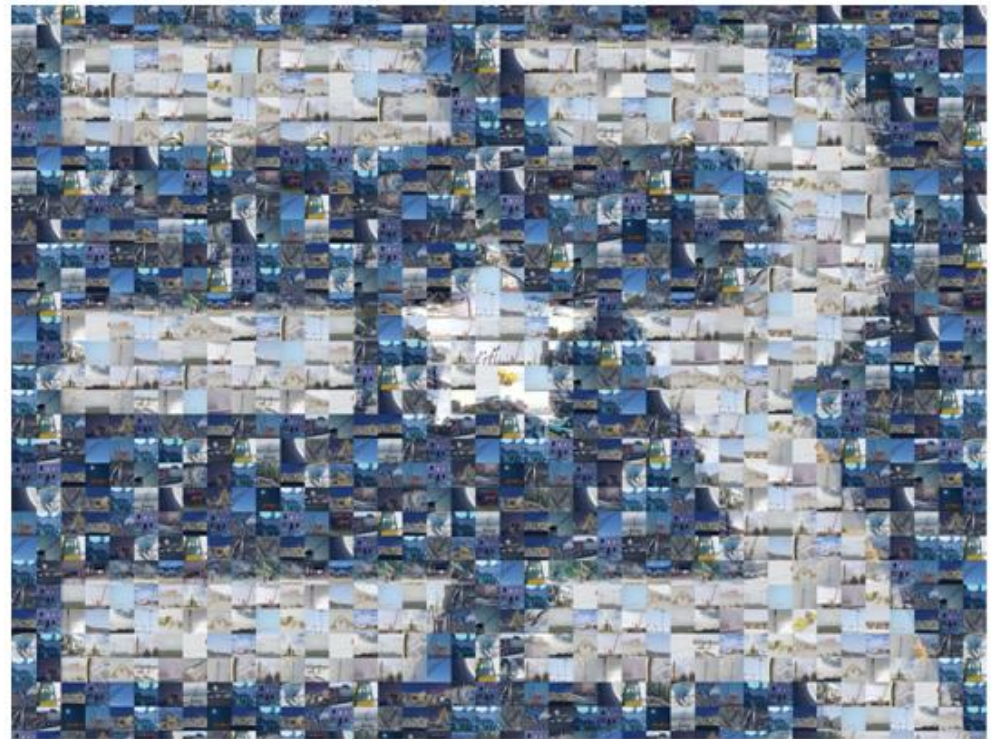
# ERA Committee Report:

## Promotion 2010

Thursday, May 27th

Chairman:

Jörg Bachmann



[WWW.ERARENTAL.ORG](http://WWW.ERARENTAL.ORG)

## Content of the Presentation

### Mission of the Promotion Committee

### Achievements and ongoing projects:

- n Ambassador program (Member to Member Program)
- n Sponsorship of University Theses
- n Discover Rental Guide
- n The ERA Homepage
- n The daily business
- n What's next?

## Mission of the Promotion Committee

The Promotion Committee is one of the original four Committees set up in the European Rental Association to increase the awareness about equipment and machine rental business throughout Europe.

It is important to communicate in one voice the advantages of rental not depending on the maturity of the market.

## Achievements: Member to Member Program

- n Goals are: First, to help the association to recruit new members, and second, to better welcome new members.
- n The program is up and running.
- n It is based on ambassadors and there is at least one in each European country represented within the ERA.
- n Platform for the ambassadors should be national meetings and events (e.g. trade shows, association convention) to talk to the potential members about the ERA and to invite them to an ERA event, i.e. Convention.

## Achievements: Member to Member Program

**ERA** gained 15 new Members through the Ambassadors program in 2009:

### **Rental Companies**

Industrial Access (Romania)  
IQ Pass International (Netherlands)  
Red-D-Arc (UK)  
Stroyrent (Bulgaria)

### **Associate Members**

Zoomlion Europe (Belgium)  
ACF (France)  
Case Construction Equipment (France)  
Teupen Maschinenbau (Germany)  
Kosran ECV (Ireland)  
Godwin Pumps (UK)  
The National Plant and Equipment Register (UK)  
Primax (UAE)  
AIMIT IT (Norway)  
Datntag ID (UK)

## Achievements: Member to Member Program

**ERA** gained new members through the Ambassadors program in 2010, too :

### **Rental Companies**

Bredenoord (Netherlands)  
Workx (Netherlands)  
IMDER (Turkish association)  
VP (UK)  
Hertz Equipment Rental (France)

### **Associate Members**

Enigma (UK)

