|  |  |  |  |
| --- | --- | --- | --- |
| **Purpose:** | Caterpillar Rental Summit  |  |  |
| **Location:** | The Royal SonestaNew Orleans French Quarter |  |  |
| **Dates:** | February 20 – 22, 2018 |  |  |

**T u e s d a y, F e b r u a r y 20, 2 0 1 8**

|  |  |  |  |
| --- | --- | --- | --- |
| 12:00 - 6:00 pm | Rental Summit Registration |  |  |
| 5:30 - 8:00 pm | Welcome Reception |  |  |

**W e d n e s d a y, F e b r u a r y 21, 2018**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 7:00 - 8:00 am | Breakfast |  |  |  |
|  | Welcome |  | *Kurt Norris* |  |
|  | Importance of Rental to Caterpillar and Dealers |  | *Bob De Lange* |   |
|  | Caterpillar Rental Strategy and New Organization |  | *Kurt Norris* |  |
|  | Break |  |  |  |
|  | Definition of Winning, Rental Services re-engagement and Business Development  |  | *Pierre-Alain Masson* |  |
|  | Strategy Q&A  |  | *Leadership Panel*  |  |
|  | Dealer Key Note Address: Coats Hire |  | *TBD* |  |
|  | Lunch |  |  |  |
|  | Cat Rental Digital Strategy Update |  | *Andy Grover* |  |
|  | Margin Contribution Apex Update |  | *Natalie Gingrey* |  |
|  | Allied Vendor Update |  | *Erica Baird* |  |
| 3:00 – 5:00 pm | Allied Vendor Fair |  |  |  |
| 6:00 – 9:00 pm | Allied Vendor Reception |  |  |  |

**T h u r s d a y, F e b r u a r y 22, 2 0 1 8**

|  |  |  |  |
| --- | --- | --- | --- |
| 7:00 - 8:00 am | Breakfast |  |  |
|  | Rental Certifications | *Steve Brown* |  |
|  | Dealer Rental Marketing Best Practices | *David Lewis* |  |
|  | Break |  |  |
|  | National Accounts | *Chris Gustafson* |  |
|  | Next Gen Hex GCI update | *TBD* |  |
|  | BCP Rental Products Update | *TBD* |  |
| 11:45 - noon | Wrap Up | *Kurt Norris* |  |
| Noon - 1:00 pm | Lunch |  |  |