

Focus on the  2021

future

OCTOBER 17-20



2021 EXHIBITOR SPONSORSHIP OPPORTUNITIES

L A S V E G A S

OCT. 17, 2021: EDUCATION

OCT. 18-20, 2021: TRADE SHOW



MAKE THE MOST OF YOUR

investment

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As an exhibitor at The ARA Show™ 2021, you have shown your commitment to the equipment and event rental industry. To enhance your exposure to attendees, sponsorships are a great way to be in front of this captive audience of buyers and influencers. With numerous opportunities to choose from, it's a great way to make sure your business is noticed – and recognized as a show supporter.

In 2021, more than any other year, The ARA Show is the place to be seen and showcase your products and services to customers with buying power. Your contributions will help support this premier event and an industry that is #rentalstrong. Please consider sponsoring – at any level – and be part of bringing rental professionals from all walks of life together to celebrate our resilience in October 2021.

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.

- All exhibiting companies will have an equal chance at all sponsorships upon receiving this packet.
- Companies will receive requested sponsorships based on the time of their completed online sponsorship form submission.

We appreciate your support of the show and are pleased to provide these opportunities for you to promote your business to the rental community. The following page outlines the benefits your company will receive.

To learn more, contact:

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SPONSORSHIP BENEFITS

By sponsoring at The ARA Show, your company will earn the status of a Platinum, Gold or Silver sponsor. This is based upon your total spend on sponsorships. This total can be achieved through a single sponsorship or by adding multiple sponsorships together.

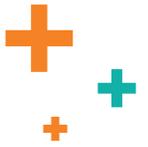
Each sponsorship level provides distinct benefits that your company will receive. Check out these benefits in the chart below.

Value-Added Bonuses	Platinum Level \$20,000 and higher in total sponsorships	Gold Level \$10,000 to \$19,999 in total sponsorships	Silver Level \$1,250 to \$9,999 in total sponsorships
Social media video preview, three :30 spots	✓		
Access to exclusive show floor office during show hours	✓		
Booth highlighted on mobile app show floor map	✓		
Company logo displayed on The ARA Show online registration page.*	✓		
Priority points for booth location at The ARA Show 2023	5 Points	2 Points	1 Point
20% discount on full-page ad in The ARA Show Directory	✓	✓	
10% discount on advertising for the September 2021 and October 2021 issues of <i>Rental Management</i>	✓	✓	✓
Company logo included in The ARA Show Planner*	✓	✓	✓
Company logo included in full-page sponsorship ad in September 2021 show preview and October 2021 at-show issues of <i>Rental Management</i> *	✓	✓	✓
Company logo included on the show website until spring 2022	✓	✓	✓
Designation as sponsor in The ARA Show Directory 2021*	✓	✓	✓
On-site event recognition with signage and/or acknowledgement	✓	✓	✓
Sponsor signage for trade show booth	✓	✓	✓
Link to company website in digital planner	✓	✓	✓

*subject to production deadlines

Event

SPONSORSHIPS



\$50,000 - Exclusive Opportunity

Keynote Session

Monday, Oct. 18; 8-9:30 a.m.

This high-profile event builds excitement for the opening of the trade show floor. As the sole sponsor, your company will be top of mind as attendees exit the keynote and head to the show floor to purchase equipment.

The sponsoring company will have a meet and greet and photo opportunity with the keynote speaker prior to the keynote session beginning. The sponsor will also receive reserved seating at the keynote, company logo on digital signage, the opportunity to submit a 30-60 second promo video, an introduction during the opening remarks, a member of your company giving an official introduction of the keynote speaker, and a series of photos post-keynote.



\$7,500 - 10 Opportunities

ARA's Tuesday Night Event

Tuesday, Oct. 19

A true celebration of the equipment and event rental industry, attendees will enjoy a true Las Vegas experience complete with live Vegas-inspired entertainment.

As a sponsor, your company logo will be featured on digital signage throughout the venue, along with four complimentary tickets to the event to join in the celebration.