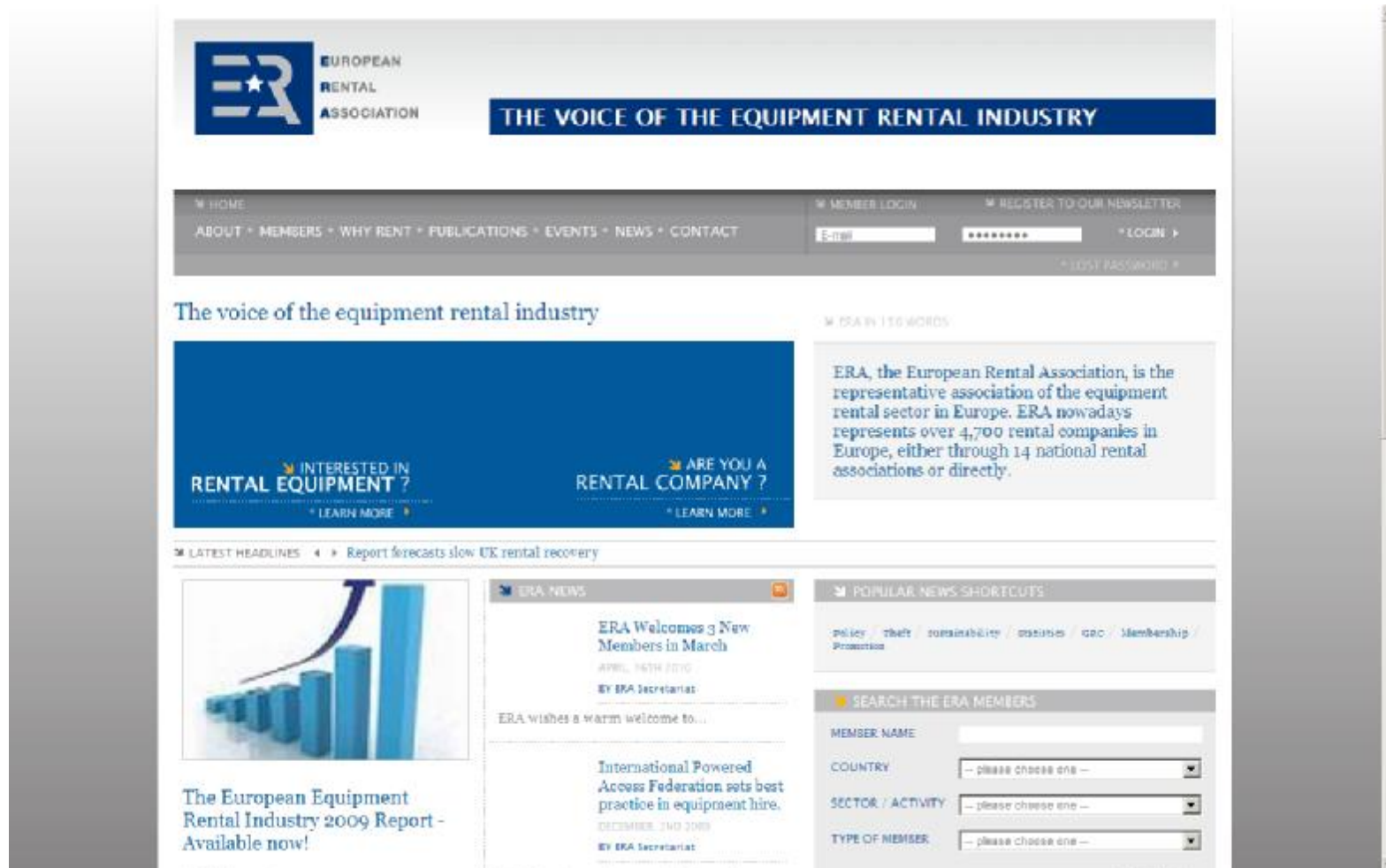
Thank you very much for your support and the achieved goals, Ambassadors!

Welcome to our new members!  
Please join our committees and help us to find more members.

## Achievements: Sponsorship of University Theses

- n The objective for the ERA is to support the research on Europe's rental industry
  
- n Sponsorship of two University Theses:
  - n The Committee agreed that not much new information has come out of the university theses prepared by an Italian and a Slovenian student.
  - n We also agreed to continue supporting university theses on an ad hoc basis. Much more than obtaining new information on rental, the aim of such a support is to raise attention on / promote the rental industry in the academic world (students and professors).

