

Focus on the  2021

future

OCTOBER 17-20



L A S V E G A S

OCT. 17, 2021: EDUCATION
OCT. 18-20, 2021: TRADE SHOW



Connect

WITH YOUR RENTAL COMMUNITY

The ARA Show™ ... it's the time and place to Focus on the Future and reconnect with your rental customers, meet new customers and fill your sales funnel with qualified leads. Your investment in exhibiting at the show can make a positive impact on your business immediately and well into the future.

WHY EXHIBIT AT THE ARA SHOW?

Action-packed city & new venue

Join us as we return to Las Vegas for the first time since 2013! This destination is an attendee favorite and is sure to deliver you qualified customers and leads! Not only do we celebrate a return to this high-energy city, but a new venue as well. The Las Vegas Convention Center offers new opportunities for show exhibitors to display their latest and greatest products.

Outdoor exhibit space

A FIRST for The ARA Show, outdoor exhibit space will be offered to exhibitors in the convention center's Bronze Lot. This is the perfect opportunity to display your products in a real application. With ample space to display tents and demonstrate equipment, this is sure to be a popular exhibit space with attendees. Space is open to all exhibitors – regardless of market segment (construction/ industrial, general tool/DIY and party/special event).

A Clean. Safe. Essential. show

The health and safety of exhibitors and attendees is always at the forefront, so we're pleased to partner with a facility that was awarded the Global Biorisk Advisory Council (GBAC) STAR accreditation by ISSA, the world's leading trade association for the cleaning industry. Considered the gold standard for safe facilities, the GBAC program was designed to control the risks associated with infectious agents, including the virus responsible for COVID-19.



Actively sell your products

Thousands of qualified attendees from within the equipment and event rental industry – who are involved in purchasing decisions – attend the show each year. Purchasing rental equipment is a top reason that attendees come to this exclusive buying show each year.*

*2020 post-show attendee survey

Vegas Means Business

Las Vegas has been the #1 trade show destination for 26 consecutive years. McCarran International Airport is located just over three miles from the convention center, and it accommodates multiple flights with nonstop service from most major cities every day. The Las Vegas Convention Center continues to expand and add new amenities throughout. And to top it off, there are numerous world-class resorts, entertainment and dining options, proving that this action-packed city provides something for everyone.

Booth Space Pricing

\$21 PER SQUARE FOOT

Associate Members

\$42 PER SQUARE FOOT

Non-Members

Corner charge (applies to inline booths – NOT islands or peninsulas): Associate Member: \$100 per corner, Non-Member: \$200 per corner.

Space Assignment Policy

Contracts are accepted until all space is reserved. By early February, ARA will begin assigning exhibit space based on the following point system:

	Points
ARA associate membership	5
Each year of exhibiting	3
Each equivalent 10-ft. by 10-ft. booth requested	2
The ARA Show 2020 convention sponsorship:	
Platinum Level (\$20,000 and up)	5
Gold Level (\$10,000 to \$19,999)	2
Silver Level (\$1,250 to \$9,999)	1
Paid advertising in The ARA Show Directory 2020	2

IMPORTANT DEADLINES

May 21, 2021

Deposit of 30 percent is nonrefundable.

June 11, 2021

Outstanding balances for exhibit space due. All contracts received after this date require full payment up front.

June 25, 2021

No refunds for canceled booth space (whole or in part).

Contracts with unpaid balances may be canceled with no refund due.

Reserve

YOUR EXHIBIT SPACE NOW

Go to **ARAshow.org/For-Exhibitors** and complete the online form. Contact Jennifer Belzer, associate member account manager, at **800.334.2177, ext. 233**, or email **jennifer.belzer@ararental.org** with questions.

