



MARCH 1-4, 2026 | ORLANDO

Get the info you need by registering for the exhibitor webinar on Jan. 13

The ARA Show™ 2026 in Orlando is less than two months away! With the show coming up quickly and important deadlines approaching, get all the info exhibitors need to know by [registering for the exhibitor webinar](#) on Tuesday, Jan. 13, at 12 p.m. Central time.

This webinar will feature representatives from Freeman sharing move in/out details, helpful information, order processes, pre-show and on-site reminders, and much more. Plus, Jennifer Belzer from ARA will answer exhibitor questions as you prepare for Orlando.

REGISTER FOR THE EXHIBITOR WEBINAR



JANUARY DEADLINES COMING UP FAST

Important booth deadlines are taking place between Jan. 23-30. Complete these important booth orders and forms now:

- Exhibitor-appointed contractor rules and authorization/insurance forms.
- Booth security.
- Food, beverage, floral and audio/video equipment.
- Booth furnishings (furniture, carpet, exhibit displays, signage)
- Labor order for installation/dismantle...and more.

View these upcoming deadlines and links to the forms in the Exhibitor Checklist and all information in the Exhibitor Service Kit.

EXHIBITOR CHECKLIST

EXHIBITOR SERVICE KIT



REGISTER YOUR BOOTH PERSONNEL

Use your company name and member ID number **Example CompanyID** to register your booth personnel. All personnel in an exhibitor's 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 for \$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



KEEP ADDITIONAL BOOTH CONTACTS UP TO DATE

Do you have additional booth contacts to add? **Send an email to Jennifer Belzer** to make sure they receive future Exhibitor Updates and other exhibitor information. This will ensure efficient booth set up onsite and everyone is up to date on the latest details.

SUBMIT ADDITIONAL CONTACTS



MEDIA RELATIONS TOOLS NOW AVAILABLE

Promote your booth to attending trade press at The ARA Show 2026 by using the resources on the Media Relations page. This page includes a list of registered trade press, how to submit a press release, tips for a successful press event, marketing materials and more.

Plus, check out the Exhibitor ROI page for more ways to promote your booth to attendees and stand out among exhibitors.

MEDIA RELATIONS TOOLS

EXHIBITOR ROI RESOURCES



BOOST YOUR BRAND AWARENESS WITH RENTAL MANAGEMENT

Get in front of attendees and increase booth traffic at The ARA Show 2026 by advertising with *Rental Management* Media Group. Click below for full show advertising opportunities. Many of these are first come, first served.

VIEW SHOW ADVERTISING OPPORTUNITIES



CELEBRATE THE ARA FOUNDATION! PURCHASE BRONCO RAFFLE TICKETS

The ARA Foundation is celebrating its 50th anniversary at The ARA Show 2026. Join in the celebration by purchasing tickets for the Bronco raffle. The winner will receive a 2026 Ford Bronco (valued up to \$70,000) OR \$50,000 in cash!

BUY BRONCO RAFFLE TICKETS



WATCH OUT FOR SCAMS

With the show coming up, 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.

KEEP UP WITH THE LATEST UPDATES

Follow our social media channels for the latest news and information on The ARA Show 2026.

