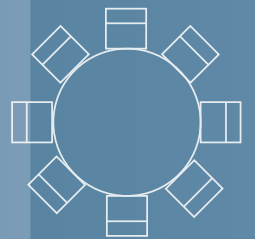


# Statement of Best Practices of Emergency Evacuation Planning for Tented Events



February 2013

# ARA's Commitment

The American Rental Association (ARA) is committed to putting forth initiatives that increase awareness of best practices, clarify responsibilities and address the safe use of equipment. Members of the party and event rental industry, both equipment rental companies and manufacturers, have identified a need to assist tent rental customers with their emergency evacuation planning. To that end, ARA has developed this industry-recognized *Statement of Best Practices of Emergency Evacuation Planning for Tented Events*, which addresses both weather-related and other emergencies.



This *Statement of Best Practices of Emergency Evacuation Planning for Tented Events* (this "Statement") developed by the American Rental Association and ARA Insurance Services, Inc., a wholly owned subsidiary of the American Rental Association (collectively, the "ARA"), is intended to provide general guidance to assist member companies and tent rental customers with emergency evacuation planning when using tents and related rental equipment. The ARA does not purport to include in this Statement all possible scenarios which may require evacuation or all possible safety measures and procedures that could be used in each evacuation scenario. Each member company and rental customer should use its own independent judgment and discretion in successfully implementing the materials in this Statement to best fit the unique needs of its event and the particular use of the tent and other rental equipment.

The ARA expressly disclaims any warranties or guarantees, express or implied, and the ARA shall not be liable for damages of any kind in connection with the material, information, or procedures set forth in this Statement or for reliance on the contents of this Statement. In issuing this Statement, the ARA is not rendering legal or other professional services. This Statement is not a substitute for applicable laws, standards and regulations and does not alter or limit the obligation of member companies and rental customers to fully comply with federal, state and local law and prudent safety measures relating to the use of tents and other rental equipment. This Statement is not intended to create new legal liabilities or expand existing rights or obligations.

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# Section I: Introduction

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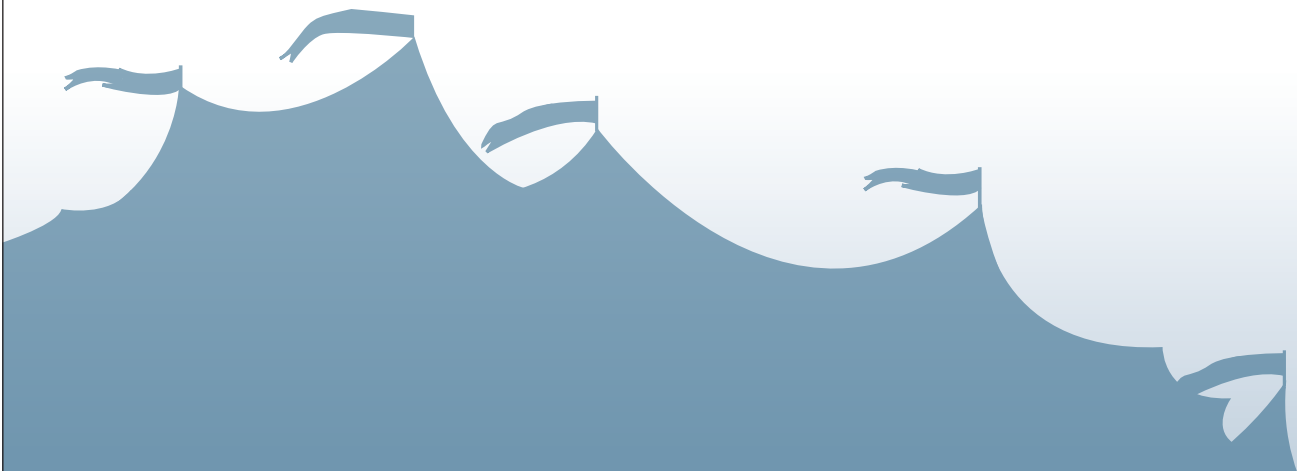
## Situation Analysis

Failure to evacuate a tent in an emergency can result in serious injuries or even fatalities. By their very nature, tents are temporary structures that are not designed to withstand extreme weather conditions or provide protection in emergency situations. Following are several examples of emergencies that occurred during tented events:

- During a sudden and severe summer storm, event participants took shelter under a tent from the strong winds that were uprooting trees and ripping off branches. Those same forces pulled tent stakes out of the ground, creating slack in the tent. A loose pole struck a young boy in the head, killing him.
- Partygoers huddled under a tent during an unusually heavy rainstorm. At the same time as the ground became saturated, water accumulated in the top of the tent. The tent collapsed around the crowd, trapping them and causing several injuries.
- Several tents that were set up for a street festival were installed with sidewalls and had heaters powered by propane. Outside one tent, a propane tank exploded when it was accidentally knocked over. Several attendees suffered burns and smoke inhalation in the ensuing fire.

## Objectives of the Document

- Underscore the fact that tents are not safe shelters in emergency situations.
- Educate all entities involved in tented events about their roles in ensuring the safe use of the equipment.
- Assist rental companies and their customers in understanding the industry's best practices regarding measures to take when emergency situations occur during tented events.
- Encourage tent rental customers to prepare emergency evacuation plans for their events.
- Enhance the safe use of rented tents in order to reduce injuries from emergencies.



