



2024 Non-Exhibiting Supplier (NES) Fee and Policy

The Non-Exhibiting Supplier Policy was established in 2012, with the primary goal of protecting The ARA Show exhibitor's investment and the integrity of The ARA Show under the direction of the ARA Exhibitor Advisory Council. The policy is reviewed each year by the sitting council. The current policy is as follows:

ARA offers a specific registration available to ARA associate members (manufacturers and suppliers) who have never previously attended The ARA Show and are interested in assessing the opportunity for future participation. **The fee for a NES registration is \$5,900.**

The following parameters apply:

- NES registrants must be an ARA associate member.
- NES registrants are limited to two years of show attendance, both company and person.
- NES registrants are not eligible to participate in The ARA Show events or networking activities.
- NES registrants are strictly prohibited from soliciting business or distributing promotional material of any kind to either rental store attendees or exhibiting companies.

If an associate member attends The ARA Show 2024 in New Orleans as an NES registrant and subsequently applies for booth space the following year, **ARA will apply 50 percent of the non-exhibiting supplier registration to booth space for The ARA Show 2025 in Las Vegas.** *NOTE: Total applied not to exceed \$2,950. This offer applies to one registration per company. You must contract for space by May 30, 2024 (based on availability); fees are non-refundable if space is cancelled.*

Non-Exhibiting Supplier Exception (NESE) for Previous ARA Show Exhibitors

If your company previously exhibited at The ARA Show for five consecutive years, and for unforeseen circumstances are not able to exhibit at the current show, The NESE registration provides an option to attend. **The fee for a NESE registration is \$5,900.**

The following parameters apply:

- NESE registrants must be an ARA associate member and must have exhibited at the show for five consecutive years.
- NESE registration allows for two representatives from your company to attend the show.
- NESE registration option is only available once every 5 years per company.
- NESE registrants are eligible to participate in The ARA Show events and networking activities; however, will pay non-member pricing.

Please contact ARA for questions related to these specific registration options at 800-334-2177 ext. 3.