

Focus on the  2021

future

OCTOBER 17-20



BRIGHT LIGHTS

smart opportunities

As you focus on positioning your business for the future, The ARA Show™ is ready with the tools you need. We're returning to Las Vegas with a high-energy opportunity to reconnect with your rental community. Come discover new trends and build relationships with your industry peers as we celebrate our resilience.

The 2021 show is designed with not only safety but also your business needs in mind, offering the education, products, networking and technology to move your business forward. Although a few things may be different, you'll still find all the fun, excitement and value The ARA Show is known for — in a city that offers world-class resorts, entertainment and dining options for every preference.

KEYNOTE WITH CAREY LOHRENZ

As the first female F-14 fighter pilot in the U.S. Navy, Carey Lohrenz knows what it takes to lead in one of the highest-pressure, most extreme environments imaginable. She'll share the fundamentals that have helped her win under pressure, from the cockpit at Mach 2 to the business world.

OCT. 17: EDUCATION
RESORTS WORLD

OCT. 18 – 20: TRADE SHOW
LAS VEGAS CONVENTION CENTER

VISIT ► [ARASHOW.ORG](https://arashow.org)

WHAT'S DIFFERENT FOR 2021

New Show Venue > The ARA Show will be at the Las Vegas Convention Center (LVCC), which offers both indoor and outdoor exhibits — a FIRST for The ARA Show!

New Education Venue > Education sessions will be held Oct. 17 at Resorts World, a brand-new property opening this summer near the LVCC. A separate Events & Tents program will not be offered, but an event-focused track will be included in the day's sessions.

More Info Online > It's a different kind of year, and that requires some flexibility. We're working hard to plan a show that is Clean, Safe and Essential, and will be making updates on our website as information is available. This year's Planner is a streamlined version, with complete details available at [ARASHOW.ORG](https://arashow.org).

New Event > Show your support by registering for The ARA Foundation Virtual 5K. Track your steps at the show on Oct. 19 or run the race on your own — there are chances to win awards and prizes. If running isn't your style, participate in the online auction.

No Shuttle Required > A brand-new underground people mover featuring autonomous Tesla electric vehicles is set to open this summer between Resorts World and the LVCC, as well as under the LVCC campus. Trams and other transportation also make it convenient to get around Las Vegas, so shuttles aren't needed.

Plan Early and Save!



EARLY REGISTRATION SAVINGS

Registration opens July 13. **Full registration starts at just \$129 through July 31**, so mark your calendar and register early.



LOWEST HOTEL RATES

Book your hotel room through onPeak at [ARASHOW.ORG/Hotels](https://arashow.org/Hotels) for the best rates and flexibility to change your reservation without penalty.

Schedule // 04

Education // 06

Networking // 11

Events // 12

Trade Show // 17

Hotels // 18

Registration // 20

Sponsors // 22

CONNECT FOR A CHANCE TO WIN



The ARA Show



@ARARentalShow



@ARARentalShow



The ARA Show

Tag us and follow [#ARASHOW2021](https://twitter.com/ARASHOW2021)

Schedule AT A GLANCE



Events and exhibits are at the Las Vegas Convention Center (LVCC) unless otherwise noted. Education Sessions are at Resorts World (RW).

