NEW: Advise Your Customers on Equipment Theft (Download Now Available)

Last year, theft data gathered by RENTAL GUARD showed that 52% of thefts happen while equipment is in the hands of customers: 16% of thefts are of equipment from set, 36% are thefts from production vehicles or personal cars. With this in mind PERG’s focus in 2016 is to help facilitate a conversation between PERG members and their customers about theft. Production companies are not generally aware of the lengths thieves will go to. They don’t think about what it could mean for their production if equipment is stolen.

To help increase awareness, PERG has developed an informational flyer (last page of this newsletter) that will help you start the conversation. We encourage members to send this flyer to their customers at the start of each rental, hand it out to crew members during prep, and give it to the drivers when they pick up the package.

A PDF can be downloaded at the PERG Initiatives page.

Engaging Membership Meeting Planned for NAB

The PERG membership meeting at NAB is a perennial favorite--a great opportunity to chat with with colleagues from rental houses all over the country and around the world. Please join us at the Embassy Suites Hotel in Las Vegas on Tuesday, April 19th from 4-7 pm.

We have a great meeting planned this year. We’ll start with a Q&A with drone operators focussing on what rental companies need to know. We have a special guest from the FAA who will briefly update members on the changing rules for shipping lithium-ion batteries and will be available for questions after the meeting. We’ll close this year’s meeting with a very special award, presented to an individual who has made a great contribution to our industry.

As always the meeting is a great opportunity to have a beer or glass of wine with colleagues. We look forward to seeing everyone! PLEASE RSVP at: http://pergmember.pingg.com/PERGNAB2016

Thanks to the NAB Event Sponsors:
PERG Annual Sponsors

PERG is delighted to announce our 2016 annual sponsors. These companies have committed to sponsor our annual events in 2016. We greatly appreciate their dedication to our organization and our members.

Over the past several years PERG has developed well-attended annual events. In order to better manage these events, PERG now announces sponsorship opportunities ahead of the new year. At this time, a few sponsorship opportunities are still available for 2016 (NAB, Cine Gear and Oktoberfest). Please contact Harry at harry.box@esta.org for more information.

New Survey Topics You’ll Want to Take Part in!

Over the next few months, PERG Pulse surveys will cover a number of topics that are near and dear to rental houses: consignment gear, crew gear, the PERG Annual Business survey and others. We urge the participation of every member.

- Wide participation increases the validity of the data.
- Having this data is a value to you as a member.
- The data enables us to make a convincing case, and helps guide how we focus our energy as an organization on your behalf.

We know how busy you are, so the surveys are very short and targeted, taking only a couple minutes to complete.
Atlanta Rental House Dinner

On January 20th PERG hosted a dinner party in Atlanta, Georgia that brought together over 60 folks from over 24 companies, including rental houses, manufacturers, and stage facilities owners.

Guests were treated to a brief presentation on PERG’s focus and activities planned for 2016. The attendees also had the opportunity to meet a detective from the Fulton County Police Force who is assisting in the fight against fraud and theft locally.

PERG thanks PC&E for providing one of their studios for the dinner, and PC&E and Panavision for providing the drinks. We thank all guests for attending and for contributing to the success of the evening.
Sponsorship Opportunities for 2016

There are two ways to sponsor: **Annual Sponsorship** or **Event Sponsorship**.

### Annual Sponsorship

- **Platinum Annual Sponsor** (1 available): $10,000
- **Annual Sponsor** **(SOLD OUT)**: $4,400

As an Annual Sponsor your company logo appears on the signage/projections at every PERG event throughout the year. Your logo appears on every event invitation and on the RSVP web site. Your company receives a verbal thank you at all the events. Your company name is listed in all event press releases and articles. Lastly, before NAB and Cine Gear we send our members an email blast highlighting the product announcements and events of our sponsors.

**Annual Sponsors also receive the following exclusive benefits:**
- Access to PLASA database
- PERG Newsletter: logo with link, photo and 250 words or 1/2 page ad
- Banner on PERG website
- Name in special recognition ad in Protocol magazine
- Placement of literature at event
- Annual Sponsors' logos appear above event-specific sponsors under special banner
- Platinum Annual Sponsor receives top billing and logo placement for all events

Payment may be made in one lump sum due Feb 1st 2016, or we can invoice in four payments due four weeks prior to each event.

### Event Sponsorship

Chose specific PERG event(s) to sponsor:

- **Oktoberfest**—New York, end of October (5 available): $1500
- **Cinco de Mayo**—Los Angeles, end of April **(SOLD OUT)**: $1500
- **NAB**—PERG General Membership Meeting (2 available): $700
- **Cine Gear**—PERG booth/event (4 available): $700

As an Event Sponsor your company logo appears on signage/projections at the event. Your logo appears on the event invitation and on the RSVP web site. Your company receives a verbal thank you at the event. Your company name is listed in press releases and articles associated with the event. Before NAB and Cine Gear we send our members an email blast highlighting the product announcements and events of our sponsors.