## Section II: Steps in the Tent Rental Process

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It is beyond the scope of this document to detail all the steps involved in the tent rental process; therefore the following assumptions have been made:

- **Employee Training** – Tent installers and crew supervisors have been trained in all aspects of their work so they are capable of performing their tasks properly while preventing injury to themselves or others. For training assistance, see Section VII: Resources for a list of available products and programs.
- **Site Survey** – According to industry best practices, the site has been visited and a plan developed prior to the installation of any tent. Site visits are critical to determine firsthand what is feasible regarding the layout of tent locations, whether there are obstructions/obstacles in the installation area, the condition of the soil, wind exposure, etc.
- **Codes/Permits** – The rental company is aware of and has adhered to applicable building codes, fire regulations and permit requirements for tents and other associated equipment (e.g., generators, electrical distribution equipment, heaters, staging, etc.), which vary for each municipality.
- **Products** – All equipment components have been maintained and are in good working order.
- **Manufacturers' Instructions** – All tents and other equipment have been installed and secured according to the manufacturers' instructions.
- **Precautions** – Based on weather predictions or site conditions, the rental company has increased securement of the tent or canceled the rental for safety reasons.
- **Other Vendors** – The rental company has coordinated with other vendors who have provided services and equipment for the event. Those other companies, which may include the venue itself, caterers, florists, lighting companies, portable restroom companies, etc., are in compliance with local codes, permits, licenses and ordinances.
- **Inspections** – The rental company has inspected the initial tent installation and will periodically re-inspect to ensure the tent remains secure. The time between inspections will vary according to factors such as weather, site conditions and local codes.
- **Signed Contract** – A rental contract has been signed by the customer, providing the terms that govern the rental transaction. See Section VII: Resources for information on ARA's *Business Management: Contracts and Legal Guidelines*.

## Section III: Guidance for Rental Companies

Although it is not the rental company's responsibility to implement an emergency evacuation plan, providing guidance to tent rental customers benefits the rental company in several ways:

- It can reduce the risk of injuries from accidents such as unforeseen storms or other emergencies.
- Fewer injuries mean fewer insurance claims, lawsuits and negative publicity.
- It adds value to the rental transaction.

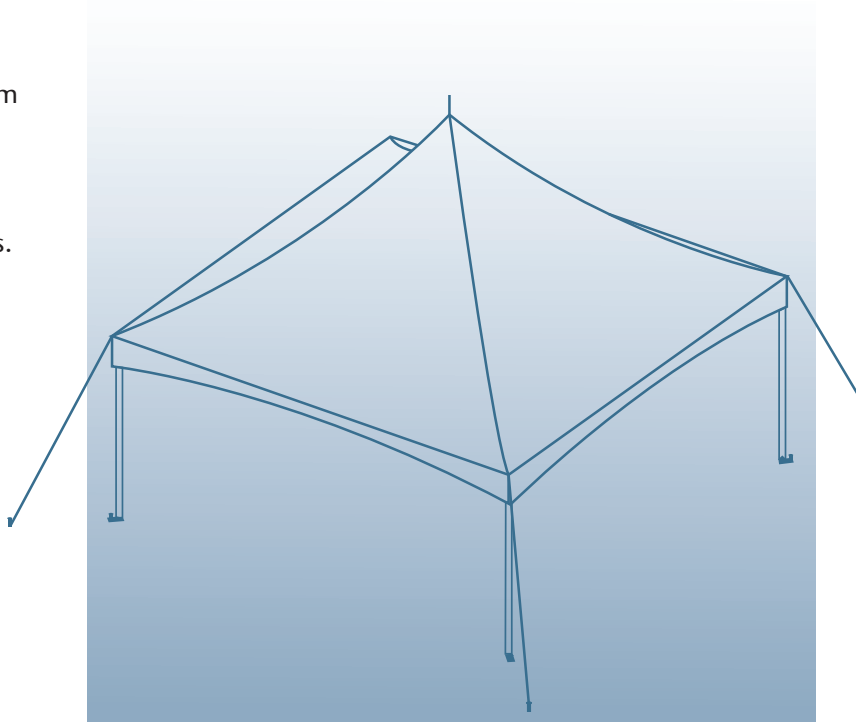
### Tents are Temporary Structures

Typically, a temporary structure is defined as any structure that will be in place for less than 180 consecutive days. The definition may vary according to local building and fire codes.

### Hazards and Risks Associated with Temporary Structures

Tents are not adequate shelters and should be evacuated in certain conditions. For example, even though tents are manufactured with fire-resistant material and some are certified by their manufacturers to withstand high-wind loads, they are not designed to protect occupants in fires, wind storms or other emergency situations.

Manufacturers provide warnings about potential hazards, both in equipment manuals and instructions, and by posting them on the products themselves. Rental companies follow manufacturer instructions by adhering to the posted warnings. On the next page are two warning labels supplied by tent manufacturers.




# NOTICE


This tent product is not intended to be used as a shelter from severe weather. Aztec assumes no liability for such use. An evacuation plan for the area covered within this tented space is imperative and shall be thoroughly posted for all users and potential occupants of the tent. Severe weather including storm systems, moderate to severe wind, heavy rains, snow, or any condition that raises any doubt to the structural integrity of the tent are immediate signs that an evacuation is necessary. Severe bodily injury and/or death can occur.

The installation of electrical, plumbing, lighting, appliances and/or HVAC equipment are not covered within this manual. Users/Installers shall follow local code requirements for the installation of these items using certified personnel. Aztec Tents shall be indemnified and held harmless from any such use or injury resulting from its use.

