

# RENTAL

**WHO WE ARE. WHAT WE DO.**

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Where You Belong

**Alert Easy★Pro**

## Alert has record attendance at annual user group conference

November 2014

[Alert Management Systems](#), Colorado Springs, Colo., had record attendance for the second year in a row at its 29th Annual [IAUA \(User Group\) Conference](#), Nov. 13-14, 2014. According to the company, more than 150 rental professionals, Alert staff, and sponsoring vendor personnel attended the IAUA Conference in Colorado Springs.

The conference included 22 educational sessions and round-table discussions, along with three Advisory Group meetings organized by market specialization: General Rental, Heavy Equipment, and Event Rental. The Town Hall Meeting, a members-only session with no Alert personnel present, was combined with voting for its new officers.

"Year-in-Review," a new session, was presented by six different members during the opening night dinner. Each presenter featured pictures of the company's facilities, equipment, branding and other materials as they reviewed how they had successfully implemented innovative technology and new business strategies during the past year.

Alert previewed its latest software revision (Version 16) at the IAUA Conference, which includes more than 100 new or improved features. The general release of V16 is scheduled for January 2015.

Vendor partners at the IAUA Conference included Volatile Studios, a web-site authoring firm that has developed Sign and Rent™, Alert's mobile "paperless" contract management initiative. Fleetmatics, Alert's GPS integration partner; Springs Hosting, cloud-hosting services; and Approval Code, exclusive credit card payment processing services, all co-sponsored the event.

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