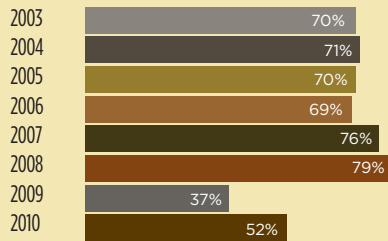


# SPECIAL EVENTS' 2010 EVENT RENTAL FORECAST

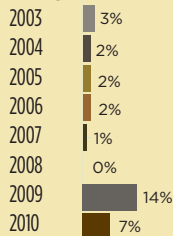
## New Year, New Business

How will the number of special events you handle this year compare with last year?

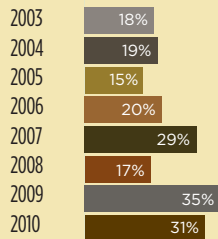
### "We will handle more this year"



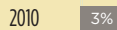
### "We will handle fewer this year"



### "We will handle approximately the same number"



### Unsure/no answer



For more results from the 2010 rental forecast, visit [specialevents.com/operations/2010-rental-forecast](http://specialevents.com/operations/2010-rental-forecast).

## Party Planning

What do you predict in revenue from business/corporate events versus social/private events in 2010 versus 2009?

### Revenue will go up this year over last



### Revenue will stay the same this year as last



### Revenue will go down this year over last



### Unsure/no answer

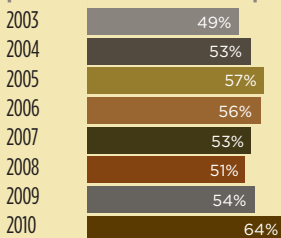


## Party Crashers

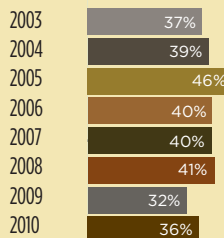
What are the greatest challenges facing your rental operation this year?

Percentage responding (Figures have been rounded off. Totals may exceed 100% because multiple answers are possible):

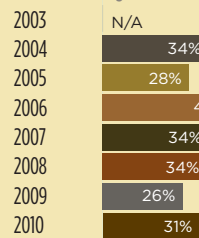
### Increasing costs in the face of pressure to hold down prices



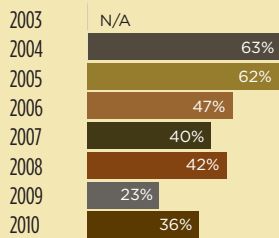
### Shorter lead times



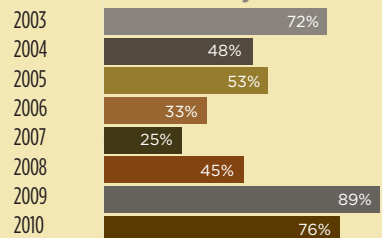
### Constantly offering new inventory



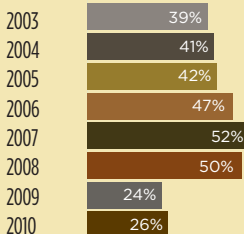
### Insurance costs



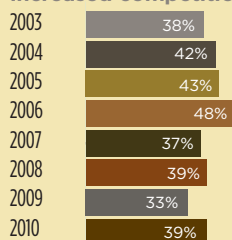
### An uncertain economy



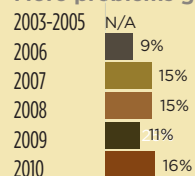
### Labor shortage/lack of skilled labor



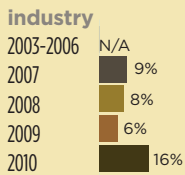
### Increased competition



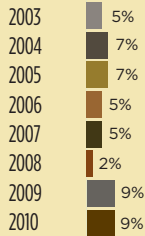
### More problems getting permits



### Consolidation of party rental industry



### Consolidation of client base

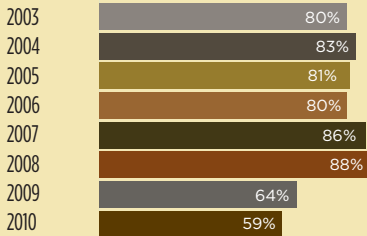


## Sales-Building Strategies

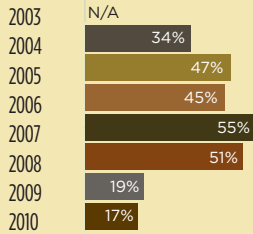
### What steps are you taking to adapt to the event rental marketplace this year?

Percentage responding (Figures have been rounded off. Totals may exceed 100% because multiple answers are possible):

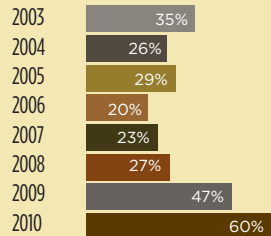
#### "We are adding new inventory"



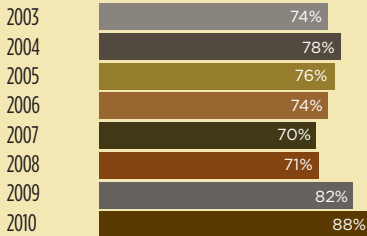
#### "We are adding additional staff"



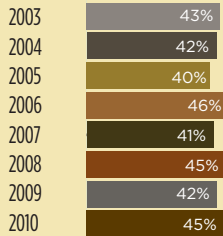
#### "We are streamlining operations (e.g., reducing staff hours, etc.)"



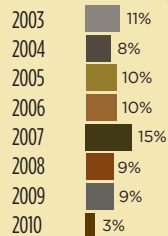
#### "We are pursuing new clients"



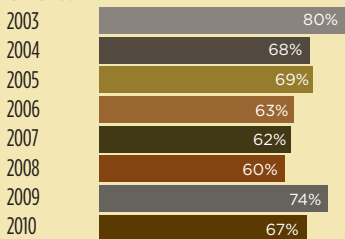
#### "We are adding new services"



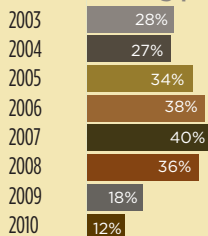
#### "We are adding new locations"



#### "We are increasing marketing efforts"



#### "We are raising prices"



#### "We are cutting prices"