FLAME RETARDANT



**ANCHOR**  
INDUSTRIES INC.




Fabric meets requirements of

1100 BURCH DRIVE EVANSVILLE, IN 47725 USA WWW.ANCHORINC.COM 800-544-4445 812-867-2421 FAX 812-867-0547	ASTM E 84 - CL - A MVSS 302 MEA 149 - 05 - M F - 140.01 NFPA 701 CPAI 84 SIZE: <b>FIESTA TOP CUSTOM 20X20 (1PC)</b> <b>SNYDER #1023970A W/LOGOS - SEE</b> TENT ID # <u>1004832420</u> <u>1003668800</u> SERIAL # <u>8020500C</u>
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This product has been manufactured for use as a temporary structure. Please read installation instructions before the installation or removal of this product. Installation instructions are available at : [www.anchorinc.com](http://www.anchorinc.com)  
**DO NOT REMOVE THIS LABEL**



## WARNING

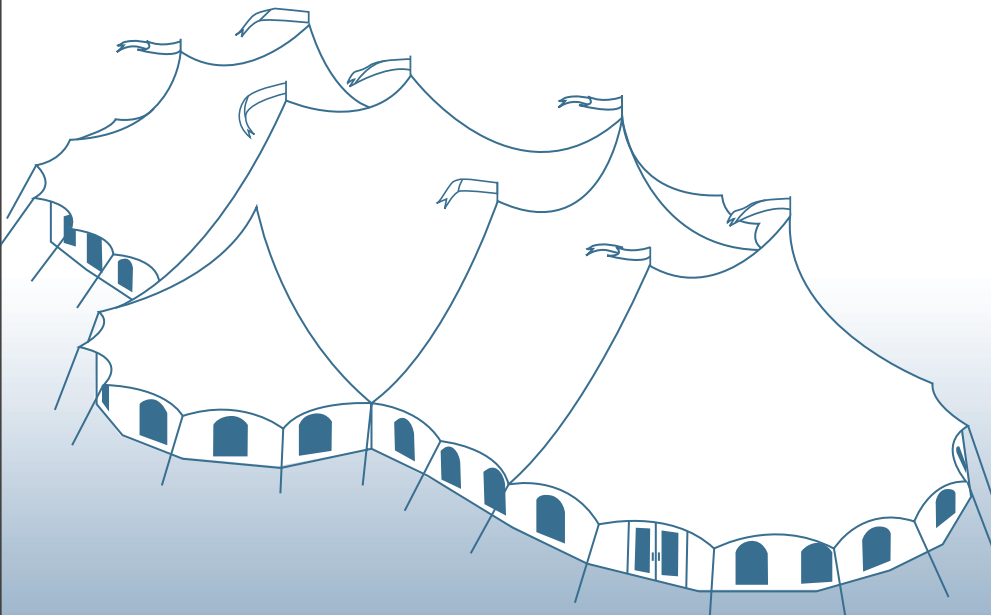
**For the safety of all occupants,  
evacuation is recommended if  
threatening weather occurs, or  
if there is any doubt concerning  
the safe use of this product.**

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Tents should be evacuated when any of the following hazards exists:

Hazardous Situation	Why Evacuate
<b>Damaging winds</b>	The tent could collapse and injure occupants; the tent cannot protect occupants from flying debris.
<b>Fire or explosion</b>	The tent cannot protect occupants from excessive heat, flames or flying debris.
<b>Lightning</b>	Lightning poses a risk of electrocution, electric shock or fire.
<b>Hail or sleet</b>	Excessive weight could cause the tent to collapse and injure occupants.
<b>Excessive rainfall</b>	Saturation of ground with water may compromise securement. The tent could collapse and injure occupants.
<b>Flash flooding</b>	Saturation of ground with water may compromise securement. The tent could collapse and injure occupants.
<b>Snow accumulation</b>	Excessive weight could cause the tent to collapse and injure occupants.
<b>Ice storm</b>	Excessive weight could cause the tent to collapse and injure occupants.
<b>Gas leak</b>	Atmospheric conditions may not be suitable for occupants.
<b>Earth movement (e.g., tremor, landslide)</b>	Ground conditions may not be suitable for occupants and may compromise the tent's securement.

This is not an all-inclusive list. In developing emergency evacuation plans, rental customers should determine any and all emergency conditions that could arise during their events.





## When, How and to Whom Should Emergency Evacuation Planning Guidelines be Communicated

Depending upon the event, the responsibility for emergency evacuation planning may fall to the event planner, the property owner, the venue manager or any other entity involved in the event. For the rental company's purposes, guidance regarding emergency evacuation planning is communicated to the tent rental customer whose representative signs the rental contract.

Each rental company can choose, based upon its procedures, the best time(s) to advise the customer of the need for an emergency evacuation plan: at the time of reservation, when the contract is signed, as part of the site survey, during delivery and installation of the tent, and/or at any other time during the rental transaction.

In addition, it is recommended that the rental company include clauses in its rental contract:

- 1) warning the customer that the tent is not adequate shelter in emergency situations
- 2) establishing the customer's acknowledgement that emergency evacuation planning guidance was provided and
- 3) allowing the rental company to dismantle the tent and/or cancel the rental when extreme weather conditions or other emergency situations exist.

## Why and How to Train Your Employees

There are several reasons why you should train your employees about emergency evacuation planning, including:

1. There is the possibility that any employee will take an emergency call from a customer.
2. The salesperson(s) and members of the tent crew may need to explain the emergency evacuation planning guidelines to your customer.
3. Tent installers could be caught in an emergency evacuation situation and will need to know what steps to take.
4. If your employees do not handle an emergency situation according to your policies and procedures, you could be held liable for any resulting damages.

This document provides several tools that can assist you in training your employees.

Refer to:

- Section IV: Explaining Emergency Evacuation Planning to Rental Customers, which addresses the questions employees may receive from customers.
- Section VI: When Rental Equipment is Involved in an Emergency, which outlines suggested steps to take when receiving an emergency call.

## Section IV: Explaining Emergency Evacuation Planning to Rental Customers

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To assist rental customers in preparing for emergencies, this best practice includes the Guidelines for Developing an Emergency Evacuation Plan for a Tented Event on Page 13. After reviewing this document, rental customers may have questions. Following are potential questions you may receive and suggestions on how to address them.

