



# AT THE AMERICAN RENTAL ASSOCIATION, OUR FOCUS IS OUR MEMBERS.

Check out these manufacturer/supplier benefits to strengthen your relationship with the rental community.

## **The ARA Show:**



The ARA Show™ is the largest annual trade show that connects buyers and sellers of rental equipment, services, and supplies. It provides you with the opportunity to fill your sales funnel by meeting directly with rental store decision-makers all in one place. Your investment in exhibiting at the show can make a positive impact on your business immediately and well into the future. As an Associate Member, you will receive discounted booth space and priority points toward booth location assignment.

## **Network:**



Building strong relations through engagement and collaboration with rental partners is key to success. ARA facilitates a variety of networking opportunities including The ARA Show, State and local events, Young Professional Network, and the Women In Rental group.

## **Rentalytics:**



In today's global marketplace it's essential to stay up to date with economic data specific to the rental industry. ARA Rentalytics provides you with the leading macroeconomic data, forecasting tools for production and sales, and more to ensure you can stay competitive.

## **RentalU:**

**RentalU** Receive extensive education, training, safety information & certifications for all levels of your business through this complimentary, online rental-specific platform. It is a vital component to the success of your team.

## **Vendor Solutions Center:**



Your reach can be extended even further by having detailed company information in the Vendor Solutions Center through a premium listing, photos, videos, white papers, and specific product information. This database tool allows members to search for your company by product or name and will connect them to your contact information. Since January 2023 this site has already received over 85,000 sessions.

## **Advertising and co-branding materials:**



Gain trust with your customers by proudly showcasing your commitment to the rental industry through your affiliation with ARA. Various ARA logo formats are available to you to incorporate your membership into your campaigns. You will also have access to the ARA general member mailing list with the ability to target rental stores by location, business type, and specific equipment inventory.

## **Job Portal and Workforce Resources:**



The ARA Job Portal connects candidates with rental career opportunities at American Rental Association member locations. All open positions will also be shared on over 15 additional national job boards that ARA has partnered with! All ARA members receive 5 free postings! Save time and money using the ARA Job Portal for all your recruiting efforts.

## **Discounted Advertising Rates:**



Position your brand to be recognized by the decision-makers in the rental industry through digital and print offerings with Rental Management.