SCHEDULE

	EDUCATION TRACKS	Business Management Track	Leadership and Culture Track	Technology and HR Track	Event Track				
	SATURDAY OCT. 16	SUNDAY OCT. 17				MONDAY OCT. 18	TUESDAY OCT. 19	WEDNESDAY OCT. 20	
7 a.m.		Registration Open 7 a.m. – 5 p.m.				Registration Open 7 a.m. – 5:30 p.m.	Registration Open 7:30 a.m. – 5:30 p.m.	The ARA Foundation Virtual 5k (pg. 16) All Day (at-show participation)	
8 a.m.		Morning Coffee Break, 8 – 8:30 a.m. (Resorts World)					Women in Rental Breakfast (pg. 14) 7:45 – 8:45 a.m. (LVCC)		Registration Open 8 a.m. – 1 p.m.
9 a.m.		EDUCATION SESSIONS (pg. 7-10) 8:30 – 9:45 a.m. (Resorts World)				Keynote Session: Carey Lohrenz (pg. 13) 8 – 9:30 a.m. (Resorts World)			
		How to Stay Out of the Email Cemetery Charlene DeCesare	Communicating Trust: Strategies for Rental Professionals Pamela Barnum	Technology Implementation to Improve Your Rental Operation Rental Industry Panel	Adapting Your Tent Inventory Rental Industry Panel				
10 a.m.		EDUCATION SESSIONS (pg. 7-10) 10 – 11:15 a.m. (Resorts World)							
		Get a Grip on Your Rental Business — Are You Running Your Business or Is It Running You? Brett Stewart	YOU! Super Hero! Super Star! Super Exhausted! How to Effectively Help Others Without Burning Out A Women in Rental education session Linda Larsen	Digital Marketing and Your Online Presence Rental Industry Panel	Event Safety in the Modern Age Rental Industry Panel				
11 a.m.									Exhibit Hall Open 9 a.m. – 1 p.m. (LVCC)
12 p.m.		ARA Industry Awards Lunch (pg. 12) 11:30 a.m. – 1 p.m. (Resorts World)							
1 p.m.		EDUCATION SESSIONS (pg. 7-10) 1:15 – 2:30 p.m. (Resorts World)				Exhibit Hall Open 9:30 a.m. – 5 p.m. (LVCC)			
2 p.m.		Conversation Analytics and Phone Sales Jeremiah Wilson	Bouncing Forward: How to Leverage the Stress of Uncertainty Adam Markel	Legal and Financial Questions Answered 20-minute mini sessions James Waite, Dan Crowley and Ashley Cuttino	Knowing Your Numbers Rental Industry Panel				
		Afternoon Break, 2:30 – 2:45 p.m. (Resorts World)							
3 p.m.	Registration Open 1 – 5 p.m.	EDUCATION SESSIONS (pg. 7-10) 2:45 – 4 p.m. (Resorts World)							
		Protect Your Organization From Cyber-Crime — Understanding Recent Trends and Threats Jon Engstrom	G.R.I.P.E — The 5 Reasons People Complain and How to Get Them to Stop Will Bowen	Legal and Financial Drop-ins James Waite, Dan Crowley and Ashley Cuttino	Building Your Tent Inventory Basics Rental Industry Panel				
4 p.m.									
5 p.m.									
6 p.m.		ARA Young Professionals Network Reception (pg. 12) 5:30 – 7:30 p.m. (Resorts World)				Regional Receptions (pg. 14) 5 – 6:30 p.m. (LVCC)			
7 p.m.									
8 p.m.						ARAPAC Reception (pg. 14) 7 – 9 p.m. (Resorts World)		ARA's Oktoberfest ... Las Vegas Style! (pg. 15) 6:30 – 9:30 p.m. (LVCC)	
9 p.m.									

FIND *inspiration* AND *motivation*

The ARA Show offers a full day of education on a variety of topics for rental industry professionals at every level. These sessions are rental-specific and feature professional speakers, industry experts and rental peers. You can choose from four tracks: business management, leadership and culture, technology and human resources, and events — all included with full registration. Come enjoy a change of pace and be inspired by new strategies to keep your business one step ahead of the competition.

Please note that all of Sunday's education sessions will be held at Resorts World and not at the Las Vegas Convention Center.

NEW



Resorts World Location

Sunday education will take place at Resorts World Las Vegas — featured as one of Forbes Travel Guide's most anticipated hotel openings of 2021. This new luxury destination is the Strip's first new casino resort in 11 years and will feature progressive technology, globally inspired cuisine, exclusive retail boutiques and more.



Clean. Safe. Essential. Sessions

Education sessions and the Keynote Session will be set up to meet the latest guidelines for social distancing. A live-streaming option is planned for attendees with a full registration in the event that attendance exceeds available seating, as well as for attendees who aren't comfortable with attending in person. Visit ARASHOW.ORG for the latest information.

Education Sessions

Sponsored By Ditch Witch

SUNDAY, OCT. 17

Business Management Track

8:30 – 9:45 A.M.

How to Stay Out of the Email Cemetery

Charlene DeCesare

Through a balance of wit and expertise, Charlene will cover: A few of the most common email mistakes, categorized by personas such as The Egomaniac, The Apologizer, The Overwhelmer, The Order Taker, The Used Car Salesman, The Corny Cornball and The Bridge Burner.

Key takeaways:

- Learn exactly where sales emails tend to go wrong
- A quick checklist of symptoms to see if you might be at risk
- Concrete advice for email resuscitation so you know what to do instead to get the results you want

10 – 11:15 A.M.

