

Subject: The ARA Show: Jan. Exhibitor Update



Planning Underway for The ARA Show

Thank you for your continued commitment to the equipment and event rental industry by exhibiting at The ARA Show™ 2021 in Las Vegas. This new year is full of promise and opportunity as we plan to reunite as a rental community this October.

Have you opted in to the [ARA Member Specials program](#)? This program was designed to connect buyers and sellers in Q1. In the first week the program was launched, nearly 800 rental businesses logged in to see specials available from ARA member manufacturers and suppliers. The program runs through March 31, so it's not too late to submit your specials!

Below are a few a few reminders and helpful information for your planning purposes.

Sponsorship opportunities

Increase your exposure to attendees at the show by capitalizing on one of many sponsorship opportunities. This is a great way to make sure your business is noticed – and recognized as a show supporter.

New this year, all sponsorships will be fulfilled on a first come, first served basis. There is no guaranteed first right of renewal based on sponsorships from the 2020 show in Orlando, so make sure to sign up early!

Show sponsorships will open on Feb. 1. Watch for more details to come!





Space assignment update

Space assignment is currently scheduled for early March. All exhibit space is assigned based on the priority point system as detailed in the rules and regulations. **Space will not be assigned to any company whose deposit has not been received by Feb. 12.**

Once space assignment is complete, exhibitors will receive their booth confirmation packet by mail in late March. This packet will include details on your location on the show floor, along with other details your company needs to start planning for the show.

Hotels open for booking Feb. 1

Booking a hotel room through onPeak, ensures that you receive the best rate, the ability to book now and pay later, have flexible booking options and receive hotel rewards. With a wide variety of hotels featuring different amenities, you'll find the property that is right for your team.

Watch for details to come.



Be aware of hotel and list scams

In preparation for the show, ARA wants to remind you to be aware of scams offering attendee lists, hotels, exhibitor services, advertising and more.

For your convenience, here is a list of ARA affiliate partners:

- onPeak for hotel reservations
- Maritz Global Events for show registration
- Freeman for exhibitor services
- Rental Management for advertising

Your ARA member benefits

Now is the time to take advantage of your other ARA member benefits. Here is a glimpse of what's available to you:

- [ARA Member Specials program](#)
- [Clean. Safe. Essential. training](#)
- [Scholarships through the ARA Foundation](#)
- [Human Resources assistance](#)
- [RentalU online training](#)



Please contact [Jennifer Belzer](#) at 800.334.2177, ext. 233 with any questions.



American Rental Association

1900 19th Street

Moline, IL 61265

1.800.334.2177 | ARAshow.org

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