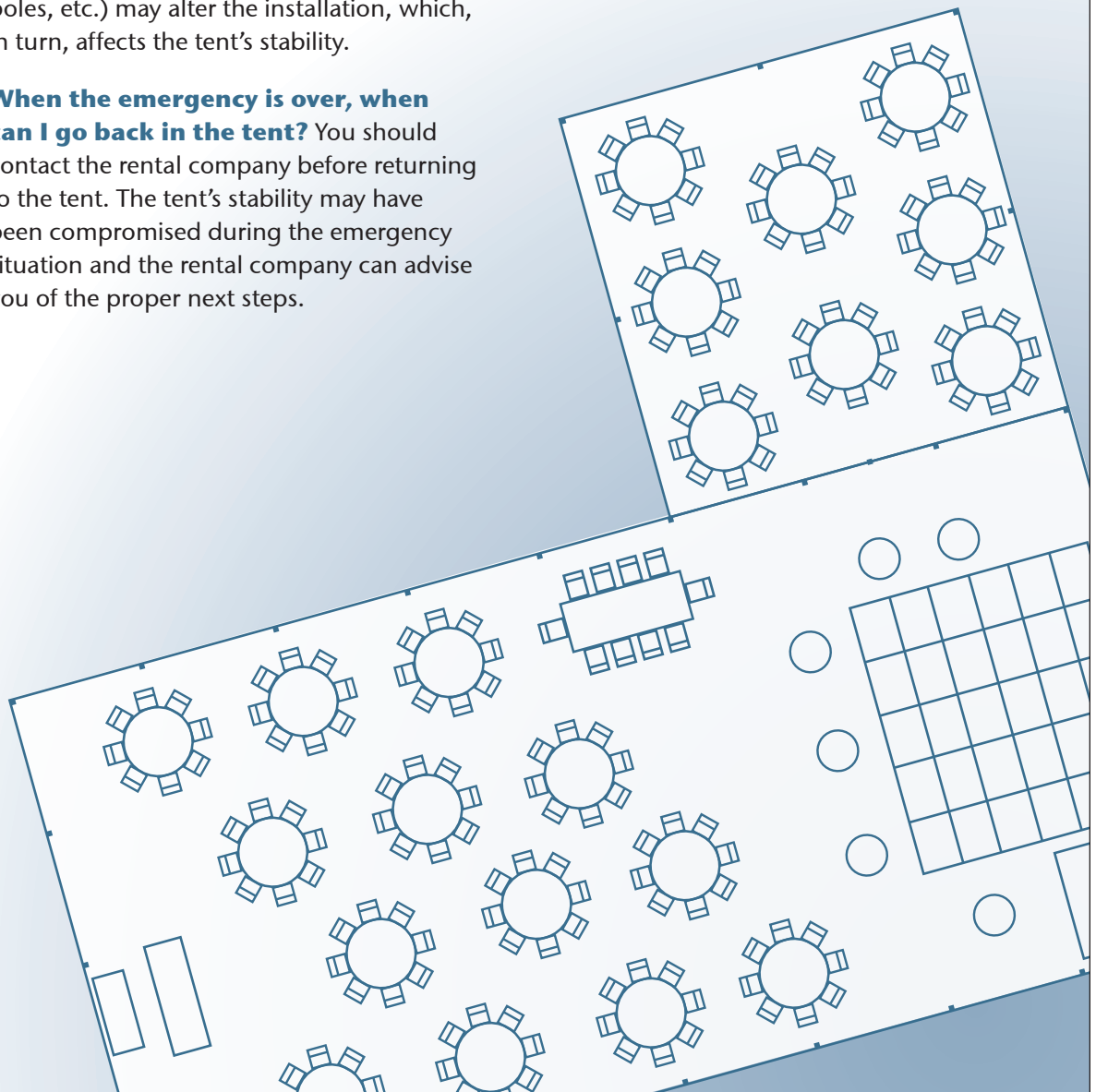
- **Whose responsibility is it to ensure guests' safety?** Reiterate that it is the customer's responsibility to ensure their guests' safety. One of the ways to do this is to develop an emergency evacuation plan for their event.
- **Why aren't tents suitable as shelters in severe weather?** Tents are temporary structures that can provide protection from moderate weather, but they are not designed to serve as shelters in severe conditions. Also, they do not meet the requirements of permanent buildings for protecting occupants.
- **Why designate a point person?** Emergencies can develop with little or no warning. In an emergency, there is a lot of confusion and the situation can become chaotic. Having someone on site designated as an "authority figure" ensures that protective steps are taken immediately.
- **Why will the listed emergency conditions trigger an evacuation?** Many customers may be unaware that tents are not safe shelters in emergency situations. Be prepared to explain the risks associated with each hazard. Refer to the Hazards and Risks Associated with Temporary Structures in Section III for detailed information.
- **Why do I need an emergency evacuation location?** Remind the customer that tents will need to be evacuated in emergency situations. Having a predetermined evacuation location will ensure that it is available if needed and will eliminate delays in getting guests to safety. Evacuation could be to a permanent building, vehicles, an open area away from the tent or to locations recommended by the National Weather Service or Emergency Alert System. Of utmost importance is that the tent should never be used as a shelter in an emergency situation.
- **Why do I need to plan ahead for backup methods of communication?** In times of emergencies, there may be no electrical power and cellphone signals may be interrupted. To ensure there is a way to communicate to appropriate emergency service personnel and others, customers should think about a communication contingency plan.

■ **Why would I want to make a preliminary announcement regarding a possible evacuation?** Communication during large or public events is challenging even without an emergency situation. Therefore, it may be prudent to prepare attendees prior to an emergency in order to facilitate an orderly and safe evacuation if the need arises. Also, if forecasts indicate a possible need to evacuate, the announcement will prepare occupants and accelerate the evacuation.