Get a Grip on Your Rental Business — Are You Running Your Business or Is It Running You?



Brett Stewart

If you'd like to be in more control of your organization, you're not alone. As thousands of business leaders have discovered, the key to faster growth, bigger profits, more loyal customers and fewer frustrations is an Entrepreneurial Operating System (EOS®). An EOS is a comprehensive business system with real, simple, practical tools. This presentation helps participants learn to implement a simple "way of operating" that helps leadership teams clarify, simplify and achieve their vision.

Key takeaways:

- Review the six key components of top companies: vision, people, data, issues, process and traction
- Learn a powerful tool to clarify and achieve your vision
- Work with two simple tools that will get the right people in the right seats

1:15 – 2:30 P.M.

Conversation Analytics and Phone Sales



Jeremiah Wilson

During this session, you'll learn how to gain market intelligence and drive conversions with call tracking and analytics. Jeremiah Wilson will teach you specific dos and don'ts for phone calls and how to easily manage the phone sales process. We'll listen to live phone calls with real customers during the session and get real-time data and advice.

Key takeaways:

- Learn how to double your close rates on the phone
- Learn how to overcome price objections
- Learn specific dos and don'ts for phone sales

2:45 – 4 P.M.

Protect Your Organization From Cyber-Crime — Understanding Recent Trends and Threats

Jon Engstrom

This session focuses on recent trends of online fraud and computer intrusion, and the methods suspects use to steal valuable data. Discover how hackers commit their crimes and what every employee must do to protect company assets. We live in a time where malicious actors are attempting to steal our information on a daily basis, and this presentation will build a foundation of actionable measures to fend off these attacks. Live examples of "hacking" into information will surprise you, and you'll learn detailed solutions to stop the threats.

Key takeaways:

- Learn how password hacking, email phishing, telephone attacks, social engineering and online devices are emerging threats
- Learn how to stop the intrusion into your smart device and the "Internet of Things"
- Learn how to modify a few key online habits of your employees that will help protect your organization from the next attack

Leadership & Culture Track

8 - 8:30 A.M.

Coffee Break

Resorts World

*Sponsored by BOMAG Americas
and John Deere*



8:30 - 9:45 A.M.

Communicating Trust: Strategies for Rental Professionals

Pamela Barnum

Former undercover police officer and prosecuting attorney Pamela Barnum will give you strategies you can implement immediately to negotiate with ease, influence with trust, and detect deception with confidence.

Key takeaways:

- Learn how to interpret body language effectively and adjust yours to establish trust
- Implement these tactics to increase sales
- Learn how to read people to make better decisions about who to hire, fire and partner with

10 - 11:15 A.M.

YOU! Super Hero! Super Star! Super Exhausted! — How to Effectively Help Others Without Burning Out

A Women in Rental education session

Linda Larsen

With all of life's fast-paced, high-stress demands, it becomes very easy to put ourselves rock-bottom last on our own "to-do" list. And the result? Compromised health, exhaustion, frustration, strained relationships, depression, guilt and acute crankiness.

Key takeaways:

- Learn practical, doable strategies to bring more focus, mental acuity, good health and happiness to your life
- Recognize what you have been repeatedly doing (with the best of intentions) that adds to stress levels
- How to proactively change those behaviors



1:15 - 2:30 P.M.

Bouncing Forward: How to Leverage the Stress of Uncertainty

Adam Markel

The most current research confirms that we are actually built to bounce forward, not back. Our brains can learn (at almost any age) how to process stress and turn it into strategy — by growing the narrative of resilience. Utilizing state-of-the-art recovery techniques and rituals, we don't just recover from adversity, we actually increase our capacity to address future stress and avoid costly burnout. Resilience is the foundation, both individually and organizationally, for reversing declines in performance. Research shows that when we develop and practice the rituals of resilience, the results are improved health, more energy, passion and engagement, lower turnover and greater team innovation and productivity.

Key takeaways:

- How to leverage the stress of uncertainty and change to build long-term growth
- Learn simple, usable daily practices to improve levels of resilience



2:45 - 4 P.M.

G.R.I.P.E — The 5 Reasons People Complain and How to Get Them to Stop

Will Bowen

The average person complains 15-30 times a day and has no awareness they're doing it. During this session, you'll learn how to run a complaint-free rental business. You'll leave inspired, mindful of your own complaints, and motivated to approach complainers with new, simple and effective strategies.