# Achievements: ERA Homepage



The screenshot displays the ERA homepage layout. At the top left is the ERA logo and the text "EUROPEAN RENTAL ASSOCIATION". To the right, a blue banner reads "THE VOICE OF THE EQUIPMENT RENTAL INDUSTRY". Below this is a navigation menu with links: HOME, ABOUT, MEMBERS, WHY RENT, PUBLICATIONS, EVENTS, NEWS, CONTACT. On the right side of the menu, there are links for MEMBER LOGIN and REGISTER TO OUR NEWSLETTER, along with a login form containing fields for Email and Password, and a LOGIN button. A "LOST PASSWORD" link is also present.

The main content area features a sub-header "The voice of the equipment rental industry" and a word count "156 WORDS". A large blue banner contains two call-to-action buttons: "INTERESTED IN RENTAL EQUIPMENT? LEARN MORE" and "ARE YOU A RENTAL COMPANY? LEARN MORE".

Below the banner is a "LATEST HEADLINES" section with a link to "Report forecasts slow UK rental recovery". The "ERA NEWS" section includes two articles: "ERA Welcomes 3 New Members in March" (dated APRIL 16TH 2010) and "International Powered Access Federation sets best practice in equipment hire" (dated DECEMBER 2ND 2009). A "POPULAR NEWS SHORTCUTS" section lists links for policy, theft, sustainability, statistics, Q&A, Membership, and Promotion. At the bottom right, a "SEARCH THE ERA MEMBERS" form includes input fields for MEMBER NAME, COUNTRY, SECTOR / ACTIVITY, and TYPE OF MEMBER, each with a dropdown menu.





# Visitors




 **12,948 Visits**


 **8,522 Absolute Unique Visitors**

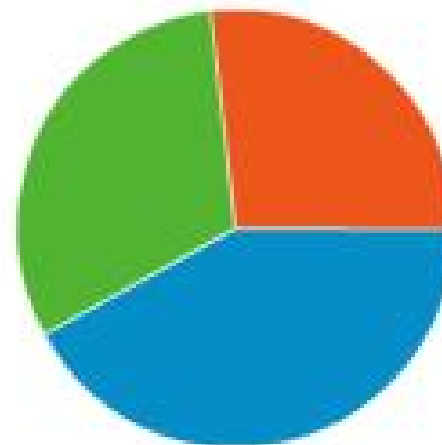
 **44,712 Pageviews**

 **3.45 Average Pageviews**

 **00:03:07 Time on Site**

 **51.59% Bounce Rate**

 **62.71% New Visits**



 **Search Engines**  
5,429.00 (41.93%)

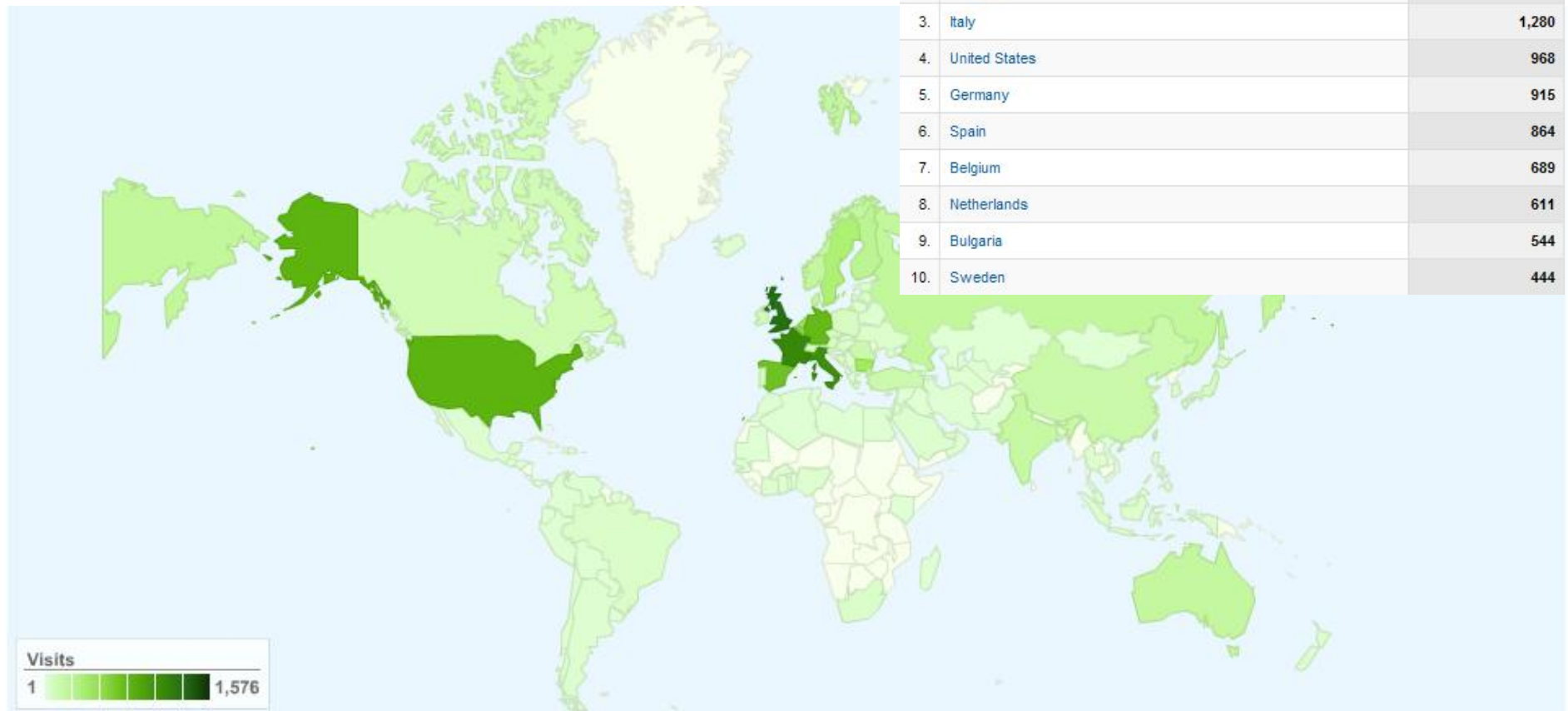
 **Referring Sites**  
4,051.00 (31.29%)

