



**FOCUS ON THE**

**FUTURE**

**2023 EXHIBITOR  
SPONSORSHIP OPPORTUNITIES**

**FEB. 11-12 • EDUCATION  
FEB. 13-15 • EXHIBITS**

**ORLANDO**

# TABLE OF CONTENTS

**Sponsorship  
Benefits ..... Page 3**

**New  
Sponsorships ..... Page 4**

**Event  
Sponsorships ..... Page 5**

**Promotional  
Sponsorships ..... Page 8**

**Education  
Sponsorships ..... Page 10**

**Future of  
Equipment Rental  
Sponsorships ..... Page 11**

**EventsU  
Sponsorships ..... Page 12**

**To learn more,  
contact:**

**Bridget Otten, CMP**

ARA Director, Meetings and Events

Phone: 800.334.2177, ext. 230

Email: [bridget.otten@ararental.org](mailto:bridget.otten@ararental.org)



## FOCUS ON THE FUTURE

Tap into the best the rental industry has to offer when we all come together for the 2023 ARA Show in Orlando. This premier event for the equipment and event rental industry is your opportunity to get your company's brand in front of thousands who gather to learn, network, and buy. There is no better way to generate more leads and close more deals than by sponsoring The ARA Show™. You have already taken the first step in promoting your business to show attendees by exhibiting, now take it to the next level as a show sponsor.

From building relationships to creating awareness, it's an investment that will make a positive impact on your business well into the future. We've worked hard to make sure you receive the best value for your investment dollars by creating a variety of sponsorship packages available at many price points. Check out the following pages of sponsorship opportunities and select the ones that best fit your goals.

We appreciate you and look forward to highlighting your business as a sponsor at the 2023 ARA Show in Orlando.

# 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 spending on sponsorships. This total can be achieved through a single sponsorship or total sponsorship spend.

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

Value-Added Bonuses	Platinum Level \$25,000 and higher in total sponsorships	Gold Level \$15,000 to \$24,999 in total sponsorships	Silver Level \$2,500 to \$14,999 in total sponsorships
Social media video preview, :15 spots subject to December 2022 deadline.	✓		
Advertisement videos projected above show floor entrances	✓		
VIP Platinum Package			
Two passes to the Tuesday Night Event, Monday's Welcome Reception, and Industry Award Lunch.	✓		
Company acknowledged as a sponsor on the mobile app.	✓		
Company logo displayed on The ARA Show online registration page, subject to deadline	✓		
Priority points for booth location at The ARA Show 2024	5	2	1
10 percent discount on advertising for January 2023 issue of <i>Rental Management</i>	✓	✓	
20 percent discount on full-page ad in The ARA Show Directory 2023	✓	✓	✓
Company logo included in The ARA Show Planner, subject to deadline on 8/1/22	✓	✓	✓
Company logo included in full-page sponsorship ad in January 2023 show preview and February 2023 at-show issues of <i>Rental Management</i> , subject to deadline on 11/1/22	✓	✓	✓
Company logo included on the show website until spring 2023	✓	✓	✓
Designation as sponsor in The ARA Show Directory 2023, subject to December 2022 deadline	✓	✓	✓
On-site event recognition with signage and/or acknowledgement (depending on sponsorship)	✓	✓	✓
Sponsor signage for trade show booth	✓	✓	✓



# NEW SPONSORSHIPS

\$17,000 – Exclusive

## Hospitality Lounge

Everyone likes to feel like a VIP and that's exactly how your company will make guests feel by sponsoring the hospitality lounge. This incredible lounge experience provides a relaxing place to enjoy complimentary beverages, snacks and free Wi-Fi. Attendees can escape the crowded show floor and network to make meaningful business connections. The experience is available during show floor hours from Monday through Wednesday for all attendees that purchase the all access pass. As a sponsor your company will receive naming rights to this Hospitality Lounge and the ability to promote and network within.



