



BENEFITS AND ADVANTAGES OF YOUR RENTAL ASSOCIATION BEING A PART OF ERA

ADVOCATING

ERA is a powerful advocate for the rental industry. At a European level, it has a stronger and more influential voice than national organizations - and reaches to the highest levels of power:

- Influence the ERA's strategy and positions
- Join together to promote the European rental business
- Stay ahead of the curve and anticipate trends in the rental sector



SHARING

Associations can grow their knowledge in specific key areas such as Marketing, Legal, Technical, Information Systems, and Human Resources, by joining ERA committees and attending ERA conventions. Associations can then disseminate this knowledge to their members. Through closer co-operation, we can also deliver further improvements on issues of common interest, such as health and safety, environmental issues, and theft prevention. Benefits of ERA membership include:

- Develop and share best practice
- Learn through sharing and analyzing data and statistics
- Access valuable resources such as conditions of contract, advice on sustainability, and best practice guides
- Industry-specific data, including studies and reports on the strength of the rental sector, as well as news about innovations
- Receive statistical information on 15 European countries
- Join together to promote the European rental business
- Stay ahead of the curve and anticipate trends in the rental sector



NETWORKING

Enjoy the advantages of networking with other national and international rental associations:

- Be part of a European think-tank network
- Create new business and personal relationships



Over the last decade, ERA has supported the creation of several rental associations. Today we represent 14 rental associations, making ERA the true voice of the equipment rental industry in Europe.