■ **Why do I need to monitor the weather?** Weather conditions can change quickly, becoming dangerous in short order. It is best to have a designated person monitor the weather so that point person can alert guests of an impending emergency and initiate evacuation, if necessary, before an accident occurs.

■ **Why do I need to monitor the tent structure after installation?** The rental company may not have a representative on site after installation is complete. Various conditions (e.g., rain, vehicles hitting poles, etc.) may alter the installation, which, in turn, affects the tent's stability.

■ **When the emergency is over, when can I go back in the tent?** You should contact the rental company before returning to the tent. The tent's stability may have been compromised during the emergency situation and the rental company can advise you of the proper next steps.

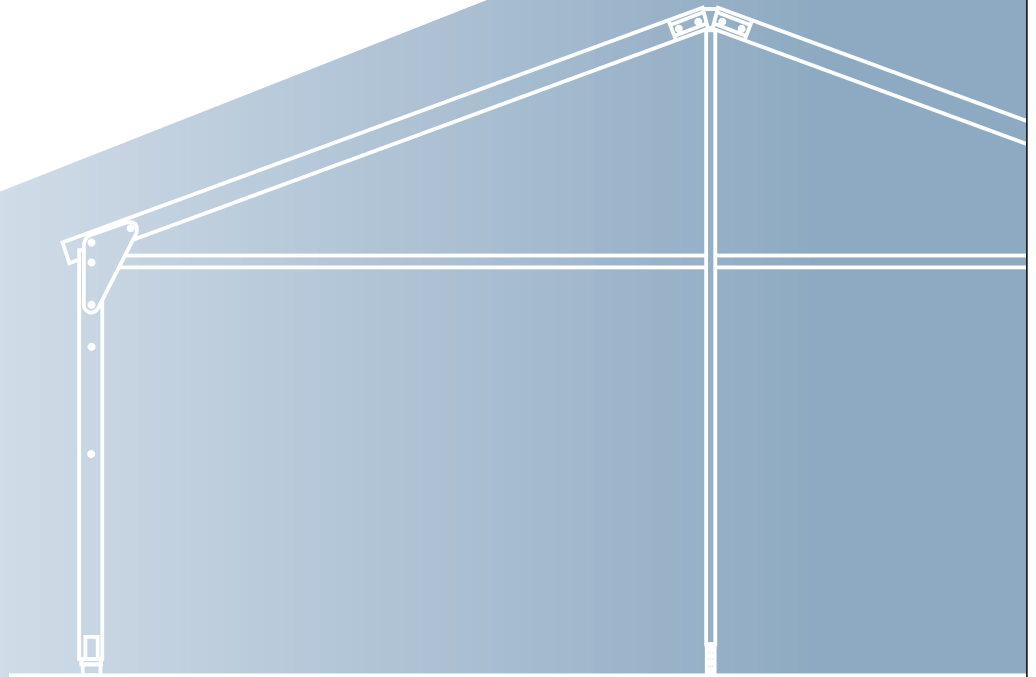


## Section V: Sample Documents

As stated earlier in the document, it is your customers' responsibility to ensure their guests' safety. One of the ways they can do this is to develop an emergency evacuation plan for their event. Over the next several pages, you will find the following sample documents that you can provide to your customers to facilitate this process.

- **Guidelines for Developing an Emergency Evacuation Plan for a Tented Event**
- **Checklist for Developing an Emergency Evacuation Plan for a Tented Event**

To download these documents, go to ARA's website, [ARARental.org](http://ARARental.org), or ARA Insurance's *ReSource* website via [ARAIinsure.com](http://ARAIinsure.com).





# Guidelines for Developing an Emergency Evacuation Plan for a Tented Event

The rented tent will be erected to exacting standards to provide temporary accommodations for your event. Tents can provide protection from moderate weather, but are not designed for use as a shelter in severe weather because such conditions could exceed their ability to protect occupants. In addition, tents may need to be evacuated for other types of emergency situations.

It is your responsibility to ensure your guests' safety. The rental company recommends that you develop an emergency evacuation plan so you are prepared to act decisively in the event of an emergency during your event. Following are suggested guidelines for developing an emergency evacuation plan.

## Prior to the Event

### Point Person(s)

Designate someone who will be in charge of the emergency evacuation plan and on site for the entire event. The point person(s) will assist in developing the plan and be responsible during the event for monitoring the weather, determining whether a situation calls for evacuation, and if so, acting decisively and authoritatively to instruct guests to evacuate. The point person(s) can be an individual or a small group. For example:

- For a wedding: A family member, member of the wedding party, etc.
- For a corporate event: An event planner, company representative, etc.
- For a public event: A show manager, representative of the venue, the fire chief, etc.

These Guidelines for Developing an Emergency Evacuation Plan for a Tented Event (these "Guidelines") developed by the American Rental Association and ARA Insurance Services, Inc., a wholly owned subsidiary of the American Rental Association (collectively, the "ARA"), are intended to provide general guidance to assist you with emergency evacuation planning when using tents and related rental equipment. The ARA does not purport to include in these Guidelines all possible scenarios which may require evacuation or all possible safety measures and procedures that could be used in each evacuation scenario. You should use your own independent judgment and discretion in successfully implementing these Guidelines to best fit the unique needs of your event and your particular use of the tent and other rental equipment.

