



MARCH 1-4, 2026 | ORLANDO

Multiple booth deadlines coming up by end of January.

Important booth deadlines are taking place in the next two weeks between Jan. 23-30. Complete these important booth orders and forms now to stay on track for Orlando:

- **Exhibitor-appointed contractor rules and authorization/insurance forms** — **Deadline is Jan. 23**
- **Booth security (for advance order rate)** — **Deadline is Jan. 23**
- **Food, beverage and floral** — **Deadline is Jan. 25**
- **Audio/video equipment and booth furnishings (furniture, carpet, exhibit displays, signage)** — **Deadline is Jan. 29**
- **Labor order for installation/dismantle** — **Deadline is Jan. 29**
- **Target move-in change request** — **Deadline is Jan. 30**

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

EXHIBITOR CHECKLIST

EXHIBITOR SERVICE KIT



WATCH THE EXHIBITOR WEBINAR RECORDING

Did you miss last week's exhibitor webinar or want to watch it again? Click below to watch it now. The webinar featured representatives from Freeman and ARA sharing move in/out details, helpful information, order processes, pre-show and on-site reminders, and more.

VIEW THE EXHIBITOR WEBINAR



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



CONNECT WITH TRADE PRESS AND STAND OUT AMONG EXHIBITORS

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, current openings to schedule a press conference, 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



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



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.



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