 **Direct Traffic**  
3,468.00 (26.78%)

# Visitors by Countries

<b>Visits</b> <b>12,948</b> <small>% of Site Total: 100.00%</small>	<b>Pages/Visit</b> <b>3.45</b> <small>Site Avg: 3.45 (0.00%)</small>	<b>Avg. Time on Site</b> <b>00:03:07</b> <small>Site Avg: 00:03:07 (0.00%)</small>
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Detail Level: <b>Country/Territory</b>		Visits ↓
1.	United Kingdom	1,576
2.	France	1,363
3.	Italy	1,280
4.	United States	968
5.	Germany	915
6.	Spain	864
7.	Belgium	689
8.	Netherlands	611
9.	Bulgaria	544
10.	Sweden	444





## Top Content

Pageviews <span>?</span> <b>44,712</b> % of Site Total: 100.00%	Unique Pageviews <span>?</span> <b>34,218</b> % of Site Total: 100.00%	Avg. Time on Page <span>?</span> <b>00:01:16</b> Site Avg: 00:01:16 (0.00%)	Bounce Rate <span>?</span> <b>51.59%</b> Site Avg: 51.59% (0.00%)
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	Page <span>None</span> <input type="button" value="v"/>	Pageviews <input type="button" value="v"/>	Unique Pageviews	Avg. Time on Page
1.	<a href="#">/</a>	10,112	7,812	00:01:25
2.	<a href="#">/members/era-members/index.html</a>	3,468	1,789	00:01:11
3.	<a href="#">/publications/publications/index.html</a>	2,165	1,302	00:00:25
4.	<a href="#">/calculator/calculator/index.html</a>	1,735	1,464	00:01:13
5.	<a href="#">/news/news/index.html</a>	1,067	865	00:01:32
6.	<a href="#">/publications/publications/Statistics-2.html</a>	924	645	00:00:18
7.	<a href="#">/upcoming-events/upcoming/index.html</a>	854	666	00:00:42
8.	<a href="#">/publications/publications/European-Equipment-Rental-I...</a>	788	613	00:01:36
9.	<a href="#">/convention/convention/ERA-Convention-2010-4.html?...</a>	771	593	00:02:56
10.	<a href="#">/pb/about/mission.html</a>	757	580	00:00:51