\$15,000 – Exclusive

## Sustainability & Wellness

Not only will this sponsorship highlight your company to thousands of attendees, but it will help keep everyone healthy and aware of all the sustainability elements incorporated at the show. This year we are placing extra attention to sustainability to protect the environment for future generations. Your company logo and booth number will be listed on multiple hand sanitizing stations and recycling receptacles throughout the show floor and convention center. This sponsorship will also be featured on digital screens at the show, our website and in a press release.



\$10,000 – Exclusive

## Safe Travels SWAG

Leave a lasting impression as attendees exit the show floor on Wednesday with a co-branded safe travels swag bag. This bag will include multiple items to help make their journey home from the show not only safe and comfortable but memorable.



# EVENT SPONSORSHIPS

\$7,500 – 10 opportunities

## ARA's Tuesday Night Event

**Tuesday, Feb. 14; 7:30 p.m. - 10:30 p.m.**

Back by popular demand this amusement park event sold out in 2020 and is expected too once again. This signature event provides the opportunity for rental professionals to come together for a memorable night of adventure, food, drinks, networking, and fun. Select areas of the park will be open for a night you'll never forget. As a sponsor, your company will receive two complimentary tickets plus your logo on signage and the event guide that is distributed to all attendees.



\$12,000 – 4 opportunities

## Show Floor Exhibitor Reception

**Tuesday, Feb. 14; 3:30 - 4:30 p.m.**



Soak up the gratitude from attendees as you sponsor complimentary beer, wine, and sodas after a long day on the show floor. This new event in 2020 easily became an attendee favorite! Your company will receive signage around the bars and 500 koozies with your branding to hand out to current, new or prospective customers.

# EVENT SPONSORSHIPS continued



\$5,000 – 6 opportunities

## ARA Young Professionals Network Reception

**Sunday, Feb. 12; 6 - 9 p.m.**

Showcase your brand and rub elbows with the future leaders of the rental industry. This is the premier event to network with and support young rental professionals between 18 and 40 as they build their careers. This full country experience at OLE RED, Blake Shelton's latest bar in the heart of ICON Park, gives attendees the opportunity to connect in a fun and unique way. Enjoy two complimentary tickets to network with the industry's future, distribute promotional items and be recognized on signage throughout the evening.

\$3,500 – 4 opportunities

## ARA Foundation Charity Auction and Reception

**Tuesday, Feb. 14; 5:00 – 6:30 p.m.**

**Back for 2023!** Raise a glass and support the rental community's philanthropic division by sponsoring the ARA Foundation Charity Auction and Reception. As a sponsor, your logo will be on digital signage and the pre-show auction website. Your company will also receive acknowledgement during the auction, that raised more than \$100,000 for the ARA Foundation at the 2020 show.



\$15,000 – Exclusive

## Tuesday Night Promotional Giveaway

**Tuesday, Feb. 14**

Treat 24 of your VIP customers to ARA's Tuesday Night Event with tickets to attend the event as well as an exclusive interactive experience within the park that will send them home with a wizardly keepsake to commemorate the magical evening. Will include an additional 4 tickets to attend the event for your staff.



\$5,000 – 6 opportunities

## Women in Rental Breakfast

**Tuesday, Feb. 14; 7:45 - 8:45 a.m.**

Get in on the action by sponsoring the 2023 Women in Rental Breakfast. This event continues to gain momentum, causing us to increase capacity this year. Network and learn from leading women in the rental industry. You'll receive four complimentary tickets, your logo on signage and acknowledgement in front of a room full of over 500 attendees eager to advance the rental industry for women.



\$3,500 – 4 opportunities

## ARA Industry Awards Lunch

**Sunday, Feb. 12;  
11:30 a.m. - 1 p.m.**

Recognize the volunteer contributions made by members to ARA, the ARA Foundation, and the entire equipment and event rental community as well as highlight your business. These awards highlight the newest inductees into the Rental Hall of Fame – the industry's highest honor. Your sponsorship includes acknowledgement during the program, your logo on signage and four tickets with reserved seating.



