



FOCUS ON THE

FUTURE

EXPERIENCE RENTAL • 2023

EXHIBITOR PROSPECTUS »

**FEB. 12 • EDUCATION
FEB. 13-15 • EXHIBITS**

ORLANDO



CREATE FUTURE CONNECTIONS

As the world's largest equipment and event rental trade show, The ARA Show™ connects you with thousands of prospects under one roof. But that's just part of the opportunity. From building relationships to creating awareness, it's an investment that can make a positive impact on your business well into the future.

WHY YOU NEED TO BE HERE

RELEVANT LEADS

Only those involved in the equipment and event rental industry are eligible to attend. Meet hundreds of quality prospects in one place, making efficient use of your time and maximizing your exposure.

A BUYING SHOW

Attendees tell us purchasing rental equipment is a top reason they come to The ARA Show.¹ Connect face to face with your customers in Orlando as many attendees arrive with a shopping list in hand, ready to place orders and seek out new products.

A GROWING INDUSTRY

Equipment and event rental industry revenues are on the rise in 2022, with a continued strong forecast for growth that will surpass 2019 revenue levels.²

ORLANDO » THE BEST PLACE TO MEET



Orlando International Airport provides **nonstop service** from **100 CITIES.**³



45 hotels, 75+ world-class restaurants and **100+ unique entertainment experiences** exist within a **2-MILE RADIUS** of the Orange County Convention Center.³



There are **accommodations** and experiences fit **FOR EVERY BUDGET.**³



With **9 open-air theme parks**, Orlando is considered the **THEME PARK CAPITAL OF THE WORLD.**³

¹ 2019 post-show attendee survey ² ARA Rentalytics members-only subscriber service, February 2022 ³ Visit Orlando, orlandomeeting.com

PLAN YOUR 2023 BOOTH SPACE

ARAShow.org/for-exhibitors



BOOTH SPACE PRICING

ASSOCIATE MEMBERS

\$22⁵⁰

Per square foot through
April 25, 2022.

\$23⁵⁰

Per square foot after
April 25, 2022.

NON-MEMBERS

\$48⁰⁰

Per square foot.

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 July, ARA will begin assigning exhibit space based on the following point system.

*In August, a booth confirmation email will be sent. **All spaces are first come, first served after space assignment.***

	Points
ARA associate membership	5
Each year of exhibiting	3
Each equivalent 10-ft. by 10-ft. booth requested	2
The ARA Show 2021 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 2021	2

2022 IMPORTANT DEADLINES »

APRIL 25

Last day for priority booth space requests from companies that exhibited at The ARA Show™ 2021. Requests by new companies will be accepted after this date.

SEPTEMBER 26

30% percent of deposit is nonrefundable.

OCTOBER 10

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

OCTOBER 31

No refunds for cancelled booth space (whole or in part). Contracts with unpaid balances may be cancelled with no refund due.



RESERVE

YOUR SPACE NOW »

Go to ARAshow.org/for-exhibitors
and complete the online form.

QUESTIONS?

Contact Jennifer Belzer, Director, Associate Membership.
800.334.2177, ext. 233 • jennifer.belzer@ararental.org

RULES & REGULATIONS

STATEMENT OF INTEGRITY