



January

Equipment: Job site, warehouse and rental yard equipment including forklifts, aerial lifts, utility vehicles, trailers, engines, portable offices, portable restrooms. Also, concrete equipment including rammers, compactors, screeds, trowels, concrete saws, vacuums, silica dust control equipment, concrete forms.

Event: Products for personal and family life events including birthdays, weddings, graduations, anniversaries, retirements, religious celebrations, grand openings.

SAFETY ISSUE: Claims frequency and severity

Ad Close: Nov. 19, 2021

Materials Due: Nov. 23, 2021

Mailed: Jan. 4, 2022

January new product showcase

Includes "Seen on the show floor" coverage from The ARA Show 2021 plus other submissions from manufacturers and suppliers related to products to be introduced in 2022.

Ad Close: Nov. 19, 2021

Materials Due: Nov. 23, 2021

Mailed: Jan. 4, 2022

February ARA Rental Innovation Conference & Exhibits pre-event issue

Equipment: Trucks including semis, pickups, box, moving, dump, utility, water and more. Also, small engines, lubricants, fuel additives, hand tools, small power tools, moving equipment, hand trucks, stair climbers, pallet movers, furniture and appliance dollies.

Event: Novelties, games, props, concession equipment.

SAFETY ISSUE: Active shooter/assailant

Ad Close: Dec. 29, 2021

Materials Due: Jan. 5, 2022

Mailed: Feb. 1, 2022

March ARA Rental Innovation Conference & Exhibits at-event issue

Technology: Computer hardware and software, fleet management, anti-theft devices, RFID, Bluetooth, GPS, telematics, computer-assisted design, cybersecurity, mobile apps, drones, technology equipment.

Exhibitor products: ARA Rental Innovation Conference & Exhibits

SAFETY ISSUE: Tenting issue

Ad Close: Jan. 20, 2022

Materials Due: Jan. 24, 2022

Mailed: Feb. 22, 2022

April

Equipment: Attachments for backhoes, loaders, excavators, skid steers, tractors. Also, disaster relief equipment including skid steers, chippers, stump grinders, log splitters, portable generators, chain saws, pumps, fans, restoration equipment, drain-cleaning equipment, pressure washers.

Event: Power generation, portable sinks, portable restrooms, stake pullers, ballast, climate control equipment, fans, heaters.

SAFETY ISSUE: New MEWP safety training

Ad Close: Feb. 25, 2022

Materials Due: March 1, 2022

Mailed: March 29, 2022

May Signet Research Study

"Seen on the show floor" from the ARA Rental Innovation Conference and Exhibits

Equipment: Road construction equipment including rollers, compaction, paving, surveying equipment, traffic control systems, barriers, lighting, generators, compressors. Also, underground and trenching equipment, augers, earth-boring machines, drilling equipment, post hole diggers.

Event: Festival equipment including tents, tent accessories, stakes, ballast, sidewalls, generators, air conditioning, fans, misters.

SAFETY ISSUE: Hot weather topics

Ad Close: March 30, 2022

Materials Due: April 1, 2022

Mailed: May 3, 2022

June equipment rental market leaders

Equipment: All construction equipment. Also, dust control equipment, vacuum and vacuum systems, floor care equipment.

Event: Corporate and fundraising equipment including lighting, staging, flooring, carpeting, podiums, seating, furniture, vending equipment, crowd control, temperature screening and sanitization equipment, sound barriers, novelties, games, A/V, karaoke, sound systems.

SAFETY ISSUE: Disaster preparedness/weather events

Ad Close: April 27, 2022

Materials Due: April 29, 2022

Mailed: June 1, 2022



July Products in Review 2022

This issue highlights products from companies that had items featured in *Rental Management* between Aug. 1, 2021, to June 1, 2022, targeting equipment, event, and software and services segments.

SAFETY ISSUE: Trailer safety

Ad Close: May 25, 2022

Materials Due: May 27, 2022

Mailed: June 28, 2022

July Membership Directory

Who's Who in the Rental Industry, the American Rental Association (ARA) Annual Membership Directory, includes information on ARA programs and services as well as a member listing.

Ad Close: May 25, 2022

Materials Due: May 27, 2022

Mailed: July 7, 2022

August event rental market leaders

Equipment: Earthmoving equipment, loaders, excavators, backhoes, skid steers, attachments, dump trucks, fleet management tools, mobile apps, telematics. Also, fall cleanup equipment including lawn, garden and landscaping equipment, power buggies, dumpers, snow removal equipment, heaters, salt dispensers, storage containers.

Event: All event products.

SAFETY ISSUE: First aid/injuries and emergency care

Ad Close: June 27, 2022

Materials Due: June 29, 2022

Mailed: Aug. 2, 2022

September

Equipment: Mobile elevating work platforms, access, telehandlers, forklifts, scissor lifts, manlifts and other lifting equipment, scaffolding, ladders, cranes. Also, compact equipment including mini skid steers, mini excavators, tractor loader backhoes, attachments.

Event: Tabletop items, such as servingware, glassware, flatware, dishes, centerpieces; outdoor event equipment, such as grills, kitchen, cooking and concession items, canopies, utility vehicles.

SAFETY ISSUE: Driving safety

Ad Close: July 27, 2022

Materials Due: July 29, 2022

Mailed: Aug. 30, 2022

October show introduction issue

Exhibitor products for The ARA Show 2023 in Orlando

Equipment: Power generation, power distribution, light towers, air compressors, demolition and renovation tools. Also, all general tool products.

Event: Crowd control, traffic control and trade show equipment such as pipe and drape, props, displays, temperature screening and sanitization equipment.

SAFETY ISSUE: Fire safety

Ad Close: Aug. 31, 2022

Materials Due: Sept. 2, 2022

Mailed: Sept. 30, 2022

November show planning issue

Exhibitor products for The ARA Show 2023 in Orlando

Equipment: Trailers, carriers, trucks, pickups conveyors, fuel tanks. Also, lawn, garden and landscaping equipment, small engines, lubricants.

Event: Tables, chairs, lounge and lighted furniture, linens, disposables, tabletop items.

SAFETY ISSUE: Cold weather topics

Ad Close: Sept. 28, 2022

Materials Due: Sept. 30, 2022

Mailed: Nov. 1, 2022

December sourcebook and 2023 buying guide

ARA associate member products are featured in this issue. The guide also includes associate member listings by company name as well as lists of companies that offer equipment in a variety of product categories.

SAFETY ISSUE: Theft

Ad Close: Oct. 26, 2022

Materials Due: Oct. 28, 2022

Mailed: Dec. 2, 2022

December Industry Outlook issue

Distributed with the December Sourcebook, this special edition includes the latest ARA forecast for equipment and event rental revenue for 2023 and beyond, as well as interviews with industry leaders discussing future trends, the regional outlook and the forecast for equipment investment.

Ad Close: Oct. 26, 2022

Materials Due: Oct. 28, 2022

Mailed: Dec. 2, 2022