



MARCH 1-4, 2026 | ORLANDO

Discover strategies for on-site success with Exhibitor ROI Center.

The ARA Show™ 2026 is an investment in your company's dedication to the equipment and event rental industry. To support the success of exhibitors, The ARA Show offers exclusive resources in the Exhibitor ROI Center to help companies save money, drive traffic to their booth and boost sales in Orlando.

Available resources include ways to stand out among exhibitors, reach show attendees and connect with trade press. You'll also find tips to elevate your booth, connect with potential customers and more. Stand out from the crowd and get your company noticed at The ARA Show 2026.

[Visit Exhibitor ROI Center](#)



CHECK OUT THE ARA SHOW PLANNER

The ARA Show 2026 Planner is your all-in-one resource for the largest equipment and event rental trade show in the world! Inside, you'll find full descriptions on Education and EventsU sessions, networking events details, registration options, and more.

[VIEW SHOW PLANNER](#)



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. A number of sponsorships are already sold out, so don't wait — reserve yours today!

[BECOME A SHOW SPONSOR](#)



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.



COMING IN OCTOBER: SERVICE KIT AND REGISTRATION

Watch for the Exhibitor Service Kit and exhibitor booth personnel registration coming in October. The Exhibitor Service Kit is being compiled with full exhibitor and booth information.

Oct. 28 is the opening of registration for exhibitor booth personnel, IMRs and rental store attendees.



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](#)



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.