Key takeaways:

- Learn the inefficiencies of complaining and its effect on your business
- The problem with complaining (destructive effects on health, happiness, relationships and career)
- Positive leadership in a negative world

Technology & HR Track

8:30 - 9:45 A.M.

Technology Implementation to Improve Your Rental Operation

Rental Industry Panel

We're all seeing how technology is impacting our lives and businesses. Learn from experts on our rental panel how technology is being used to change and improve rental operations. We'll also cover change management and integrating tech into your business, then open the floor to your questions.

Key takeaways:

- Receive expert advice on how to seamlessly incorporate technology into your rental business
- Gain insights on new rental technology
- Learn how technology can help your rental business

10 - 11:15 A.M.

Digital Marketing and Your Online Presence



Rental Industry Panel

Over the last year we've learned that, now more than ever, your online presence is crucial to your organization's success. Industry experts will discuss best practices for online tactics.

Key takeaways:

- Learn how to incorporate digital marketing strategies into your marketing plan
- Receive expert marketing advice that can positively impact your organization's digital presence



1:15 - 2:30 P.M.

Legal and Financial Questions Answered

(20-minute mini sessions)

James Waite, Dan Crowley and Ashley Cuttino

As business practices continue to change, we have industry partners to answer your most pressing questions. These quick, 20-minute sessions will cover frequently asked questions concerning your legal, financial and employment needs. Then, our panel of experts will stick around for one-on-one discussion.

Key takeaways:

- Receive rental contract advice based on last year's events
- Receive data-driven tips to improve your bottom line
- Gain the most up-to-date recommendations from a human resources and employment law perspective

2:30 - 2:45 P.M.

Afternoon Break

Resorts World

Sponsored by BOMAG Americas



2:45 - 4 P.M.

Legal and Financial Drop-ins

Drop in and ask your specific questions to James Waite, Dan Crowley or Ashley Cuttino. They will be available for the length of the session.

Event Track



8:30 – 9:45 A.M. Adapting Your Tent Inventory

Rental Industry Panel
An industry panel shares case studies on adapting existing inventory with minor modifications to address weather, wind, rental duration or special customer needs.

Key takeaways:

- A look at the key factors impacting tent strength (e.g.: snow loads, rigging, anchoring, elevation, wind/class exposure, challenging installs)
- Ideas for maximizing inventory while accommodating a custom need

10 – 11:15 A.M. Event Safety in the Modern Age

Rental Industry Panel
An industry panel shares case studies and best practices on how event rental companies can contribute to a safe event.

Key takeaways:

- Industry best practices on tent evacuation
- Insight into health, safety and the new needs of off-premises caterers
- Ideas on how event rental companies can support public safety

1:15 – 2:30 P.M. Knowing Your Numbers



Rental Industry Panel
Job costing in the tent business is key to achieving sustainable financial health. In this session, industry veterans discuss their experience building a process that fits their business.

Key takeaways:

- A simple analytic tool to apply in your business
- Advice on how to build flexibility in your job costing and react to changes

2:45 – 4 P.M. Building Your Tent Inventory Basics

Rental Industry Panel
An industry panel reviews the building blocks of inventory that can yield profit and offer flexibility.

Key takeaways:

- A review on tent styles available with strengths and weaknesses
- Insight into factors that can impact profitability
- Perspective from operations, sales and management



MEET PEOPLE + make connections



Whether you're building your business or building your career, it's important to have a professional network. The ARA Show offers a variety of exclusive networking events where you can meet people, hear about trends in other markets and get advice from peers who face the same day-to-day demands. You'll leave with new contacts, new ideas and support from your rental industry community.



Clean. Safe. Essential. Events

We are working closely with the Las Vegas Convention Center and are keeping up to date with the latest guidelines. More information will be provided at ARASHOW.org/Events in the coming months.



want more
DETAILS?

Key takeaways from each session are listed here, but you'll find more details on our website at ARASHOW.org/Education.



SUNDAY, OCT. 17

11:30 A.M. – 1 P.M.

ARA Industry Awards Lunch

Resorts World

Sponsored by BOMAG Americas, Choice Party Linens Inc. and Mi-T-M Corp.

