

# MAXIMIZE YOUR TRADESHOW INVESTMENT



TARGET PROVEN  
BUYERS  
OF THE EQUIPMENT  
YOU SELL.

**EDA**

edadata.com

**Finally**, a way to quickly qualify ICUEE attendees, and accurately measure post-show spending by visitors to your booth. For 20 years, EDA has tracked UCC filings for equipment purchases nationwide.

This detailed information is now available to ICUEE exhibitors before, during, and after the show to pre-qualify leads, target pitches, and ensure a successful return on your tradeshow investment.

**Equipment Data Associates** and **AEM** have teamed up to offer ICUEE exhibitors an unprecedented look inside the purchasing habits of equipment buyers attending this year's show.

## EDA TRADESHOW REPORT

Participating exhibitors will receive an Excel file containing every UCC transaction available since 2003 associated with pre-registered and actual attendees. This file is packed with marketing reports, such as **Top Buyers** and **Sale and Lease Cycles**, enabling you to filter by geography and type of equipment so you can easily target the best prospects at the show.

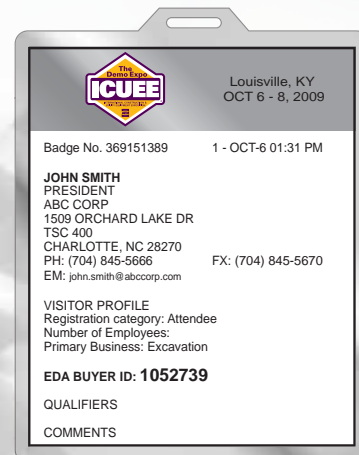
As a show partner, EDA has already integrated the EDA Buyer ID into the show data for every attendee with prior UCC activity. Simply scan the visitor's badge, enter their Buyer ID into the Tradeshow Report, or online via the **EDA Buyer Lookup**, and get a PDF of their complete UCC purchasing history (see sample Finance Summary on the next page).

Use the EDA Tradeshow Report to market directly to highly-qualified buyers and invite them to your booth, prepare your sales staff for key prospects, and identify organizations with recent purchases, i.e. buyers still active in a down economy.

## EVENTWATCH<sup>SM</sup>

At long last, there's a way to track post-event spending by visitors to your booth and accurately measure the ROI of your tradeshow expenses. With the revolutionary new tool from EDA, you can now upload your list of booth visitors and EVENTWATCH will automatically match your prospects to EDA's massive database of UCC buyers. Then, when anyone on your list has UCC activity, you'll be alerted via email - in real-time. Now that's powerful information only EDA can deliver.

With EVENTWATCH, for the first time you can determine the success of your sales efforts, learn if your prospects buy from the competition, and find out which companies have purchasing momentum.





Equipment Data Associates  
 1509 Orchard Lake Dr.  
 Charlotte, NC 28270  
 P. 800.288.8262

## Finance Summary Report

**BUYER ID:** 1052739  
**COMPANY:** ABC Corp  
**CONTACT:** John Smith  
**ADDRESS:** 1509 Orchard Lake Dr  
 Charlotte, NC 28270

**PHONE:** (704) 845-5556 **FAX:** (704) 845-5670  
**LAST ACTIVITY:** 4/21/2008  
**SIC:** 1771, CONCRETE AND ASPHALT WORK  
**COUNTY:** MECKLENBURG  
**FLEET VALUE:** \$6,741,649  
**FLEET SIZE:** 51

