MARCH 1-4, 2026 | ORLANDO

Your exhibitor booth personnel can register now for The ARA Show 2026.

Exhibitor booth personnel registration is now open for The ARA Show™ 2026 in Orlando. Register using your company name and member ID number: **Example Companyid**. Everyone working in your company's booth will need a badge.

While registering for their badge, booth personnel can purchase networking event tickets as well. These tickets are at their lowest prices through next Tuesday, Nov. 11 and will increase on Nov. 12.

Exhibiting 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. Exhibitors who exceed their allotment can purchase additional badges for $109 through Feb. 26 and $129 starting Feb. 27.

REGISTER NOW

THE EXHIBITOR SERVICE KIT IS NOW AVAILABLE

Start taking the next steps in preparing for The ARA Show 2026 with the **Exhibitor Service Kit**. This one-stop shop for all important show information is now available. The Exhibitor Service Kit includes:

- An **Exhibitor Checklist** featuring key deadlines and links to essential forms and information.
- Show schedule with move in/out details.
- A full catalog of products and services available to exhibitors.
- Warehouse and on-site details for shipping information and labels.
- Quick facts from Freeman to help you get started.
- Order forms, brochures, tips and additional information.

VIEW THE 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. Press conferences are free to book and give exhibitors a platform to share product and company news with editors and publishers who are covering the equipment and event rental industry. Press conferences will take place in an exhibitor's booth during trade show hours. A limited number of press conference times are available.

SCHEDULE A PRESS CONFERENCE

CHECK OUT THE EXHIBITOR ROI PAGE

Looking for ways to promote your booth at The ARA Show 2026? Check out the Exhibitor ROI page.

This page of exclusive resources for show exhibitors provides opportunities to reach show attendees, stand out among exhibitors and connect with trade press.

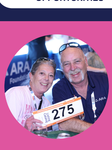
VIEW EXHIBITOR ROI PAGE

BOOST YOUR REACH BY ADVERTISING IN *RENTAL MANAGEMENT*

Make sure your brand is top of mind at The ARA Show 2026! Increase booth traffic, brand awareness, and brand preference by advertising in print and digitally with *Rental Management* Media Group.

VIEW SHOW ADVERTISING OPPORTUNITIES

VIEW 2026 *RENTAL MANAGEMENT* MEDIA KIT



DONATE AN ITEM TO THE ARA FOUNDATION 50TH ANNIVERSARY AUCTION

The ARA Foundation is turning 50, and we're celebrating big at The ARA Show with our largest auction ever!

This is your chance to **shine a spotlight on your company** while fueling the future of rental. Your donated item will be showcased to thousands of ARA members — live and online — supporting programs like scholarships, community projects, and training the next generation of rental leaders. We're aiming higher than ever, and we need YOU. Think **big**: equipment, experiences, travel packages — anything members will love to bid on!

DONATE AN ITEM TO THE AUCTION

SHOWCASE YOUR BRAND AS A SPONSOR

Sponsorships are the perfect way to highlight your attendance at The ARA Show 2026. From networking events to unique ways to display your brand to new opportunities, you'll find what's right for your business at the show.

By sponsoring at The ARA Show, your company can achieve Platinum, Gold or Silver sponsor status based on your total sponsorship investment; receive the sponsor-exclusive opportunity to reserve meeting space; and qualify for advertising discounts.

BECOME A SHOW SPONSOR

BOOK YOUR ORLANDO HOTEL NOW

Rooms for both exhibitors and attendees can be booked through onPeak, the official hotel partner of The ARA Show. onPeak offers the best rates, flexibility to make changes, and the ability to book now, pay later.

More than 25 hotels are still available, but availability at some hotels is going fast. Available hotels range from those close to the Orange County Convention Center, North-South Building to others near theme parks and attractions.

BOOK YOUR HOTEL NOW

LOOK OUT FOR SHOW SCAMS

With the show getting closer, non-affiliated companies look to capitalize off those heading to the show with special deals and opportunities that are not connected with the show. These include hotel bookings, attendee lists, exhibitor services, advertising in publications and more. The only ARA partners that should contact you and are officially a part of the show are:

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

If you have any 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

1900 19th Street, Moline, IL 61265
1.800.334.2177

©2025 American Rental Association. All Rights Reserved.