MARCH 1-4, 2026 | ORLANDO

Final reminders before Orlando.

The ARA Show™ 2026 in Orlando is less than two weeks away with the show floor opening at 9:30 a.m. on Monday, March 2, at the Orange County Convention Center (OCCC), North-South Building.

Below, you'll find final on-site reminders, key dates, registration reminders and more. We look forward to seeing you soon at The ARA Show 2026!

EXHIBITOR KEY DATES

Feb. 19
Final day advance shipments will be received at the Freeman Warehouse

Feb. 26
On-site shipments accepted at the Orange County Convention Center, North-South Building

Feb. 26-March 1
Exhibitor move-in
8 a.m.-5 p.m. daily

Feb. 27
Registration opens at 1 p.m.

March 2-4
Trade show

March 4
Exhibitor move-out 1-9 p.m.

March 5
Exhibitor move-out 8 a.m.-5 p.m.

EXHIBITOR CHECKLIST

EXHIBITOR SERVICE KIT

IMPORTANT SHIPPING INFORMATION AND POV'S

On-site shipments to the OCCC North-South Building will be accepted beginning Thursday, Feb. 26. **Use the Exhibitor Service Kit** for a successful move-in and set-up. Freeman is an authorized ARA partner that can help with everything from pre-show through post-show.

Personal owned vehicles (POV's) will have space to deliver materials during move-in and move-out hours. Please watch for signage and click below to view POV map.

Exhibitors selling equipment onsite should plan to provide some sort of documentation/bill of sale to the purchaser.

VIEW POV MAP

REGISTER YOUR BOOTH PERSONNEL. PRICE FOR ADDITIONAL BADGES INCREASES FEB. 27

If you have not already done so, register your booth personnel and purchase tickets to The ARA Show networking events. Click below to register your booth personnel using your company name and member ID number: **Example CompanyID.** All personnel working in the 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 with prices increasing soon. Additional badges are $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

BADGE PICK-UP INFORMATION

Your badge is your passport to The ARA Show! Be sure to pick yours up as soon as possible at Registration, which is in room S220 of the OCCC North-South Building, or the Badge Pick-Up Kiosk in the Hilton Orlando.

Monday morning is typically the busiest time at Registration, so we recommend picking your badge up in advance. You must have a printed confirmation, the barcode from your email, or the barcode saved in your Apple or Google wallet for all badges that will be picked up.

Registration Hours:

Friday, Feb. 27: 1 - 5 PM
Saturday, Feb. 28: 7 AM - 5 PM
Sunday, March 1: 7 AM - 5 PM
Monday, March 2: 7 AM - 5 PM
Tuesday, March 3: 7 AM - 5 PM
Wednesday, March 4: 8 AM - 1 PM

Hilton Orlando Kiosk Hours:

Saturday, Feb. 28: 7 AM - 8 PM
Sunday, March 1: 7 AM - 6 PM
Monday, March 2: 7 AM - 6 PM
Tuesday, March 3: 7 AM - 12 PM

STAND OUT AMONG EXHIBITORS AND CONNECT WITH TRADE PRESS

As you make your final on-site preparations for Orlando, be sure to check out the Exhibitor ROI page for more ways to promote your booth to attendees and stand out among exhibitors.

Also, view the Media Relations page to find tools to connect with attending trade press, including a list of registered trade press, how to submit a press release, marketing materials and more.

EXHIBITOR ROI RESOURCES

MEDIA RELATIONS TOOLS

SHOW STAFF IS HERE TO HELP

If you have questions or concerns during set-up or show hours, please visit the Show Management Office, which is located near the Exhibitor Service Desk in the back left corner of the Exhibit Hall.

WATCH OUT FOR SCAMS

Watch for scams from non-affiliated companies that look to capitalize off show exhibitors. Scams could include hotel bookings, attendee lists, exhibitor services, advertising 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.

CHECK OUT SAFETY BEST PRACTICES

ARA prioritizes the safety and well-being of all exhibitors and attendees at The ARA Show 2026, aiming to provide a secure and enjoyable experience. ARA has created a page with safety tips to help everyone attending the show confidently navigate and maintain a safe environment throughout Orlando, at your hotel and during The ARA Show.

VIEW SAFETY BEST PRACTICES

HOTEL ASSISTANCE ONSITE AT THE ARA SHOW

A representative from onPeak, the official hotel provider for The ARA Show, will be available outside Registration in the OCCC North-South Building to assist with hotel-related issues and bookings as well as accepting reservations for The ARA Show 2027 in New Orleans during these times:

- Sunday, March 1: 8 AM to 5 PM
- Monday, March 2: 8 AM to 5 PM
- Tuesday, March 3: 8 AM to 5 PM
- Wednesday, March 4: 8 AM to 1 PM

onPeak representatives also can be reached from 9 AM to 6 PM Eastern time by calling 855-922-3353.

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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