

| Date  | Central Time | Session   | Speakers  | Recommend for                       |
|-------|--------------|---|---|-------------------------------------|
| 5-Oct | 2:00 PM      | <b>Opening Session: Keynote speakers; technology impact on rental</b>                                       | <ul style="list-style-type: none"> <li>Beth Hoff Blackmer, Aspen Rental/ARA President; Tony Conant, ARA CEO</li> <li>Dale Asplund, EVP/COO, United Rentals</li> <li>Steve Jones, Sr Director, Industry Insights Research, Dodge Data and Analytics</li> <li>Jahmy Hindman, CTO, Deere &amp; Co.</li> <li>Joel Honeyman, VP Global Innovations , Doosan Bobcat</li> <li>Doug Rook, EVP Ops, Christian Eastman, EVP Sales; Party Reflections</li> </ul> | All                                 |
| 6-Oct | 9:00 AM      | <b>How RFID and QR codes will save you time and money</b>   | <ul style="list-style-type: none"> <li>Darren Moziet, Party Time Rentals</li> <li>Dan Hooks, Party Reflections</li> <li>Jesse Buckingham, Record360</li> <li>Patrick Kennedy, Event Source</li> <li>Dan Morris, Kennebec Equipment Rental Co. Inc.</li> </ul>   | Small to medium companies           |
|       | 10:00 AM     | <b>Utilizing Telematics to improve your fleet utilization and maintenance</b>                               | <ul style="list-style-type: none"> <li>Mark Dolson, John Deere;</li> <li>Cory Mass, Vermeer</li> <li>Don Myrick, Texas First Rentals</li> </ul>   | Medium to large equipment companies |
|       | 11:00 AM     | <b>Hear from peers, rental tech providers and ARA on matching technology to your business</b>               | <ul style="list-style-type: none"> <li>Kurt Barney, Vandalia</li> <li>Alex Schuessler, SmartEquip</li> <li>Anthony Durante, Durante Rentals</li> </ul>  | All sizes and segments              |
|       | 1:00 PM      | <b>Improve your company productivity and meet the needs of customers wanting contactless transactions</b>   | <ul style="list-style-type: none"> <li>Wayne Harris, Point of Rental</li> <li>Steve Mau, Brainerd General Rental</li> <li>Tim Rice, Herc Rentals</li> <li>Wes Clark, Rocky Hill Construction Rentals</li> <li>Kara Longmire, Alert Management Systems.</li> <li>Traci Murray, Olea Kiosks</li> </ul>  | All sizes and segments              |
|       | 2:00 PM      | <b>How technology is making rental a safer industry</b>   | <ul style="list-style-type: none"> <li>Phil Raker, Bestline</li> <li>Gina Holt, H&amp;E Equipment</li> <li>Rick Smith, JLG</li> </ul>   | All sizes and segments              |
|       | 3:00 PM      | <b>How advances in computer-aided design is impacting party and event rental companies</b>                  | <ul style="list-style-type: none"> <li>Sean Konys, Point of Rental</li> <li>John Jakob, Taylor's Rental Equipment Co.</li> <li>Jared Medaris, Expo Party Rentals</li> <li>Mary Crosslin, Alert Management Systems</li> <li>Kristin McClune, 3D Event Designer</li> </ul>  | Party & Event                       |
| 7-Oct | 9:00 AM      | <b>Technology's impact on equipment rental customers and consumer technology uses, trends and direction</b> | <ul style="list-style-type: none"> <li>Jahmy Hindman, Jason Daly, Deere &amp; Co.</li> <li>Joel Honeyman, Doosan Bobcat</li> <li>Alex Schuessler; SmartEquip</li> <li>Jason Stanczyk, Edco</li> </ul>   | Equipment rental                    |
|       | 10:00 AM     | <b>ARA reveals technology research from rental companies and consumers on uses/trends/direction</b>         | <ul style="list-style-type: none"> <li>Tom Doyle, American Rental Association</li> <li>Mike Savely, American Rental Association</li> </ul>  | All sizes and segments              |
|       | 11:00 AM     | <b>Using digital marketing, SEO and having an online presence to meet customer needs</b>                    | <ul style="list-style-type: none"> <li>Ben Preston, Gearflow</li> <li>Jeremiah Wilson, Convirza</li> <li>Andrea Guzzoni, Toolhire / easyEventhire</li> </ul>  | All sizes and segments              |

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|--------------|----------|--|--|------------------------|
|              | 1:00 PM  | <b>Winning and keeping customers with technology.</b>                          | <ul style="list-style-type: none"> <li>• Steve Mau, Brainerd General Rental</li> <li>• Beth Hoff Blackmer, Aspen Rental</li> <li>• Norty Turner, United Rentals</li> </ul>   | All sizes and segments |
|              | 2:00 PM  | <b>Using an online rental marketplace and what the future holds</b>            | <ul style="list-style-type: none"> <li>• Keith Holmes, BigRentz</li> <li>• Ben Preston, Gearflow</li> <li>• Devin Forestell, Dozr</li> </ul>   | All sizes and segments |
|              | 3:00 PM  | <b>The magic of technology and prize giveaway</b>                              | The nationally acclaimed Digital Deception   | All sizes and segments |
| <b>8-Oct</b> | 8:00 AM  | <b>Technology solutions to improve your ROI with remote working</b>            | <ul style="list-style-type: none"> <li>• Robert Douville, Able 2 Rent All</li> <li>• John Jeanguenat, RentalMax</li> <li>• Kyle Tegner, Special Occasions</li> <li>• Brandon Lavine, Vadalina Rental</li> </ul>  | All sizes and segments |
|              | 9:00 AM  | <b>Cybersecurity and backup systems</b>  | <ul style="list-style-type: none"> <li>• Jacob Pender, American Rental Association</li> <li>• Jamie Cox, ARA Insurance</li> <li>• Beth Tinsman, Twin State Technical Services</li> <li>• Jeff Knoepki, Alert Management Systems;</li> <li>• Alberto Pianelli, F&amp;B</li> </ul> | All sizes and segments |
|              | 10:00 AM | <b>Change management and integrating technology into your business</b>         | <ul style="list-style-type: none"> <li>• Patrick Miller, Handy Rents</li> <li>• Jacob Pender, American Rental Association</li> <li>• Pat Lawlor, POR</li> <li>• Josh Nickell</li> </ul>  | Small to medium        |
|              | 10:55 AM | <b>Closing Session: Learn how Technology is impacting the rental industry.</b> | <ul style="list-style-type: none"> <li>• Alert Management Systems, POR, SmartEquip, ARA Insurance</li> <li>• Digital Deception</li> <li>• Tony Conant, Beth Hoff Blackmer</li> </ul>   | All sizes and segments |