



MARCH 1-4, 2026 | ORLANDO

Rental Management's advertising deadlines for the show **coming next week.**

Get your brand in front of attendees at The ARA Show™ 2026 by advertising in print and digital with *Rental Management* Media Group. Advertising can increase booth traffic, brand awareness, and brand preference by connecting with thousands of rental store attendees where they get their rental industry news and info.

Key deadlines for The ARA Show 2026 publications are coming up next week on Wednesday, Dec. 10. These include:

- **Advertising in the January-February issue of *Rental Management*.**
- **Advertising in The ARA Show Directory.**

Looking for additional opportunities to promote your company with *Rental Management*? Click below to see all show options and the 2026 Media Kit for advertising options throughout next year.

[VIEW SHOW ADVERTISING OPPORTUNITIES](#)

[VIEW 2026 *RENTAL MANAGEMENT* MEDIA KIT](#)



DISCOVER BOOTH TOOLS IN THE EXHIBITOR SERVICE KIT

The Exhibitor Service Kit offers everything your company needs to stay on track for The ARA Show 2026 in Orlando. The Service Kit includes an **Exhibitor Checklist**, move in/out details, products and services for exhibitors, and much more.

[VIEW EXHIBITOR SERVICE KIT](#)



SCHEDULE A PRESS CONFERENCE

Hosting a press conference during The ARA Show is an excellent opportunity to get your company and products into trade publications. A limited number of press conference times are available.

[SCHEDULE A PRESS CONFERENCE](#)



CHECK OUT EXHIBITOR RESOURCES TO PROMOTE YOUR BOOTH

Leading up to and during The ARA Show, you want to reach show attendees, stand out among exhibitors and connect with trade press. To help, you'll find two sites full of marketing resources and strategies to highlight your booth. Check these out now on the Exhibitor ROI and Marketing Materials pages.

[VIEW EXHIBITOR ROI](#)

[VIEW MARKETING MATERIALS](#)



REGISTER YOUR BOOTH PERSONNEL

Use your company name and member ID number **Example CompanyID** to register your booth personnel.

All personnel in an exhibitor's booth will need a badge. Companies are allotted four complimentary badges for the first 100 sq. ft. of exhibit space and one complimentary badge for every 100 sq. ft. thereafter. Those who exceed that allotment can purchase additional badges for \$109 through Feb. 26 and \$129 starting Feb. 27.

Booth personnel also can purchase networking event tickets and register for EventsU. There are a limited number of spots for event exhibitors at EventsU.

[REGISTER BOOTH PERSONNEL](#)



DONATE AN ITEM TO THE ARA FOUNDATION CHARITY AUCTION

The ARA Foundation is turning **50**, and we're going big at The ARA Show with our **biggest auction ever!**

This is your moment to spotlight your company and power the future of rental. Donate an item, get in front of thousands of members — both in person and online — and help fuel scholarships, community impact and the next generation of rental leaders.

[DONATE AN ITEM TO THE AUCTION](#)



BE ON THE LOOKOUT FOR SHOW SCAMS

Non-affiliated companies look to capitalize off show exhibitors and attendees with special deals and opportunities that are not connected with the show. Watch out for scams that include hotel bookings, attendee lists, exhibitor services, advertising in publications and more. Official ARA partners who are part of the show are:

- onPeak for hotel reservations.
- *Rental Management* for advertising.
- Maritz Global Events for show registration.
- Freeman for exhibitor services.

Have concerns about the legitimacy of a company? Contact ARA at 800.334.2177.

KEEP UP WITH THE LATEST UPDATES

Follow our social media channels for the latest news and information on The ARA Show 2026.





American Rental Association

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