



MARCH 1-4, 2026 | ORLANDO

Exhibitor booth personnel registration opens Oct. 28.

The leadup to The ARA Show™ 2026 is almost officially underway as registration for exhibitor booth personnel, Independent Manufacturer Representatives (IMRs) and rental stores attendees opens on Tuesday, Oct. 28. Watch for full registration details coming when registration is open.

In addition to registering for your badge and networking events, a limited number of exhibitor spots are available for EventsU on Saturday, Feb. 28. EventsU is a full day of education and networking specifically for those in event rental.

Also coming in late October will be the Exhibitor Service Kit. This is being compiled with full exhibitor and booth information.

[View Exhibitor Rules and Regulations](#)



BOOST YOUR SHOW 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 50th Anniversary Auction is a chance to spotlight your company while fueling the future of rental. Your donated item will be featured in front of thousands of ARA members both live and online — giving your business great visibility while helping raise funds to support scholarships, community impact projects, and the next generation of rental leaders. Possible donations include equipment, unique experiences, travel packages, or creative offerings that members will be excited to bid on.

[DONATE TO THE AUCTION](#)



CHECK OUT THE ARA SHOW PLANNER AND EXHIBITOR ROI PAGE

Looking for full show information and ways to promote your booth? Check out The ARA Show 2026 Planner and the Exhibitor ROI page.

The planner is your all-in-one resource for the show with full descriptions on education sessions and networking events, plus much more.

The Exhibitor ROI page provides resources to reach show attendees, stand out among exhibitors and connect with trade press.

[VIEW SHOW PLANNER](#)

[VIEW EXHIBITOR ROI PAGE](#)



SUBMIT YOUR SHOW-ONLY SPECIAL

Attendees of The ARA Show come ready to buy and build connections with exhibitors. When making a purchasing decision, attendees have said that Show-Only Specials are extremely influential. Show-Only Specials can include price discounts, freight discounts, special terms, prize drawings or giveaways, or any other creative idea you have.

[SUBMIT A SHOW-ONLY SPECIAL](#)



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 available. These range from hotels that are close to the Orange County Convention Center, North-South Building to those near theme parks and attractions.

[BOOK YOUR HOTEL NOW](#)



CONNECT WITH YOUR CUSTOMERS ON MONDAY, MARCH 2

The evening of Monday, March 2, is being reserved as the night for exhibitors to host events for your customers. The only show networking event on Monday is Regional Receptions from 5-6:30 p.m. Following that, feel free to connect with current and potential customers outside of trade show hours.



LOOK OUT FOR SHOW SCAMS

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.



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