\$3,500 - 4 Opportunities

ARA Industry Awards Lunch

Sunday, Oct. 17; 11:30 a.m.-1 p.m.

The highlight of this event is celebrating the latest inductees into the Rental Hall of Fame - the industry's highest honor. These industry pioneers are leaders who helped shape the equipment and event rental industry that we know today. Several other volunteer leaders are recognized for their contributions to the industry over the last year during this event.

Sponsoring companies receive acknowledgement during the lunch, four tickets with reserved seating to the event, and company logo on the luncheon signage and program.



\$3,500 – 6 Opportunities



Women in Rental Breakfast

Tuesday, Oct. 19; 7:45-8:45 a.m.

Join us in celebrating women in the equipment and event rental industry. Open to all attendees, this sold-out event provides a great networking opportunity and a program focused on empowering women. This is the perfect way to start a busy day at the show.

Sponsoring companies will receive their company logo featured on event signage, acknowledgement during the event, and four tickets to attend the breakfast.



\$3,500 – 4 Opportunities

ARA Young Professionals Network Reception

Sunday, Oct. 17; 5:30–7:30 p.m.

Show your support for the future industry leaders as rental professionals between the age of 18 and 40 gather to network and build their careers in the industry. Typically held at an off-site venue such as Topgolf and Fulton Alley, attendees enjoy food, drink and entertainment. Sponsors receive recognition on event signage, two tickets to the event for networking with young professionals in the industry, and the option to distribute promotional items.

\$2,500 – 20 Opportunities

Regional Receptions

Monday, Oct. 18; 5–6:30 p.m.

After a busy first day on the trade show floor, attendees gather with rental peers in their region for networking, food, and fun. These events provide some of the most valuable networking opportunities at the show.

As a sponsor, you'll be recognized on event signage and receive two tickets to network with attendees in a relaxed and casual atmosphere.

These tickets can be used at any and all regional receptions of your choosing.



\$2,500 – 4 Opportunities



NEW: The ARA Foundation Virtual 5k



Show your support of health and wellness by sponsoring the ARA Foundation virtual 5k which will take place from Oct. 17-31. The at-show event will be on Tuesday, Oct. 19, where we will encourage participants to wear their shirts and track their steps on the show floor. They will submit their step count along with some fun pictures at the end of the day which we will share on social media. Anyone that cannot participate on that day will have until the end of the month to submit their completed race information to qualify for numerous prizes that we will be giving away. All proceeds will go to support the ARA Foundation programs.

Sponsors will receive their company logo on the race shirts and the opportunity to provide a giveaway to participants. Those who participate in the event will be encouraged to wear their shirt on the trade show floor on Tuesday, providing additional at-show exposure for your company. Sponsoring companies will also be recognized on post-event communications that announce award winners.

Education

SPONSORSHIPS

\$15,000 - Exclusive Opportunity

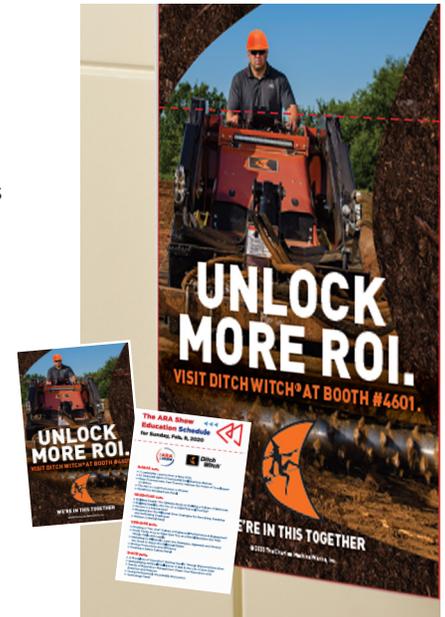
Education Sponsor

The ARA Show is known for delivering quality educational sessions each year. That's why attendees come early, to learn best practices and get tips for improving their business. This sponsorship opportunity gets you in front of these highly engaged rental business professionals.

