

Rental Management 2020 Editorial Calendar

 <p>January pre-show issue</p>	<p>The ARA Show exhibitor products featuring what exhibitors plan to display at The ARA Show 2020 in Orlando. SAFETY SUPPLEMENT: Emerging safety risks in 2020</p>	<p>Ad close: Nov. 22, 2019</p> <p>Materials due: Nov. 27, 2019</p> <p>Mails: Jan. 6, 2020</p>
 <p>February at-show issue</p>	<p>The ARA Show exhibitor products featuring what exhibitors plan to display at The ARA Show 2020 in Orlando. BONUS DISTRIBUTION AT THE ARA SHOW SAFETY SUPPLEMENT: Most frequent and severe claims issues in 2019</p>	<p>Ad close: Dec. 27, 2019</p> <p>Materials due: Jan. 5, 2020</p> <p>Mails: Jan. 28, 2020</p>
 <p>March post-show issue</p>	<p>The ARA Show extensive news coverage by the <i>Rental Management</i> editorial team. Construction: Job-site, warehouse and rental yard equipment, such as forklifts, utility vehicles, trailers, engines, computer hardware and software, fleet management, anti-theft devices, personal protective equipment. General Tool: Disaster relief equipment, including skid steers, chippers, stump grinders, log splitters, portable generators, chain saws, pumps, fans, restoration equipment, drain-cleaning equipment, pressure washers. Party and Special Event: Products for personal and family life events, such as birthdays, weddings, graduations, anniversaries, retirements, religious celebrations, grand openings. SAFETY SUPPLEMENT: Safety concerns for women in rental</p>	<p>Ad close: Jan. 17, 2020</p> <p>Materials due: Jan. 24, 2020</p> <p>Mails: March 3, 2020</p>
 <p>April “Seen on the show floor” issue</p>	<p>Our “Seen on the show floor” issue includes new products of interest in each area of The ARA Show exhibit floor selected by <i>Rental Management</i> editors.</p> <p>On Location coverage of CONEXPO-CON/AGG 2020 and The Special Event 2020 co-located with Catersource. SAFETY SUPPLEMENT: Fall prevention</p>	<p>Ad close: Feb. 21, 2020</p> <p>Materials due: Feb. 28, 2020</p> <p>Mails: March 31, 2020</p>
 <p>May Research Study</p>	<p>Construction: Road construction equipment, such as rollers, compaction, paving, surveying equipment, traffic control systems, barriers, lighting, generators, compressors. General Tool: Underground and trenching equipment, augers, earth boring machines, drilling equipment, post hole diggers. Party and Special Event: Festival equipment, such as tents, tent accessories, stakes, ballast, sidewalls, generators, air conditioning, fans, misters. SPECIAL REPORT: Augers and post hole diggers SAFETY SUPPLEMENT: Youth/young worker safety</p>	<p>Ad close: March 27, 2020</p> <p>Materials due: April 3, 2020</p> <p>Mails: April 28, 2020</p>
 <p>June</p>	<p>Construction: Earthmoving equipment, loaders, excavators, backhoes, skid steers, attachments, dump trucks; fleet management tools, such as telematics, GPS, mobile apps, drones, technology equipment, software. General Tool: Dust control equipment, vacuums and vacuum systems, floor care equipment, small engines, lubricants, fuel additives, hand tools, small power tools; moving equipment, such as hand trucks, stair climbers, pallet movers, furniture, appliance dollies. Party and Special Event: Corporate and fundraising equipment, such as lighting, staging, flooring, carpeting, podiums, seating, furniture, vending equipment, crowd control, sound barriers, novelties, games, A/V, karaoke, sound systems. SPECIAL REPORT: Novelties and games for parties and events SAFETY SUPPLEMENT: Party and event risks</p>	<p>Ad close: April 24, 2020</p> <p>Materials due: May 1, 2020</p> <p>Mails: : June 2, 2020</p>
 <p>July Products in Review 2020</p>	<p>This issue highlights products from companies that had items featured in <i>Rental Management</i> between Aug. 1, 2019, to June 1, 2020, targeting construction, general tool, party and event, and software and service segments. SAFETY SUPPLEMENT: Building a safety culture</p>	<p>Ad close: May 22, 2020</p> <p>Materials due: May 29, 2020</p> <p>Mails: June 23, 2020</p>