Date	Age	Mfr	Model	Equipment Desc.	Serial #	Status	Value	Lender
03/21/09	N - 2009	BOBCAT	T-190	TRACK SKID LDR	531618326	SALE	\$53,968 (E)	BRANCH BANK & TRUST CO
03/21/09	N - 2009	BOBCAT	T-190	TRACK SKID LDR	531620337	SALE	\$55,047 (E)	BRANCH BANK & TRUST CO
03/21/09	N - 2008	CAT	330-D-L	EXCAVATOR	MWP2390	SALE	\$435,960 (E)	BRANCH BANK & TRUST CO
11/05/08	N - 2008	CAT	TL-943	TELESCOP FRKLIFT	TBL671	SALE	\$115,431 (E)	BRANCH BANK & TRUST CO
10/30/08	U - 2005	CAT	307-C	MINI EXCAVATOR	BCM1200	RENTAL	\$51,846 (E)	CT RNTL
03/05/07	U - 2005	DEERE	370-C	EXCAVATOR	83382	SALE	\$235,822 (E)	BRANCH BANK & TRUST CO
02/22/07	U - 2007	CAT	TH-460-B	TELESCOP FRKLIFT	SLF2177	SALE	\$51,254 (E)	BRANCH BANK & TRUST CO
10/20/06	N - 2006	BOBCAT	T-190	TRACK SKID LDR	531614695	SALE	\$53,434 (E)	BRANCH BANK & TRUST
10/20/06	N - 2006	BOBCAT	T-190	TRACK SKID LDR	531614781	SALE	\$53,434 (E)	BRANCH BANK & TRUST
03/16/06	N - 2006	DEERE	300-D	ART HAUL UNIT	201089	SALE	\$490,223 (E)	BRANCH BANK & TRUST
02/27/06	U - 2003	CAT	CP-433-E	1 DRUM VIB COMP	CFK258	SALE	\$55,609 (E)	BRANCH BANK & TRUST
06/30/05	N - 2004	CAT	TH-460-B	TELESCOP FRKLIFT	SLF659	SALE	\$110,938 (E)	BRANCH BANK & TRUST
12/22/04	N -	GROVE	RT-700-E	RT CRANE	223611	RENTAL	\$421,214 (E)	J W BURRESS INC
01/22/04	N - 2003	DEERE	850-C	CRAWLER DOZER	921064	SALE	\$185,888 (E)	BRANCH BANK & TRUST
12/09/03	N - 2003	ING-RAND	PT-125-R	STATIC COMPACTOR	173711	RENTAL	\$82,417 (E)	MITCHELL DIST CO
05/19/03	N - 2003	DEERE	550-H-LT	CRAWLER DOZER	900884	SALE	\$90,361 (E)	BRANCH BANK & TRUST
05/19/03	N - 2003	DEERE	330-LC	EXCAVATOR	82086	SALE	\$268,637 (E)	BRANCH BANK & TRUST
10/07/02	N - 2002	DEERE	TC-54-H	TOOLCARRIER	585248	SALE	\$126,755 (E)	BRANCH BANK & TRUST
08/26/02	U - 1999	CAT	615-C	ELEV SCRAPER	9XG1247	LEASE	\$151,886 (E)	EARTHMOVERS EQT SLS & LSG
12/14/01	N - 2001	CAT	420-D	LOADER BACKHOE	FDP2209	SALE	\$99,146 (E)	CATERPILLAR FIN SVC CORP
11/13/00	N - 2000	CAT	12-H	MOTOR GRADER	4XM2554	SALE	\$176,649 (E)	CATERPILLAR FIN SVC CORP
10/26/00	U -	SAKAI	SV-400-D	1 DRUM VIB COMP	10107	RENTAL	\$52,941 (E)	BESTRACS CORP
07/31/00	N - 2000	CAT	312-B-L	EXCAVATOR	8JR1665	SALE	\$173,661 (E)	CATERPILLAR FIN SVC CORP
07/21/00	N - 2000	CAT	TH-83	TELESCOP FRKLIFT	3RN2641	RENTAL	\$103,733 (E)	CAROLINA TRACTOR & EQT
06/28/00	N - 2000	DYNAPAC	CA-252-PD	1 DRUM VIB COMP	66320947	RENTAL	\$123,630 (E)	L B SMITH INC
12/17/99	U - 1997	KOMATSU	PC-200-LC	EXCAVATOR	A84124	RENTAL	\$105,878 (E)	MITCHELL DIST CO
07/15/99	N - 1999	CAT	416-C	LOADER BACKHOE	4ZN16412	SALE	\$68,083 (E)	CATERPILLAR FIN SVC CORP
11/24/98	N - 1998	CHAMPION	C-80-A	MOTOR GRADER	200754	RENTAL	\$119,306 (E)	MITCHELL DIST CO
03/26/98	U - 1995	CAT	615-C	ELEV SCRAPER	9XG941	SALE	\$227,492 (E)	BRANCH BANK & TRUST
10/22/97	U - 1992	ING-RAND	SD-100-D	1 DRUM VIB COMP	8562	SALE	\$55,832 (E)	BRANCH BANK & TRUST
07/21/97	N - 1997	VOLVO	A-25-C	ART HAUL UNIT	61016	RENTAL	\$265,435 (E)	L B SMITH INC
07/21/97	N - 1997	VOLVO	A-25-C	ART HAUL UNIT	61019	RENTAL	\$265,435 (E)	L B SMITH INC
03/12/97	N - 1997	CAT	TH-63	TELESCOP FRKLIFT	6WM795	SALE	\$54,247 (E)	UNITED CAROLINA BANK
12/19/96	U - 1996	CAT	320	EXCAVATOR	9KK4931	SALE	\$102,794 (E)	UNITED CAROLINA BANK
07/29/96	U - 1995	CAT	613-C	ELEV SCRAPER	8LJ1134	RENTAL	\$150,396 (E)	CAROLINA TRACTOR & EQT



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## 2009 ICUEE 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:

**EVENTS:** ICUEE 2009

**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:** 1/1/2004 - Present

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

**FORMAT:** Fleet Summary.pdf, Excel Analytics

**FREQUENCY:** EDA will provide two sets of files identifying pre-reg attendees approximately 5 weeks and 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.

Select your product(s):  **EDA Tradeshow Report** (\$295 one-time charge)  **EVENTWATCH** (\$79/mo)

Approve \_\_\_\_\_ Date \_\_\_\_\_ PO# \_\_\_\_\_

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

Exp. Date \_\_\_\_\_ 3-4 Digit Security Code \_\_\_\_\_ Name on the card \_\_\_\_\_