For your investment, your company will benefit from a branded* room drop at Resorts World. This collateral will feature the Sunday education schedule as well as your branding on an easy-to-take-along marketing piece that attendees reference throughout the day.

In addition, you'll receive acknowledgement on digital signage at Resorts World, recognition during the education sessions, and your company logo on digital signage throughout the day.

**Room drop also features The ARA Show logo*



\$3,500 - 2 Opportunities

Sunday Morning Coffee Break

Make a great first impression on Sunday morning and be the first sponsor that attendees see. The morning coffee breaks are extremely popular as attendees gear up for a full day of education and learning, so your company is sure to get noticed. Sponsoring companies will be featured on signs near coffee stations.

\$3,500 - 2 Opportunities

Sunday Afternoon Break

Sweeten the experience of educational seminar attendees as they enjoy a mid-afternoon treat before the last seminar of the day. Sponsoring companies will be featured on signs near the break stations.





Brand promotion

SPONSORSHIPS

\$20,000 -

Exclusive Opportunity

NEW: Hand Sanitizing Stations

Now more than ever, sanitation and cleanliness are on everyone's mind. Help keep show attendees safe and healthy by sponsoring hand sanitizing stations. Located on the main aisle throughout the show floor, these stations will feature your logo and booth number. This opportunity will be co-branded with ARA and The ARA Show.



\$20,000 - Exclusive Opportunity

Mobile App

This exclusive opportunity gets your company name front and center of a growing audience of show attendees. The app is active before the show to help attendees plan their schedule, at the show to help them find exhibitors, and after the show to review notes they made. As the sponsor, a banner* with your company logo along with a link to your website will be featured on the homepage of the app for months, maximizing your exposure.

**banner rotates with The ARA Show banner*



\$15,000 -

Exclusive Opportunity

NEW: Indoor Escalator Runners

This exclusive branding opportunity offers exposure on the escalator inside the convention center connecting levels 1 and 2 of the exhibit hall.

Brand promotion

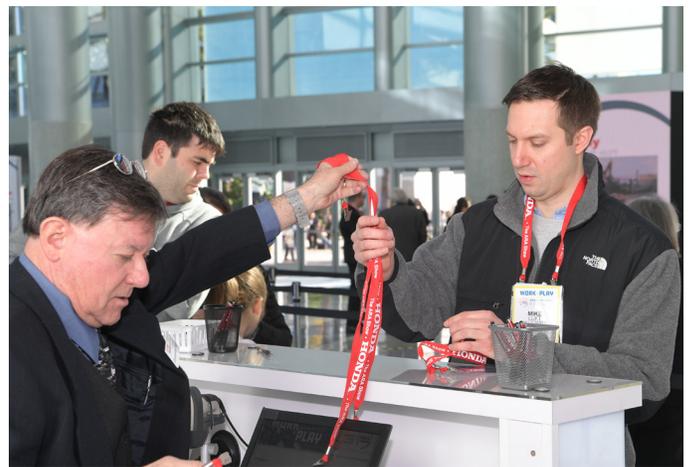
SPONSORSHIPS

CONTINUED

\$25,000 - Exclusive Opportunity

Badge Lanyards

Provided to every show attendee at registration, your company will make an instant impression. Your white imprinted company logo will be co-branded with ARA, and imprinted on each attendee lanyard to have a lasting impact throughout the show.



\$10,000 - 4 Opportunities

Show Floor Exhibitor Reception

Tuesday, Oct. 19; 3:30-5 p.m.

Back by popular demand, the inaugural event in 2020 was a huge draw for attendees. Help them wind down on Tuesday afternoon by sponsoring the show floor exhibitor reception on the show floor. This is a great opportunity to network with attendees while enjoying complimentary beer and soft drinks at bars set up on the show floor. Your company will be featured on signage at the bars and you'll receive 500 koozies imprinted with your logo to distribute to attendees.



