



MARCH 1-4, 2026 | ORLANDO

Post-holiday deadlines are coming up fast for Orlando.

The holidays are just around the corner and The ARA Show™ 2026 in Orlando will sneak up quickly after the new year. Put your company's booth in a good place now by getting ahead of post-holiday deadlines. January deadlines include:

- **Exhibitor-appointed contractor rules and authorization/insurance forms.**
- **Booth security.**
- **Food, beverage, floral and audio/video equipment.**
- **Booth furnishings (furniture, carpet, exhibit displays, signage)**
- **Labor order for installation/dismantle...and more.**

Click the buttons below to view all deadlines in the Exhibitor Checklist and all information in the Exhibitor Service Kit.

EXHIBITOR CHECKLIST

EXHIBITOR SERVICE KIT



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!

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



BOOST YOUR BRAND AWARENESS WITH RENTAL MANAGEMENT

Get in front of attendees and increase booth traffic at The ARA Show 2026 by advertising in print and digital with *Rental Management* Media Group. Click below for full show advertising opportunities. Many of these are first come, first served.

VIEW SHOW ADVERTISING OPPORTUNITIES



DONATE TO THE ARA FOUNDATION CHARITY AUCTION AND BUY BRONCO TICKETS

The ARA Foundation is turning **50** and going big with its **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.

Plus, support the ARA Foundation and celebrate its anniversary by purchasing tickets for the Bronco raffle. The winner will receive a 2026 Ford Bronco (valued up to \$70,000) OR \$50,000 in cash!

BUY RAFFLE TICKETS

DONATE AN AUCTION ITEM



BE ON THE LOOKOUT FOR SHOW SCAMS

With the show coming up, watch for scams from non-affiliated companies that look to capitalize off show exhibitors and attendees. Scams could include hotel bookings, attendee lists, exhibitor services, advertising in publications and more. Official ARA partners 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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