	August	<p>Construction: All construction equipment. General Tool: Fall cleanup equipment, such as lawn, garden and landscaping equipment. Party and Special Event: Tabletop items, such as servingware, glassware, flatware, dishes, centerpieces; outdoor event equipment, such as grills, kitchen, cooking and concession items; portable sinks, portable restrooms, canopies, utility vehicles. SPECIAL REPORT: Utility vehicles SAFETY SUPPLEMENT: Crisis management</p>	Ad close: June 26, 2020
			Materials due: July 3, 2020
			Mails: July 28, 2020
	September	<p>Construction: Aerial work platforms, access, telehandlers, forklifts, scissor lifts, manlifts and other lifting equipment; scaffolding; ladders; cranes. General Tool: Compact equipment, such as mini skid steers, mini excavators, attachments, power buggies, dumpers, snow removal equipment, heaters, salt dispensers, storage containers. Party and Special Event: All party and event products. SPECIAL REPORT: Concession equipment for party and event SAFETY SUPPLEMENT: Theft prevention</p>	Ad close: July 24, 2020
			Materials due: July 31, 2020
			Mails: Sept. 1, 2020
	October show introduction issue	<p>Construction: Power generation, power distribution, light towers, air compressors, demolition and renovation tools. General Tool: Concrete equipment, such as rammers, compactors, screeds, trowels, concrete saws, vacuums, silica dust control equipment, forms. Party and Special Event: Tents, tent tops, liners, sidewalls, power generation, stake pullers, ballast equipment, climate controls, fans, heaters, computer hardware and software. SPECIAL REPORT: Heating equipment SAFETY SUPPLEMENT: Distracted/drowsy driving</p>	Ad close: Aug. 28, 2020
			Materials due: Sept. 4, 2020
			Mails: Sept. 29, 2020
	November show planning issue	<p>The ARA Show exhibitor products for each segment of the show floor. Construction: Oil and gas equipment, such as aerial lifts, booms, light towers, drilling equipment, utility vehicles, generators, plant maintenance equipment, compressors. General Tool: Lawn, garden and landscaping equipment. Party and Special Event: Tables, chairs, lounge and lighted furniture, linens, disposables, tabletop items. SPECIAL REPORT: Lawn and garden equipment trends SAFETY SUPPLEMENT: Maintenance and safety</p>	Ad close: Sept. 25, 2020
			Materials due: Oct. 2, 2020
			Mails: Oct. 27, 2020
	December buying guide	<p>ARA associate member products are featured in this issue. The guide also includes associate member listings by company name as well as lists of companies that offer equipment in a variety of product categories. SPECIAL REPORT: Industry outlook for 2021 SAFETY SUPPLEMENT: Safety outlook for 2021</p>	Ad close: Oct. 23, 2020
			Materials due: Oct. 30, 2020
			Mails: Dec. 3, 2020

Special Issues and Directories

January

The Hot List: New Products at the Show

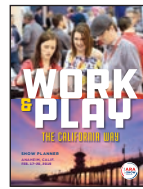


Features The ARA Show exhibitor products that are new to the equipment and event rental industry.

Ad Close: Nov. 22, 2019
 Materials Due: Nov. 27, 2019
 Mails: Jan. 6, 2020
 Bonus Distribution:
 The ARA Show floor bins

February

The ARA Show Directory 2020




The directory is essential for attendees planning their time at the show. It features all exhibitors, along with booth numbers and product information.

Ad Close: Dec. 13, 2019
 Materials Due: Dec. 18, 2019
 Mails: At-show
 Exclusive Distribution: All attendees of The ARA Show receive a copy at Registration.

July

Membership Directory



Who's Who in the Rental Industry, the American Rental Association (ARA) Annual Membership Directory, includes information on ARA programs and services as well as a member listing.

Ad Close: May 22, 2020
 Materials Due: May 29, 2020
 Mails: June 30, 2020