\$2,500 – 20 opportunities

## Welcome Reception

**Monday, Feb. 13; 5 – 6:30 p.m.**

Notably one of the largest attended events at The ARA Show, the networking and fun of the Regional Reception will continue to be combined into one large Welcome Reception. After an exciting day on the show floor this reception provides the opportunity for attendees to casually gather, conveniently right off the show floor for networking, food, and drink. As a sponsor, you will be recognized on event signage and receive two complimentary tickets to network with attendees.





# BRAND PROMOTION

## SPONSORSHIPS



\$25,000 -  
Exclusive

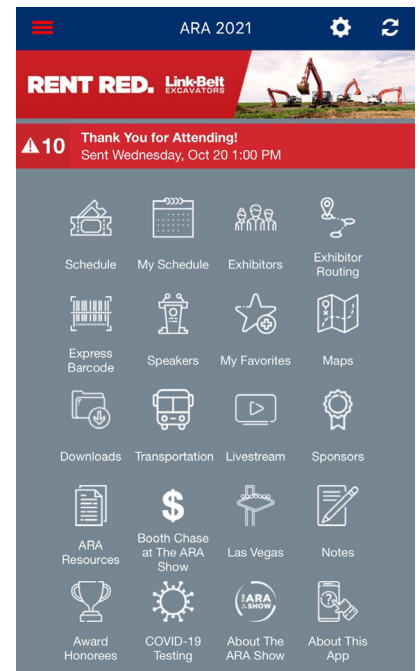
### Outdoor Entrance Staircase Wrap

Make a lasting first impression by positioning your company's brand directly in front of attendees as they exit the shuttle buses. Your branding can't be missed as it follows attendees all the way up the front stairs to the main entrance.

\$25,000 - Exclusive

### Badge Lanyards

Every attendee will be wearing your brand throughout the entire show with this sponsorship opportunity. Each attendee receives one of these lanyards to be worn with their badge. Your company logo will be co-branded with ARA and imprinted in white on each attendee lanyard to have a lasting impact throughout the show.



\$20,000 - Exclusive

### Mobile App

Put your company's brand in the palm of all attendees' hands. The ARA Show mobile app is active before the show to help attendees plan their schedule, at the show to keep them organized and find exhibitors plus, after the show to review their notes. As a 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 – 3 opportunities

## Shuttle Bus Advertising



Get a head start on promoting your company before attendees even step foot in the convention center. Shuttle buses transport attendees to and from the trade show, resulting in thousands of impressions. Your company's message will be displayed on the passenger side of the shuttle buses that run between the convention center, official show hotels and select show events from Saturday-Wednesday. Note: Your company is responsible for providing artwork for the bus signage by November 2022.

\$10,000 – 3 opportunities

## Show Floor Rest Stops

Everyone needs a break occasionally and what better place to do that than at your favorite coffee shop. **NEW** this year we are transforming the rest stops into relaxing coffee lounges. While attendees put their feet up, sip their coffee and recharge their electronic devices they will be surrounded by your company's brand along with the ARA brand. Your company will also have the opportunity to network here as well as act as a guest barista. These unique rest stops are available in each section of the show floor and include seating, tables, coffee bar, water coolers and charging stations.



\$10,000 – 3 opportunities

## Aisle Signs

Location, Location, Location! With this sponsorship your company's logo will be visible throughout the trade show floor with signage hanging on each aisle. It is a great way to be a constant reminder of your company as attendees navigate the show floor.



# EDUCATION

## SPONSORSHIPS

\$15,000 – Exclusive

### Sunday Education Sponsor

**Sunday, Feb. 12**

Keep your company top of mind on Sunday as over 2,000 attendees expand their rental knowledge during these education sessions. Your sponsorship will include digital signage and acknowledgement from the podium prior to the education session. Plus, a promotional 5x7 card branded with your artwork on one side and your logo with the Sunday schedule on the other. This card will be placed at more than 1,000 hotel rooms in the official block of The ARA Show HQ hotel at the Hilton Orlando.



