



Veritas Instrument Rental Incorporated

QUICK NOTES

A Monthly Resource for Veritas Affiliates



Headline News

A Quick Look at This Month's Industry News & Network Updates

State MEA Season Begins

Back-to-school season has wrapped up & Holiday sales are starting. Those two things can only mean one thing: It's time for the Music Educator Shows!

Every year, each State's music educator association hosts a conference for their music teachers & students. Teachers from all over the state convene in one location to attend concerts, training sessions and other events over a two-to-three day period.

These events provide the opportunity for educators to catch up with colleagues, a chance to listen to & look at new music, and opens imaginations to new concepts for use in their classrooms.

These state MEA's also give us (VIR & You!) time to interact with teachers in a more relaxed setting. In many of the states where we have active affiliates, we exhibit at these Music Educator Shows (see schedule at right).

VIR provides the booth space, exhibit, badges and even an appreciation dinner for educators in an effort to assist our affiliates in cultivating & renewing relationships with the music teachers in their respective territories.

If you are looking for a way to grow your instrument rental business, this is one of the best ways to connect with the key influencers in your area!



AFFILIATE SPOTLIGHT

A Tribute to Those Going Above & Beyond

Being the Expert

One of our newest affiliates, Repeat Music in Terre Haute, IN is building their business on what they know best. Utilizing their background in repair, Kelly and B.D. are winning over their local schools by providing the service that is lacking from their competitors. They have quickly established themselves as the local experts by teaching a repair basics class at Indiana State University as well as providing quick turnaround to their customers. By focusing on their existing knowledge and skills, they are growing their customer base daily.



ACTIVITY CALENDAR

Upcoming Events & Affiliate Planner

January 14-17
Tampa FL

Florida MEA
Booth 5011
Tampa Convention Center

January 22-25
Anaheim CA

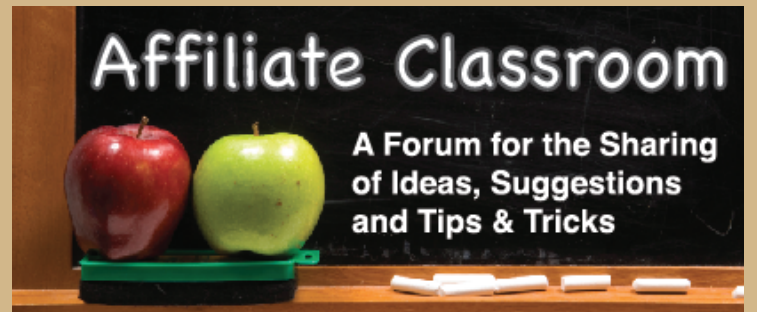
The NAMM Show
Booth 4611
Anaheim Convention Center

January 28-31
Peoria IL

Illinois MEA
Peoria Civic Center

January 29-31
Savannah GA

Georgia MEA
Savannah Convention Center



Affiliate Classroom

A Forum for the Sharing of Ideas, Suggestions and Tips & Tricks

Step-Up Rentals

Looking for a way to boost your commission checks? Convert your rental customers to Step-Up Rentals through upgrade exchanges!

Rental customers may transfer up to 24 months of their rental equity towards an upgrade or step-up instrument. Step-up Instruments improve the student's playing, afford flexible options to parents, and bring higher rent & commission to our Affiliates.

With the holidays right around the corner, there is no better time than right now to promote the benefits of playing a better instrument. It's also a great way to boost your lesson business. Put a package together to capitalize on the student's renewed interest in playing a step-up Instrument.

For more information on how to convert your existing renters into step-up rentals, visit the Marketing Resources tab in the Affiliate Resources section of the our website or contact us by phone or email.