Celebrate the volunteer spirit of ARA members and enjoy lunch with your peers. This event recognizes individuals for their contributions to the industry over the last year, including the latest inductees into the Rental Hall of Fame — the industry's highest honor.

Tickets for ARA members are \$20 per person through July 31 and \$30 per person starting Aug. 1. Prospective member tickets are \$50 per person. Advance registration and ticket required. All Sunday education participants are encouraged to attend.

5:30 – 7:30 P.M.

ARA Young Professionals Network (YPN) Reception

Resorts World

Sponsored by CCC of NY, Ditch Witch, John Deere and Toro

Connect with your fellow YPN members and build your rental industry network as you enjoy food, drink and networking at a unique venue within Resorts World. Register early, as this reception sells out quickly each year. Complete venue information will be posted at ARASHOW.org/Events.

This event is open to registered members of ARA's YPN between the ages of 18 and 40. You can join for free at ARARental.org/young-professional-network if you're not already a YPN member. Tickets are \$50 per person through July 31 and \$75 per person starting Aug. 1. Advance registration and ticket required.



Keynote Speaker CAREY LOHRENZ



MONDAY, OCT. 18

8 – 9:30 A.M.

Keynote Session

Resorts World

Sponsored by ARA Insurance

As the first female F-14 Tomcat fighter pilot in the U.S. Navy, Carey Lohrenz is used to working in fast-moving, dynamic environments where inconsistent execution can bring catastrophic results. These challenges aren't that different from what rental businesses face: Markets change, customer needs evolve, and you have to adapt quickly to survive.

During this inspiring keynote session, Lohrenz will share her fascinating experiences operating in one of the world's most challenging environments — an aircraft carrier. She'll also talk about the fundamentals that helped her win under pressure, reduce errors and overcome obstacles. Don't miss this one-of-a-kind opportunity to take away leadership insights that will help your team triumph in this high-risk, time-crunched world.

A live-streaming option is planned for exhibitors and attendees who have purchased a full registration in the event that attendance exceeds available seating, as well as for those who aren't comfortable attending in person.

The trade show will open immediately after the Keynote Session. Admission to the keynote is included with full registration. ARA members with exhibits-only registration can purchase a Keynote Session ticket for \$20 (\$40 for prospective members) through July 31 and \$30 (\$50 for prospective members) starting Aug. 1.

SHOW FLOOR OPENS AT 9:30 A.M.



5 – 6:30 P.M. Regional Receptions

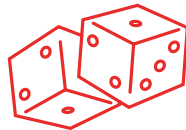
Las Vegas Convention Center

Sponsored by Allmand Bros.; Barreto Manufacturing; BOMAG Americas; Chicago Pneumatic Power Technique; Ditch Witch; Kwik-Covers; Power Pusher, Div. of Nu-Star; SteelPoint; Tireboots by Universal Canvas; and TracksNTeeth Inc.

Meet up with rental peers from your region and network over drinks and hors d'oeuvres after a busy first day on the trade show floor. Each of ARA's 10 regions will host a reception, and a leader from each region will be recognized for their contributions to the rental community.

Tickets for ARA members are \$20 per person through July 31 and \$30 per person starting Aug. 1. Prospective member tickets are \$40 per person. Advance registration and ticket required.

7 - 9 P.M. ARAPAC Reception: Vintage Vegas Starring the Rat Pack



Resorts World

Take a journey into Vintage Vegas at this ARAPAC fundraising event with an iconic "Rat Pack" theme. These A-listers of the 1960s were a national sensation, and the glitz and glamour of Las Vegas were part of their DNA. A red carpet arrival with martinis served by iconic Las Vegas showgirls will set the tone for the evening. You'll also enjoy white-glove service with hors d'oeuvres served throughout the event. Indulge in a little themed fun with vintage props and paparazzi on the backdrop of Las Vegas' Rat Pack Cover band, along with opportunities for networking as you help to raise funds for ARA's political action committee.

Tickets are \$100 per person and must be purchased by ARAPAC members. Contact Jill Peterson at 800.334.2177, ext. 254, for more information.



ARAPAC, ARA's political action committee, is the voice of ARA members and the event and equipment rental industry in Washington, D.C. With the support of its members, ARA is able to educate Congress about the rental industry, advocate on national issues affecting the industry, and support those who recognize and back the needs of the industry. For more information, visit ARARental.org/ARAPAC.



