

GET THE EQUIPMENT BUYING HISTORY OF CONEXPO ATTENDEES


Equipment Data Associates and the Association of Equipment Manufacturers have teamed up to offer CONEXPO-CON/AGG exhibitors an unprecedented look inside the purchasing habits (UCC filings) of equipment buyers attending the show.

With this powerful information you can:

- Search for buyers of specific brands and types of equipment.
- Market directly to highly-qualified buyers before, during, and after the show.
- Prepare your sales staff for key prospects.
- Determine buying cycles and machines that may be coming off lease.
- Identify organizations that recently refinanced their machines and have cash.
- Review brand loyalty.

EDA's unique BUYER ID is embedded in the attendee registration. This BUYER ID becomes your key to accessing all available UCC activity.

Exhibitor Program: Participating exhibitors will receive an Excel file containing every construction UCC transaction available since 2005 associated with pre-registered and actual attendees. In the file, EDA will supply detailed pivot table reports identifying Top Buyers, Market Share, Sale and Lease Cycles, and more. The one-time fee for this program is \$295, see the order form on the next page. For more information or a demo, call (800)288-8262 or email Andy Wilhelm (awilhelm@edadata.com) or Bryan Fanis (bfanis@edadata.com).

		CONEXPO-CON/AGG 2011 MARCH 22-26, 2011 LAS VEGAS, NEVADA, USA LAS VEGAS CONVENTION CENTER	
Badge No. 369151389	MAR 22 01:31 PM		
EILA CONROY VP CONROY CONSTRUCTION 1509 Orchard Lake Drive TSC 400 Santa Monica, CA 90405 PH: (704) 555-1234 FX: (704) 555-5678 EM: eila.conroy@conroyconstruction.com			
VISITOR PROFILE Registration category: Attendee Number of Employees: Primary Business: Furniture and Fixtures			
EDA BUYER ID: 1052665			
QUALIFIERS			
COMMENTS			

EDA

Finance Summary Report

BUYER ID: 1052665
COMPANY: Conroy Construction
CONTACT: Eila Conroy VP
ADDRESS: 1509 Orchard Lake Drive
Charlotte, NC 28270

PHONE: (704) 555-1234 **FAX:** (704) 555-5678
LAST ACTIVITY: 4/16/2010
SIC: 1611, HIGHWAY AND STREET CONSTRUCTION
COUNTY: MECKLENBURG
FLEET VALUE: \$62,488,722
FLEET SIZE: 537

Date	Age	Mfr	Model	Equipment Desc.	Serial #	Status	Value	Lender
04/16/10	N - 2010	CAT	236-B-2	SKID STEER LDR	HEN7426	SALE	\$53,968 (E)	C T RNTL
04/13/10	N - 2010	HAMM	HD-120-VV	2 DRUM VIB COMP	H184003	SALE	\$149,003 (E)	LINDER INDL MCHNY
02/26/10	N - 2009	KOMATSU	WA-480	WHEEL LOADER	90104	SALE	\$405,929 (E)	LINDER INDL MCHNY
10/28/09	N - 2009	CAT	226-B-2	SKID STEER LDR	MJH14465	SALE	\$38,228 (E)	C T RNTL
09/25/09	N - 2009	TEREX	RT-335-1	RT CRANE	16646	SALE	\$460,540 (E)	STAFFORD
06/11/09	N - 2008	CAT	324-D-L	EXCAVATOR	JJG1029	RENTAL	\$282,115 (E)	C T RNTL
05/27/09	N - 2008	CAT	D-6-K-LGP	LGP DOZER	DHA964	RENTAL	\$133,114 (E)	C T RNTL
05/22/09	N - 2008	ASTEC	2612-V	SCREENING PLANT	082873	LEASE	\$ ()	STAFFORD
05/22/09	N - 2008	KOLBERG	11-3050	CONVEYOR	408867	RENTAL	\$ ()	STAFFORD
03/09/09	U - 2007	CAT	226-B	SKID STEER LDR	MJH9937	RENTAL	\$23,419 (E)	C T RNTL
10/07/08	N - 2008	AMERICAN	HC-110	CRAWLER CRANE	AC4430	LEASE	\$915,228 (E)	STAFFORD
08/22/08	N - 2008	TEREX	RT-335	RT CRANE	15457	LEASE	\$451,510 (E)	STAFFORD



Equipment Data Associates
 1509 Orchard Lake Drive
 Charlotte, NC 28270
 800.288.8262
 edadata.com

CONEXPO-CON/AGG 2011 TRADESHOW REPORT

COMPANY NAME: _____ STATE: _____

CONTACT NAME: _____ POSTAL CODE: _____

ADDRESS: _____ PHONE: _____

SUITE#: _____ FAX: _____

CITY: _____ E-MAIL: _____

FAX AUTHORIZATION TO 704.844.1039

We are pleased to offer a proposal for UCC based marketing services using the following parameters:

EVENT: CONEXPO-CON/AGG 2011

EQUIPMENT TYPES INCLUDED: 01XX Crawlers, 02XX Off Road Trucks, 03XX Excavators, 04XX Skidders, 05XX Skid Steer Loaders, 06XX Wheel Loaders, 07XX Cranes, 08XX Paving Equipment, 09XX Scrapers, 10XX Graders, 11XX Compactors, 12XX Logging Equipment, 13XX Logging Attachments, 14XX Industrial Tractors, 15XX Rough Terrain Forklifts, 16XX Trenchers, 17XX Tree Spades and Stump Cutters, 18XX Air Compressors, 19XX Drills, 20XX Crushing and Screening Equipment, 21XX Engines, Generator Sets, Light Plants, 22XX Miscellaneous Attachments, 34XX Aerial Lifts, 38XX Sweepers, 32XX Class 6-8 On Road Trucks, 37XX Trailers and Bodies, 38XX Sweepers.

TERRITORY: National

DATE RANGE: 1/1/2005 - Present

AGE: New and Used - Sale, Lease, Refinance, Rental, Termination, Wholesale

FORMAT: XLS

DELIVERY: EDA will provide a set of files identifying pre-reg attendees approximately 1-week prior to the show and an additional set of files identifying actual attendees within 4-weeks after the show.

TOTAL FEE: \$295

By signing below, Equipment Data Associates and Customer agree to and intend to be bound by these terms and the EDA UCC Data Subscription Terms and Conditions delivered to Customer with this authorization and incorporated herein by reference (these "Terms and Conditions").

These Terms and Conditions supersede all understanding of the parties with respect to the subject matter hereof and are the complete statement of the parties' agreement. These Terms and Conditions may not be amended and no term may be waived except by written agreement of the parties; provided, however, that EDA may change the features and functionality of or access to all or any part of the UCC Database, the Site or the related services from time to time, with or without notice to Customer. These Terms and Conditions are governed by North Carolina law. Services subject to appropriate tax for the following states - AL, IL, NC, PA & WI.

Approved _____ Date _____ PO# _____

For Credit Card Payment (Circle one): AMEX VISA MC Card Number _____

Exp. Date _____ 3-4 Digit Security Code _____ Name on card _____

Billing Address _____ City/State/Zip _____