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## Emergency Conditions

Work with the point person(s) to determine the emergency conditions that will trigger an evacuation of the tent structure. Following are some examples of situations in which it is unsafe to remain in a tent:

Hazardous Situation	Why Evacuate
<b>Damaging winds</b>	The tent could collapse and injure occupants; the tent cannot protect occupants from flying debris.
<b>Fire or explosion</b>	The tent cannot protect occupants from excessive heat, flames or flying debris.
<b>Lightning</b>	Lightning poses a risk of electrocution, electric shock or fire.
<b>Hail or sleet</b>	Excessive weight could cause the tent to collapse and injure occupants.
<b>Excessive rainfall</b>	Saturation of ground with water may compromise securement. The tent could collapse and injure occupants.
<b>Flash flooding</b>	Saturation of ground with water may compromise securement. The tent could collapse and injure occupants.
<b>Snow accumulation</b>	Excessive weight could cause the tent to collapse and injure occupants.
<b>Ice storm</b>	Excessive weight could cause the tent to collapse and injure occupants.
<b>Gas leak</b>	Atmospheric conditions may not be suitable for occupants.
<b>Earth movement (e.g., tremor, landslide)</b>	Ground conditions may not be suitable for occupants and may compromise the tent's securement.

## Evacuation Location

Work with your point person(s) to predetermine where guests will go and how they will get there if the tent must be evacuated:

- Identify a nearby permanent building large enough to accommodate your guests, make sure it will be open and accessible during your event, and make a note of its address in case you have to call for emergency assistance. If there is no building nearby, consider using vehicles, an open area away from the tent or locations recommended by the National Weather Service or Emergency Alert System. Of utmost importance is that the tent should never be used as a shelter in an emergency situation.
- Determine how guests will get to the evacuation location (e.g., the route to take, travel by foot or car, etc.). Consider preparing a sketch of the event site.

## Communication

Plan how you will communicate with your guests in an emergency. Depending upon the size of the event, consider backup methods of communication for situations in which there is no electrical power, cellphone signals are interrupted, etc.

## Prior to and During the Event

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### Weather Monitoring

Beginning at least two hours before the start of the event, the point person(s) should begin monitoring a source of weather information such as the National Weather Service. If any of the weather emergency conditions listed previously are predicted, you may need to postpone or cancel the event.

### Tent Structure

After the tent has been installed, monitor the tent structure for various changes. These would include stakes or augers pulling out of the ground; tent weights moving; loose poles, ropes or straps, etc. If you notice any of these occurring, contact the rental company immediately.

## During the Event

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### Announcement

Based on weather forecasts and other circumstances, you may wish to make an announcement to participants regarding the identification of the point person(s), location of exits and the emergency evacuation location.

### Evacuation

Continue to monitor the weather and be alert for other emergency situations during the event. Implement your evacuation plan for any of the following conditions:

- A severe weather alert is posted by the National Weather Service.
- Dark clouds are approaching.
- Lightning strikes within one mile (less than a five-second count between lightning and thunder).
- Hail or sleet falls.
- Twigs break from trees or large trees sway.
- Any of the tent anchoring devices fail or the tent begins to move (e.g., tent poles wobble, ropes snap, tent top rips or tears, etc.).
- Rain falls so hard it runs off tent walls in sheets.
- Water is running through the tent or surrounding area.
- Snow or ice is accumulating.
- An explosion, excessive heat, smoke or fire is in the vicinity of the event.
- There is ground movement of any kind.
- Other conditions exist as previously determined in developing your emergency plan.

### Call for Help

After instructing guests to evacuate, you may need to call for police, fire or medical help as the situation warrants.

## After an Evacuation

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Even if the tent appears intact, it may not be safe to return. If stakes or augers have pulled out of the ground, tent weights have moved, or there are loose poles, ropes or straps, contact the rental company so that the tent may be re-secured before resuming the event.

Accepted by (customer): \_\_\_\_\_

Reservation/Rental Contract number: \_\_\_\_\_



# Checklist for Developing an Emergency Evacuation Plan for a Tented Event

This checklist can help in developing your emergency evacuation plan.

## Prior to the Event

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### Designated Point Person(s)

Name \_\_\_\_\_ Cell Number \_\_\_\_\_

Name \_\_\_\_\_ Cell Number \_\_\_\_\_

**Emergency Conditions** to be aware of (check what may apply to your region/seasonality):

- Lightning                       Heavy rainfall                       Ice storm
- Hail or sleet                       Flash flooding                       Fire or explosion
- Damaging winds                       Snow accumulation                       Gas leak
- Earth movement                       \_\_\_\_\_                       \_\_\_\_\_

### Emergency Evacuation Location

Name \_\_\_\_\_ Phone No. \_\_\_\_\_

Location/address \_\_\_\_\_

Route to evacuation location \_\_\_\_\_

Confirmed the shelter will be open and available:     Yes     No

### Backup Method of Communication

PA     Cellphone     Walkie-talkie     Bullhorn    Other \_\_\_\_\_



## During the Event

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An initial announcement of location of emergency evacuation location will be made.

Yes     No

If yes, by whom: \_\_\_\_\_

### Weather Monitoring

Weather alert radio     Radio     TV     Cellphone app

### Evacuation Cues

During the event, implement your evacuation plan for any of the following conditions:

- A severe weather alert is posted by the National Weather Service.
- Dark clouds are approaching.
- Lightning strikes within one mile (less than a five-second count between lightning and thunder).
- Hail or sleet falls.
- Twigs break from trees or large trees sway.
- Any of the tent anchoring devices fail or the tent begins to move (e.g., tent poles wobble, ropes snap, tent top rips or tears, etc.).
- Rain falls so hard it runs off tent walls in sheets.
- Water is running through the tent or surrounding area.
- Snow or ice is accumulating.
- An explosion, excessive heat, smoke or fire is in the vicinity of the event.
- There is ground movement of any kind.
- Other conditions exist as previously determined in developing your emergency plan.

### Emergency Phone Numbers

Pre-program these numbers into your cellphone:

Fire Dept. 911 or \_\_\_\_\_      Police Dept. 911 or \_\_\_\_\_

Rental store \_\_\_\_\_      Venue \_\_\_\_\_

Event/wedding planner \_\_\_\_\_      Rental customer \_\_\_\_\_

## Section VI: When Rental Equipment is Involved in an Emergency

When your rental company receives a call about a possible emergency at an event, you or your employees will need to take immediate action. The procedures outlined in the Communicating with the Customer Flowchart (Figure 1) will help determine whether the caller simply needs guidance or whether the situation warrants implementation of your company's crisis management plan.