\$3,500 – 2 opportunities

### Sunday Morning Coffee Break

**Sunday, Feb. 12**

Kickstart the day by caffeinating your fellow attendees and highlighting your company's brand. This is an excellent networking opportunity as attendees are eager for the full day of equipment and event rental industry education sessions.

\$3,500 – 2 opportunities

### Sunday Afternoon Break

**Sunday, Feb. 12**

Give attendees an afternoon boost with a delicious treat while building your brand awareness. Sponsor this sweet treat in between the afternoon sessions and network with more than 2,000 potential customers.





# FUTURE

## OF EQUIPMENT RENTAL

### SPONSORSHIPS

\$5,000 - 10 opportunities

## Future of Equipment Rental

**Saturday, Feb 11; 9:00 a.m. - 5:00 p.m.**

This is your chance to help lead the equipment rental industry into the future. By sponsoring this session, your company will be featured alongside the ARA in an effort to advance technology in the rental industry.

These sessions will explore how the equipment rental industry is maximizing operational efficiencies and optimizing customer experience through innovation and technology.

As a sponsor you will receive a tabletop in the networking meal space, digital and printed signage and the opportunity to make comments or serve on a panel if a relevant session is available. Plus, two complimentary passes for staff to attend and represent your tabletop and take advantage of the program education and events. Immediately following the sessions, you will have more opportunities to network during a cocktail reception.



## SPONSORSHIPS



\$2,000 - 2 opportunities

## EventsU Coffee Break

**Saturday, Feb 11**

Energize your prospects as momentum builds for the day ahead by sponsoring this coffee break. Your company's brand will be strategically positioned to become a topic of conversation.

\$2,000 - 2 opportunities

## EventsU Afternoon Break

**Saturday, Feb 11**

Relax and refresh while networking with fellow attendees during this afternoon snack break. This is a great time to position your brand and start those conversations.

\$5,000 - 2 opportunities

## EventsU Welcome Breakfast

**Saturday, Feb 11; 7:30 - 9 a.m.**

Start attendees off on the right foot with breakfast. This sponsorship means your company will make a lasting first impression with the opening keynote. As a sponsor, you will receive two complimentary tickets to the breakfast, acknowledgment, and your logo on signage throughout.



\$6,000 - Exclusive

## EventsU Portfolio

Be top of mind with every EventsU attendee by sponsoring the portfolios they receive. Your company logo will be placed on the front of every portfolio. Not only are they perfect for taking notes and jotting down ideas, but they will leave a lasting impression of your company long after the show.





\$10,000 - Exclusive

## EventsU Networking Lunch

**Saturday, Feb 11; 12:15 - 1:30 p.m.**

Help nourish attendees with lunch while networking between morning and afternoon sessions. As a sponsor, you will receive two complimentary lunch tickets and be acknowledged during the lunch program with digital and printed signage.

\$2,500 - 6 opportunities

## EventsU Reception

**Saturday, Feb 11; 4:30 - 6:30 p.m.**

After a full day of education and networking, EventsU attendees are ready to relax and enjoy the night at the EventsU Reception. Attendees will be surrounded by a top-of-the-line event rental atmosphere to showcase how rental can transform any event space into a memorable one. As a sponsor, you receive two complimentary tickets to the reception, signage and priceless one-on-one time with your customers in attendance.