# Visits From Search Engine: Top Keywords

Visits <span>?</span> <b>5,429</b> % of Site Total: 41.93%		Pages/Visit <span>?</span> <b>4.16</b> Site Avg: 3.45 (20.57%)		Avg. Time on Site <span>?</span> <b>00:03:44</b> Site Avg: 00:03:07 (19.79%)		% New Visits <b>56.07%</b> Site Avg: 62.71% (-10.59%)	
Keyword <input type="text" value="Keyword"/>	<input type="text" value="None"/>	Visits ↓	Pages/Visit	Avg. Time on Site			
1.	<a href="#">european rental association</a>	1,386	4.92	00:04:22			
2.	<a href="#">era rental</a>	367	4.30	00:04:13			
3.	<a href="#">erarental</a>	116	5.80	00:05:26			
4.	<a href="#">danish rental association</a>	86	2.42	00:01:48			
5.	<a href="#">european rental</a>	77	4.19	00:04:16			
6.	<a href="#">www.erarental.org</a>	74	7.03	00:06:17			
7.	<a href="#">erarental.org</a>	63	5.70	00:05:19			
8.	<a href="#">2008 state of the equipment rental industry</a>	57	1.54	00:05:09			
9.	<a href="#">european rental assosication</a>	57	1.30	00:01:38			
10.	<a href="#">rental association</a>	50	3.84	00:05:20			

## Complete List of Words for Search Engine Optimization

achat location comparatif  
alquiler versus Compra calculadora  
equipment rental association  
equipment rental companies europe  
equipment rental company  
equipment rental europe  
equipment rental group  
equipment rental sector in europe  
era annual report  
era convention  
era general rental conditions  
era statistics  
european equipment rental  
european rental association  
Huren versus kopen calculator

Leje eller købe Kalkulator  
Mieten oder Kaufen Kostenkalkulator  
noleggio o acquisto  
reason to rent  
rent versus buy calculator  
rent vs buy  
rent vs buy calculator  
rental association europe  
rental benefit  
rental equipment  
rental market statistics  
rental statistics  
rental versus buying  
statistics on rental market  
the voice of the equipment rental industry

## Follow up on the ERA Homepage

To allow members to show all branches/ countries they are present in

To allow associated members to advertise on the ERA-website

Please don't forget do put a link from your homepage to the ERA homepage! It helps to creative traffic!

Thank you!

## Ongoing Projects: Discover Rental Guide

### **Title of the document:**

“Discover Rental – Why Rent and Who to Rent From”

### **Purpose of the document:**

It should be a basic tool to promote the rental concept and educate (potential) customers, political decision-makers and generally any stakeholder about rental.

# Ongoing Projects: Discover Rental Guide

## Structure of the DRG:

### **1° Introduction**

Purpose and targeted audience of the Guide

Short history of rental & The Culture of Rental

Contribution of rental to the overall economy

Visuals to be included: “Good Reasons to Rent” poster and figures on Europe’s rental industry derived from ERA statistics reports.

### **2° Contents page**



# Ongoing Projects: Discover Rental Guide

## 3° Chapters

- n How to choose a rental company
- n What can be rented : provide brief outline of the categories of equipment rented by ERA members (overall categories only, not detailed down to individual models)
- n Optimize your resources allocation / Save Costs - advantages of rental in financial terms
- n Focus on your core business – argumentation on what rental means in terms of outsourcing work and responsibility
- n Maintenance and safety – including the fact that rental companies usually have relatively recent equipment at hand -
- n Rental, a sustainable option
- n Rental is not just about equipment – focus on all other services offered by rental companies (including rental with operators)

## Ongoing Projects: Discover Rental Guide

### **4° Conclusion**

List of ERA Members (rental companies and national rental associations) with websites

Rent versus buy calculator

## Ongoing Projects: Daily Business

- n organization of the convention and European Rental Awards
- n publication of the annual report
- n publication of 2 newsletters
- participation to The Global Rental Alliance to raise issues of common interest
- n publication of brochure on sustainability
- n publication of brochure on theft
- n publication of statistics report
- n publication of Rental Tracker
- n Preparation of **International Rental Exhibition** taking place from **7 to 9 June 2011 in Amsterdam**

## What's next?

The primary / important / affordable promotional tools are in place?

What would be your wishes in terms of help/ useful actions?  
e.g.: organization of seminars on a given topics with different types of persons with different functions

Would you find this useful? Raise your hand for: yes, I want this!

Please give us your opinion?

Thank you and a call to join

- n Please don't hesitate to ask questions!
- n We need you! Feel free to join the Promotion Committee!!! Volunteers make yourselves known now!
- n Thank you for your interest!
- n Enjoy the remaining Convention!



EUROPEAN  
RENTAL  
ASSOCIATION

# Annex

## Achievements: Discover Rental Guide

- n The Italian association ASSODIMI publishes a guide how to set up and run a rental company; it is in Italian.
- n ASSODIMI was so kind to hand the guidebook to the ERA to publish it on a European basis.
- n At the moment we are reviewing and adapting the guidebook to a European standard.
- n In September the Promotion Committee will decide if it is possible to use.