**It is recommended that Pages 18-21 of this document be made accessible to all employees who might receive calls about an event. That means ensuring employees have copies at work, home, in their vehicles or digitally on a laptop computer, tablet or smartphone.**

If emergency services has been called or needs to be called because of injuries or life-threatening conditions, you will need to put your crisis management plan in action.

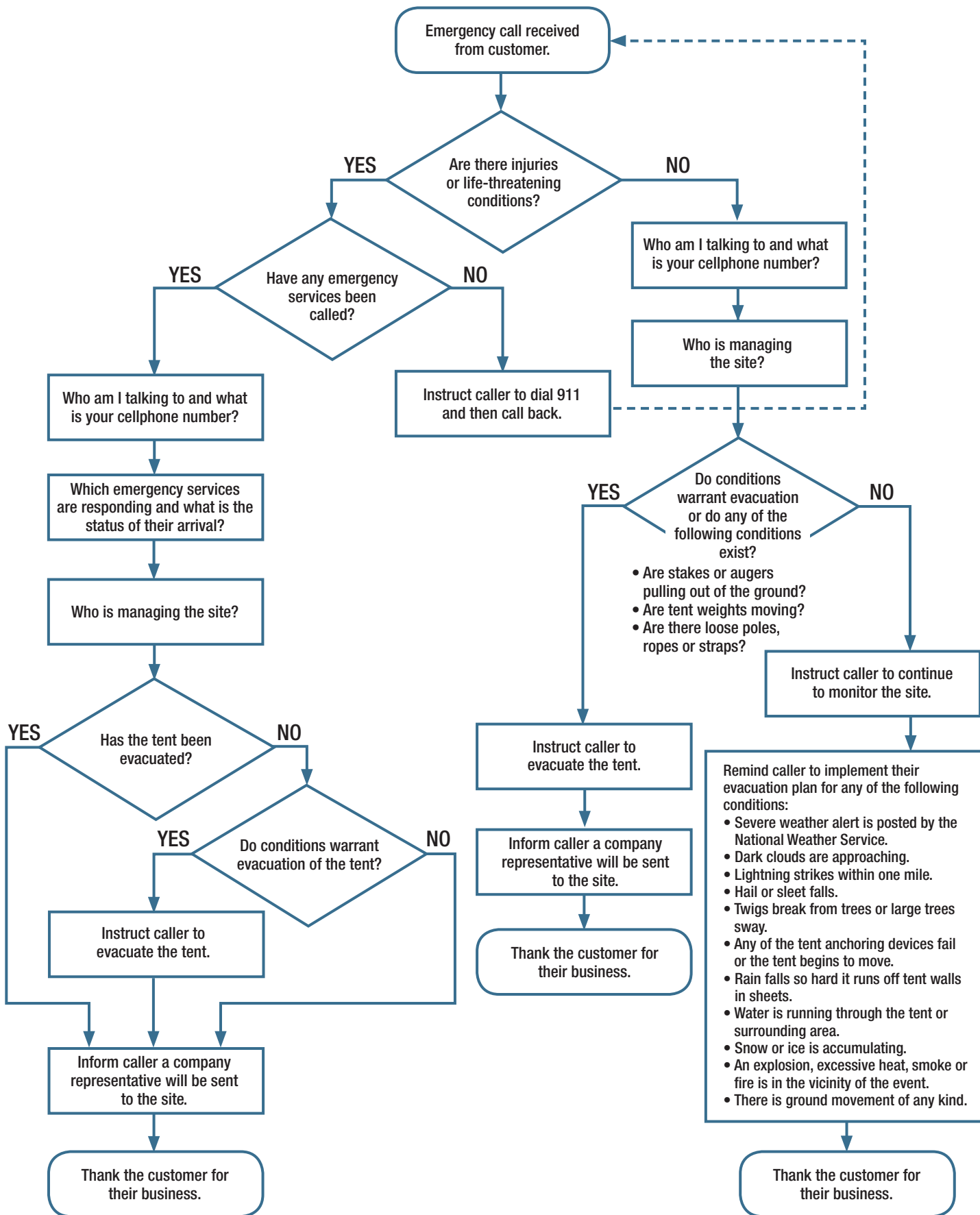
It is recommended that all rental companies have in place a crisis management plan and team. The team — typically made up of a key manager(s) and several individuals within your organization — will be responsible for controlling a crisis situation. Team members should be familiar with your company's policies and procedures, and someone should be experienced with public relations and the legal ramifications of decisions made during a crisis. To effectively handle any crisis, the team needs to present a united front and provide strong and decisive leadership.

Refer to Section VII: Resources for information on a crisis communication plan available through the ARA Foundation. If it is determined that the crisis management plan should be implemented, the following steps will serve as guidelines for your company.

### Step 1: Communicating with the customer

- 1.** Find out whether anyone has been injured or if conditions are life-threatening. If yes, instruct the caller to call 911 immediately and then call you back.
- 2.** When they call back, find out who you are talking to and request their cellphone number so you can reconnect if you are disconnected.
- 3.** If emergency services has already been called, ask who is responding and the status of their arrival.
- 4.** Ask who is managing the site.
- 5.** Ask the caller questions to determine whether the tent structure has been compromised or conditions warrant it being evacuated. (Refer to the Communicating with the Customer Flowchart.) If either has occurred, instruct the caller to evacuate the tent immediately. If neither has occurred, have the caller continue to monitor the situation.
- 6.** If emergency services has been called and/or the tent has been compromised, inform the caller that the rental company will send a representative as soon as possible.