\$2,750 - 4 opportunities

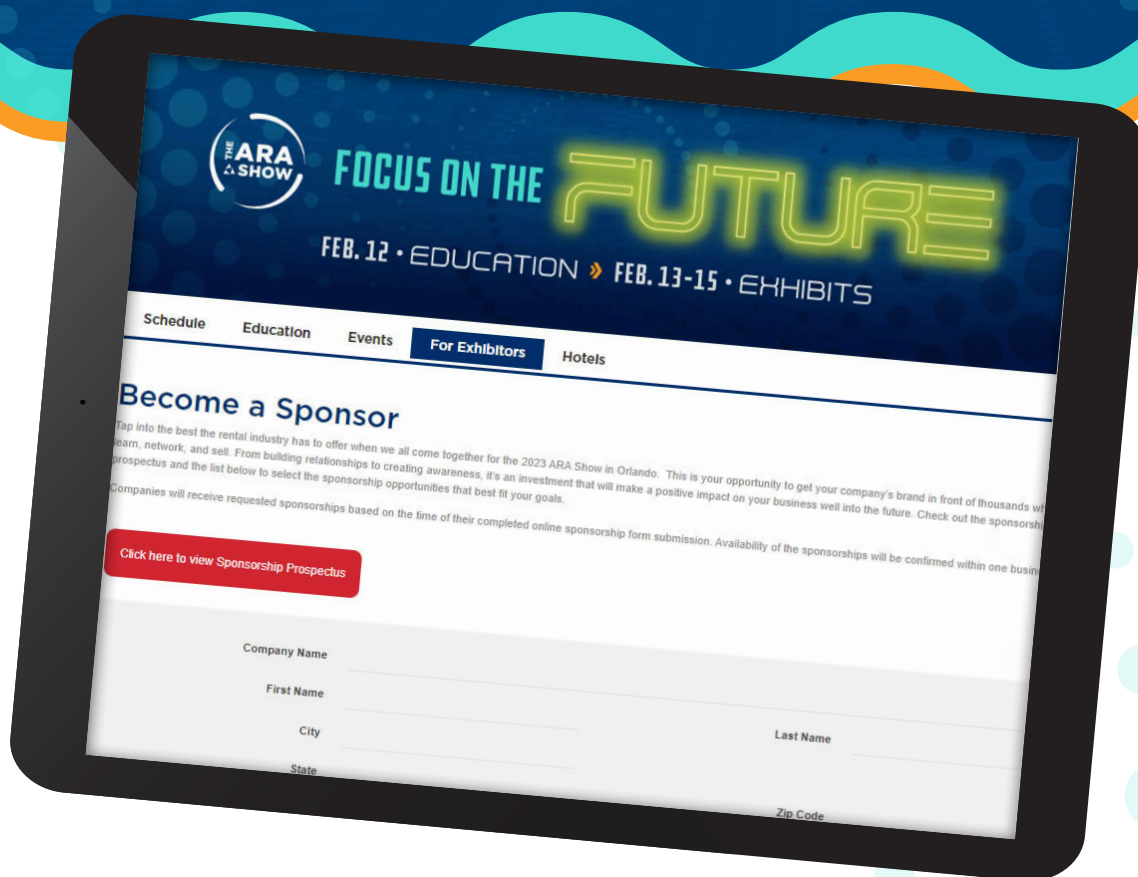
## EventsU Education Sessions

**Saturday, Feb 11**

Highlight your brand to the best in the event rental industry. These EventsU education sessions provide the opportunity for event industry experts to learn about event rental specific topics alongside one another. By sponsoring these sessions, you'll receive acknowledgement throughout each session and have the opportunity to participate as a moderator or panelist. Subject to education topic and availability.



# SIGN UP FOR SPONSORSHIPS!



Go to [arashow.org/For-Exhibitors/Sponsorship](https://arashow.org/For-Exhibitors/Sponsorship) to submit sponsorships electronically.

**Reminder:** All sponsorships will be fulfilled on a first come, first served basis.

Please contact **Bridget Otten, CMP** at **800.334.2177**, ext. 230, or [bridget.otten@ararental.org](mailto:bridget.otten@ararental.org) for more information.



**ARASHOW.ORG**