

	THEME	EQUIPMENT PRODUCTS	EVENT PRODUCTS	CLOSE DATE	MATERIALS DUE DATE	MAILED DATE
JANUARY	The ARA Show™ pre-show issue	The ARA Show 2024 exhibitor products.	The ARA Show 2024 exhibitor products.	Nov. 15, 2023	Nov. 17, 2023	Jan. 2, 2024
JANUARY	The Hot List 2024: New products at The ARA Show Features The ARA exhibitor products that are new to the equipment and event rental industry.	The Hot List 2024: New products at The ARA Show.	The Hot List 2024: New products at the show.	Nov. 15, 2023	Nov. 17, 2023	Jan. 2, 2024
FEBRUARY	The ARA Show at-show issue	The ARA Show 2024 exhibitor products.	The ARA Show 2024 exhibitor products.	Dec. 19, 2023	Dec. 21, 2023	Jan. 30, 2024
FEBRUARY	The ARA Show Directory 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 February issue of <i>Rental Management</i> .			Dec. 19, 2023	Dec. 21, 2023	Jan. 30, 2024
MARCH	The ARA Show news coverage 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).	All construction equipment.	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.	Jan. 22, 2024	Jan. 24, 2024	March 12, 2024
APRIL/MAY	The ARA Show 'Seen on the show floor' product coverage; Signet Research issue Seen on the show floor section.	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.	Event: Festival equipment including tents, tent accessories, stakes, ballast, sidewalls, generators, air conditioning, fans, misters.	March 13, 2024	March 15, 2024	April 16, 2024
JUNE/JULY	Market Movers	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.	All event-related products.	May 8, 2024	May 10, 2024	June 11, 2024
AUGUST/SEPTEMBER	12 to Watch Under 40	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.	Tabletop items including servingware, glassware, flatware, dishes, centerpieces. Also, outdoor event equipment such as grills, portable kitchens, cooking and concession items, canopies, utility vehicles.	July 17, 2024	July 19, 2024	Aug. 13, 2024
OCTOBER	Technology issue; Signet Research issue All technology-related products. Exhibitor products for The ARA Show 2025.	Power generation, light towers, air compressors, demolition and renovation tools.	Crowd control, traffic control, barriers, trade show equipment such as pipe and drape, props, displays, sanitization equipment.	Sept. 4, 2024	Sept. 6, 2024	Oct. 1, 2024
NOVEMBER	The ARA Show planning issue Exhibitor products for The ARA Show 2025.	Trailers, carriers, trucks, pickups, conveyors, fuel tanks, engines. Also, lawn, garden and landscaping equipment.	Tables, chairs, lounge and lighted furniture, linens, disposables.	Oct. 2, 2024	Oct. 4, 2024	Oct. 29, 2024
DECEMBER	Outlook Issue Exhibitor products for The ARA Show 2025.	All associate member products.	All associate member products.	Oct. 30, 2024	Nov. 1, 2024	Nov. 27, 2024