

PRODUCT FOCUS CALENDAR 2025

Rental Management is revamping our product coverage!

Each month we'll send a call for thought leadership articles about different product categories to be considered for publication.

Criteria for editorial consideration:

- 500 to 1,000 words
- Maintenance tips
- Best practices when using
- Troubleshooting help
- Project applications
- Equipment technology
- Other industry-specific ideas

	EQUIPMENT PRODUCTS	EVENT PRODUCTS	CLOSE DATE	MATERIALS DUE DATE	MAILED DATE
JANUARY/ FEBRUARY The ARA Show™ at-show issue	<p>Job site, warehouse and rental yard equipment including forklifts, aerial lifts, utility vehicles, trailers, engines, generators, compressors, portable offices, portable restrooms and portable storage. Concrete equipment including rammers, compactors, screeds, trowels, concrete saws, vacuums, vacuum systems, silica dust control equipment, concrete forms. Trucks including semis, pickups, box, moving, dump, utility, water and more. Also, engines, small engines, lubricants, fuel additives, hand tools, small power tools, moving equipment, hand trucks, stair climbers, pallet movers, furniture and appliance dollies.</p>	<p>Products for personal, family and business life events including birthdays, weddings, graduations, anniversaries, retirements, religious celebrations, grand openings. Novelties, games, props, concession equipment.</p>	Nov. 20, 2024	Nov. 22, 2024	Jan. 3, 2025
JANUARY/ FEBRUARY The ARA Show Directory	<p>The directory is essential for attendees planning their time at the show. It features all exhibitors, along with booth numbers and product information. In addition, the directory is sent to all subscribers with the January/February issue of <i>Rental Management</i>.</p>		Nov. 20, 2024	Nov. 22, 2024	Jan. 3, 2025
MARCH The ARA Show news coverage	<p>Technology: Computer hardware and software, fleet management, anti-theft devices, RFID, Bluetooth, GPS, telematics, computer-assisted design, cybersecurity, mobile apps, drones, autonomous machines, 3D printing, 5G wireless communications, artificial intelligence (AI).</p> <p>All construction equipment.</p>	<p>Corporate and fundraising equipment including tents, lighting, staging, light towers, flooring, carpeting, podiums, seating, furniture, vending equipment, crowd control, sound barriers, games, A/V, karaoke, sound systems.</p>	Jan. 22, 2025	Jan. 24, 2025	March 4, 2025

PRODUCT FOCUS CALENDAR 2025 continued

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See previous page to reference criteria for editorial consideration.

	EQUIPMENT PRODUCTS	EVENT PRODUCTS	CLOSE DATE	MATERIALS DUE DATE	MAILED DATE
APRIL/MAY Seen on the show floor product coverage; Signet Research issue	<p>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, generators, light towers.</p> <p>Seen on the Show floor section.</p>	<p>Festival equipment including tents, tent accessories, stakes, ballast, sidewalls, generators, air conditioning, fans, misters.</p> <p>Seen on the Show floor section.</p>	March 12, 2025	March 14, 2025	April 15, 2025
JUNE/JULY Market Movers	<p>Earthmoving equipment including 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.</p>	All event-related products.	May 12, 2025	May 14, 2025	June 10, 2025
AUGUST/SEPTEMBER 12 to Watch Under 40	<p>Mobile elevating work platforms, access, telehandlers and lifting equipment, scaffolding, ladders, cranes. Also, compact equipment including mini skid steers, mini excavators, tractor loader backhoes, attachments.</p>	<p>Tabletop items including servingware, glassware, flatware, dishes, centerpieces. Also, outdoor event equipment such as grills, portable kitchens, cooking and concession items, canopies, utility vehicles.</p>	July 9, 2025	July 11, 2025	Aug. 12, 2025
OCTOBER/NOVEMBER Technology issue; The ARA Show Planning Issue	<p>All technology-related product categories.</p> <p>Power generation, light towers, air compressors, demolition and renovation tools. Trailers, carriers, trucks, pickups, conveyors, fuel tanks, engines. Also, lawn, garden and landscaping equipment.</p>	<p>Crowd control, traffic control, barriers, trade show equipment such as pipe and drape, props, displays, sanitization equipment. Tables, chairs, lounge and lighted furniture, linens, disposables.</p>	Sept. 10, 2025	Sept. 12, 2025	Oct. 14, 2025
DECEMBER Outlook Issue	All associate member product categories.	All associate member product categories.	Oct. 29, 2025	Oct. 31, 2025	Dec. 2, 2025