**Figure 1: Communicating with the Customer Flowchart**



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## Step 2: Communicating with the crisis management team

1. Immediately call/text everyone on the team with the pertinent information.
2. Determine who and what equipment needs to go to the site.
3. Arrange for company representative(s) to go to the site.

## Step 3: Securing the equipment

1. Once on site, immediately take steps to secure your property.
2. Take photos of the damage.

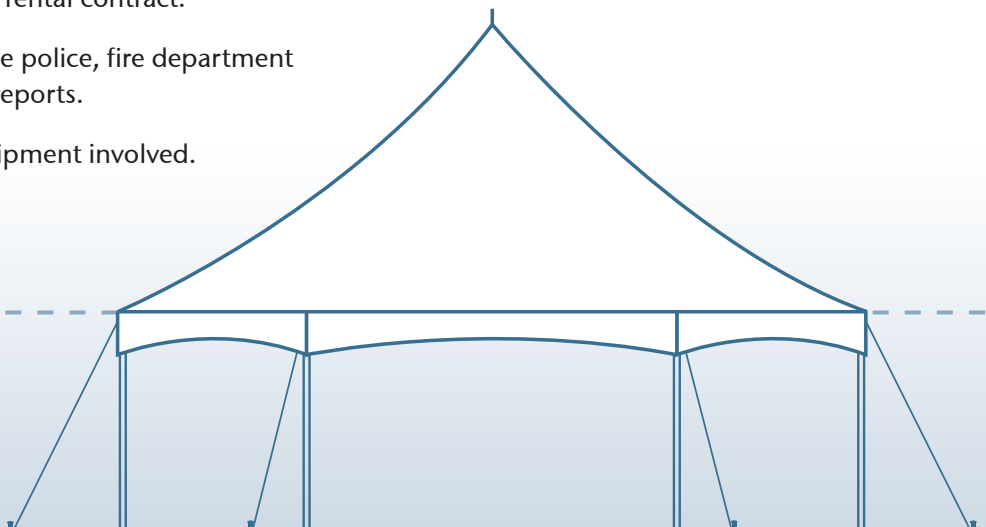
## Step 4: Communicating with the media

Communications need to be controlled. Appropriate channels of communication need to be used to efficiently deliver accurate and honest information to quell rumors and negative publicity. Someone from your crisis management team needs to be appointed to speak to the media. Ensure that the crisis management team has a copy of the media/crisis plan available both at the rental operation and remotely.

## Step 5: Contacting your insurance company

Report the incident to your agent or company as soon as possible, even if there is no damage to your equipment. If there is a possibility of an injury, the insurance company will need to be informed. Provide the following information when reporting a claim:

1. Date, time and location of the accident.
2. Name(s) of injured person(s) and their contact information.
3. Renter's name, address and telephone number.
4. Names and phone numbers of any witnesses.
5. Copy of the rental contract.
6. Any available police, fire department or medical reports.
7. Type of equipment involved.



## Section VII: Resources



There are numerous industry resources available for your review and consideration. The following information can be found on each organization's website.

### **American Rental Association (ARA)**

#### **ARARental.org**

- *Business Management: Contracts and Legal Guidelines*. This ARA manual provides a comprehensive overview of rental contracts, including sample clauses.
- The Certified Event Rental Professional (CERP) program is the only certification available for those in the party and event rental industry. It signifies professionalism and expertise in the field.
- *Tenting: Event Rental Training Course (ERTC)* is a rental-specific self-study discipline that covers the entire tent rental process.
- ARA Events & Tents, designed specifically for those in special events and party rental, is an educational program offered at **The Rental Show** that provides high-quality, rental-specific seminars.

### **ARA Foundation**

#### **ARAFoundation.com**

- Crisis Communication Plan. Developed by the ARA Foundation, this document offers examples of different types of crises and provides guidelines for communicating during a crisis to employees, stockholders and the community.

### **ARA Insurance**

#### **ARAinsure.com**

- Rental industry-specific insurance coverage for automobiles, property, rental inventory, general liability, excess liability and workers' compensation.
- Complimentary copies or discounts on all ARA risk management products.
- ReSource, an online risk control website that provides round-the-clock access to rental-specific tools and information.
- Smartphone application offering steps for what to do in the event of an accident, a claim reporting function that includes the ability to send photos from the accident scene, and a function for requesting policy information.

### **Industrial Fabrics Association International (IFAI)**

#### **Tent Rental Division (TRD)**

#### **Tentexperts.org**

- *The Industrial Fabrics Association International (IFAI) Procedural Handbook for the Safe Installation and Maintenance of Tentage*.
- Guidelines and online tool for ballasting of commercial tents.



## About the ARA

The American Rental Association (ARA) is the international trade association for the equipment rental industry, including rental businesses and suppliers to the industry. ARA provides educational, insurance/risk management, business management and marketing resources; networking opportunities; industry research; and legislative and regulatory advocacy for its members.



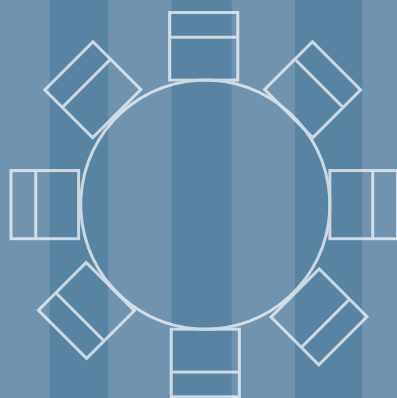
## About ARA Insurance

ARA Insurance is a wholly owned subsidiary of ARA that focuses solely on the needs of those in the equipment rental industry. In addition to developing unique, rental-specific insurance coverage, it emphasizes a comprehensive risk management approach and reinvests in the industry by sponsoring products and programs that help rental operators reduce risk.





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