**Event Sponsors receive the following additional benefits:**
- Name on PERG webpage for event
- Event Sponsor’s logos are displayed at the same size as Annual Sponsors’ logos

Payment due four weeks prior to the event.
PERG Member Resources

RENTAL GUARD –
http://www.missingequipment.org

AICP/ESTA Sample Terms and Conditions –
http://www.esta.org/PERG/Initiatives/terms.html

ESTA Job Board – A full-featured employment resource.
http://jobboard.esta.org/
- Job postings
- Resume search
- Self service management of postings
- Notification of new candidates with the qualifications you are looking for.

Members receive one free job posting on the new job board.
Additionally, members receive 25% off subsequent purchases using your member discount code. Contact membership@esta.org for information.

Media cards and storage devices are commonly returned with sensitive images still on the device. PERG brought together representatives from every side of the industry to discuss the issue and created the Recorded Content Disclaimer and the Media Handling Guidelines for Rental House Employees.

Membership Benefits – http://www.esta.org/join/membershipbenefits.html
Take full advantage of your PLASA membership.

PERG Website – http://www.esta.org/PERG/
Learn about upcoming and past PERG events and programs. Connect to other members.

Become a Member – http://www.esta.org/join/membershipbenefits.html
Please contact Harry Box (harry.box@esta.org) to learn more about joining ESTA as a PERG member. Join the growing international network focused on the challenges and opportunities faced by professional rental companies in the film, television and commercial production market.

Save Money with American Express
ESTA is delighted to welcome a program with American Express which will offer members the low rate of 2.8%. If you already accept American Express and want to lower your rate, or if you would like to begin accepting American Express, email Frances Thompson (frances.thompson@esta.org).

Help Your Colleagues in Need
Learn more about Behind the Scenes – a charity that provides grants to entertainment technology professionals who are seriously ill or injured. See the video, Behind the Scenes: In Their Own Words, an informative and moving testament to the success of this unique charity. If you know of someone in need please tell them about Behind the Scenes. Visit http://www.behindthescenescharity.org.
Would you leave $250,000 (of anything) in an unattended vehicle?
Theft from vehicles and sets accounts for more than half of all equipment theft.

**Theft is an Industry Epidemic**
Incidents reported to Rental Guard in 2014-2015:
- Over $8 million dollars of stolen equipment (est. value)
- Incidents in 23 cities worldwide, and in 13 U.S. states
- 32 incidents in Los Angeles and New York alone
- Losses from a single incident exceeding $280,000

Theft hurts everyone. It disrupts production schedules, affects insurance rates and rental rates, and reduces availability of hard-to-replace equipment.

**Our industry can no longer afford to be a soft target. You can help.**

**What You Should Know**
- Do not leave equipment unattended in a vehicle. Minimal security measures, such as vehicle door locks, pad locks or lift gates, are entirely inadequate to deter a professional thief who is targeting high-value equipment.
- Criminals know the value of gear. They have walked into filming locations and taken cameras and lens cases right from the staging area. They will follow a vehicle from the rental house and wait for an opportunity to break into (or steal) it when it is unattended or parked overnight.
- Drivers should plan trips to avoid stops, such as for food or gas, when transporting high-value equipment.
- When shooting on location with public traffic (such as a restaurant on a busy city street), assign responsibility for watching over high-value gear and preventing intrusion by the public.
- Some short-term insurance policies exclude theft from an unattended vehicle. Be sure you’re covered.

**Police Recommendations**
- A truck should be considered a means of transport only, not security. Security must be provided at the location where the truck is parked.
- High-value equipment should be removed from the vehicle whenever appropriate security cannot be provided.
- As an alternative, high-value items could be locked inside a safe or welded cage within the vehicle.
- Parking security should be assessed and vetted (locked gates, guard on duty, video, lighting?).
- Using a “bonded lot” provides absolutely no protection against theft.
- Do not rely on the lift gate to provide security. The lift gate is almost always operable without the keys to the vehicle. (Some vehicles have a kill switch in the cab.) Another security weakness is trucks that have a cargo area that is accessible from the cab.
- Vehicles that are painted with a company name or logo may raise the risk of break-in, as it draws attention to vehicles likely to contain expensive equipment.

If you suspect that a piece of equipment you are working with is stolen, check the RENTAL GUARD website and contact ESTA. Reporting stolen equipment and searching the database is free. If equipment is stolen from your shoot, have the equipment owner report it to RENTAL GUARD. You’ll be doing them and the industry a favor.

Please help stop equipment theft!