\$10,000 -
3 Opportunities



Aisle Signs

A great way to gain visibility is to have your company logo featured on aisle signs that help attendees navigate the show floor. These signs hang above the trade show floor in each aisle where people will see your logo in multiple locations throughout the trade show floor.



\$5,000 - 3 Opportunities

Show Floor Rest Stops

When attendees need a break, they seek out rest stops on the show floor to recharge themselves. There is one rest stop in each section of the show floor, and all include seating and charging stations. Rest stops will feature sponsor logo, co-branded with The ARA Show logo.

\$5,000 - 3 Opportunities

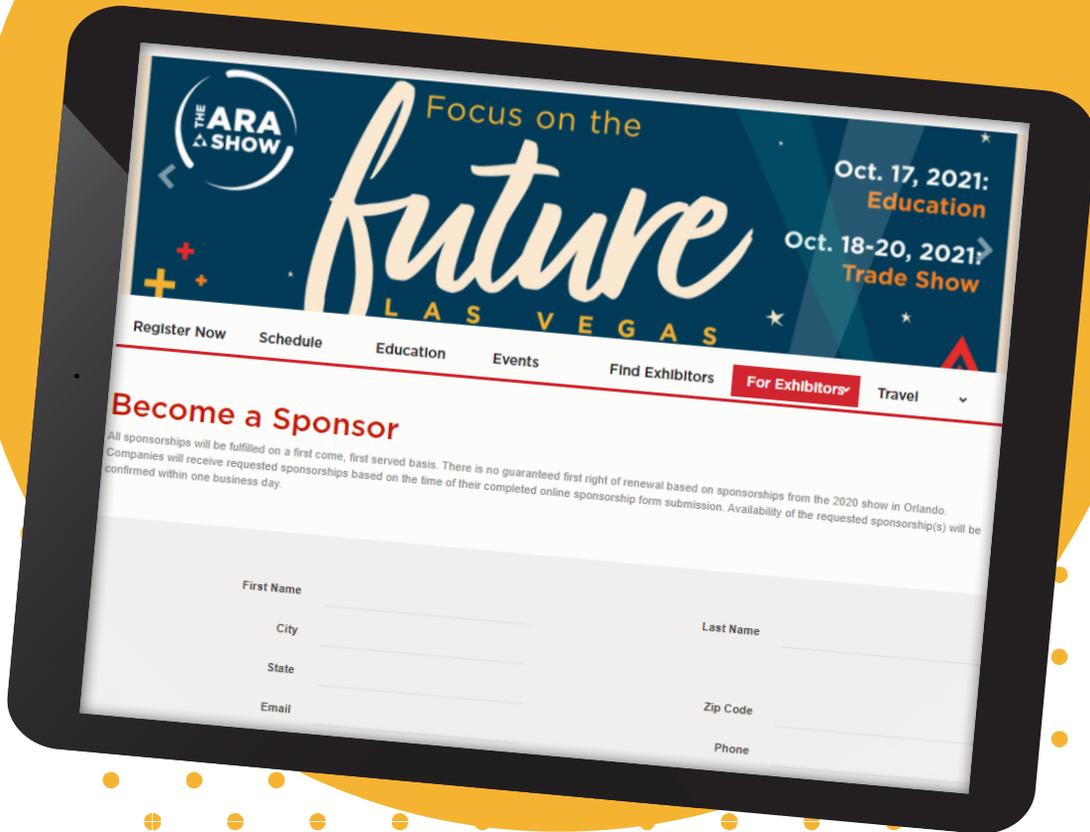
Floor Clings on Show Floor

Be prominently noticed with your company's branding on floor clings throughout the trade show floor. Be recognized as a supporter of ARA's Clean. Safe. Essential. program as you'll be featured along with directional signage to encourage social distancing and safety measures.



Sign up

FOR SPONSORSHIPS!



Go to ARAShow.org/Sponsor to submit sponsorships electronically.

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Please contact **Jennifer Belzer** at **800.334.2177**, ext. 233, or jennifer.belzer@ararental.org for more information.



ARAShow.org