TUESDAY, OCT. 19

7:45 – 8:45 A.M. Women in Rental Breakfast

Las Vegas Convention Center

Sponsored by Alert Rental Software, Ditch Witch, EDCO, John Deere, RICE Hydro and Toro

Open to all attendees and exhibitors, this event provides plenty of time for networking — along with a program focused on empowering women. This event has sold out for the past two years, so register early. It's the perfect way to start a busy day at the show.

Tickets for ARA members are \$20 per person through July 31 and \$30 per person starting Aug. 1. Prospective member tickets are \$40 per person. Advance registration and ticket required.

6:30 - 9:30 P.M. ARA's Oktoberfest ... Las Vegas Style!

Las Vegas Convention Center

Sponsored by BOMAG Americas, Green Manufacturing, John Deere, Kubota Engine America, TapGoods and Vermeer

It's not Munich, Germany, and we are not celebrating King Louis I's marriage, but it is Las Vegas and we are celebrating the resilience of the rental industry and its members! Kicking off the evening, the ARA CEO will tap the first keg initiating the opening of the evening's festivities. Beer tents, food trucks, yard games and Vegas-inspired entertainers will serve as the perfect backdrop for our center stage showcasing an amazing party band, setting the energy level at explosive! Highlighting the evening, local Vegas brews and popular Sin City cuisine add the perfect Vegas spin on Oktoberfest!

This event typically sells out, so get your tickets early. Tickets for ARA Members are \$50 per person through July 31 and \$75 per person starting Aug. 1. Prospective member tickets are \$75 per person through July 31 and \$100 per person starting Aug. 1. Advance registration and ticket required.



DOWNLOAD THE ARA SHOW APP

Sponsored by LBX Co., Maker of Link-Belt Excavators

Available in early September, The ARA Show app is your one-stop digital guide to the show. Just enter your last name and the registration ID on your confirmation email to log in. Still have the app from the 2020 show? It will automatically update with new information for 2021.

Features include:



- + Searchable exhibitor directory
- + Show schedule and maps
- + My Schedule to customize with your education sessions, show events and other meetings
- + Education session descriptions and handouts
- + Express barcode to claim your badge at select registration locations
- + Updates from ARA, including last-minute changes on site





TRADE SHOW

BRING THE latest equipment HOME

Help support the Foundation that supports the rental industry!

The ARA Foundation is the heart of the equipment and event rental industry. Our mission is to implement programs that create educational opportunities, build relationships and aid our members. This year, get involved with the ARA Foundation through our new events — the Virtual 5K and the Online Auction.



TAKE ADVANTAGE OF SHOW-ONLY SPECIALS AVAILABLE ONLY AT THE ARA SHOW.

The ARA Show floor is more than a place to find all the latest trends and innovations — it's also where you can buy them. And with hundreds of exhibitors offering exclusive deals during the show, you could save enough to fit more equipment into your budget.

Look for Show-Only Specials in The ARA Show app or at [ARASHOW.ORG](https://arashow.org). Plus, be sure to ask exhibitors offering Show-Only Specials about their deals, which range from pricing discounts to free shipping and other incentives.

VIRTUAL 5K: OCT. 17 - 31

Sponsored by John Deere and Sullair, A Hitachi Group Company

Support The ARA Foundation during the at-show event on Tuesday, Oct. 19, by wearing your shirt and tracking your steps on the show floor that day along with other attendees. You can also submit pictures and give virtual high-fives to others participating that day. If you prefer to run the race, it can be completed anytime Oct. 17 - 31 from the comfort of your own neighborhood — or with us in Las Vegas at The ARA Show. Don't miss out on the first-ever ARA Foundation Virtual 5K!

Registration is \$35 per person, and with your registration, you'll get a one-of-a-kind race shirt and medal as well as fun items from our sponsors. There will also be chances to win other awards and prizes after you complete the virtual 5K. Learn more and register today at runsignup.com/arafoundation5k.

ONLINE AUCTION: OCT. 14 - 25

If running isn't your style, show your support for the Foundation by participating in the online auction starting Oct. 14. Bid on great items and support the ARA Foundation initiatives to build up the rental industry. Watch your email and social media for more details to come in the following months.





OFFICIAL *Hotels*

For complete details and booking information, visit ARAshow.org/Hotels.

SAVE WITH FLEXIBLE HOTEL BOOKING

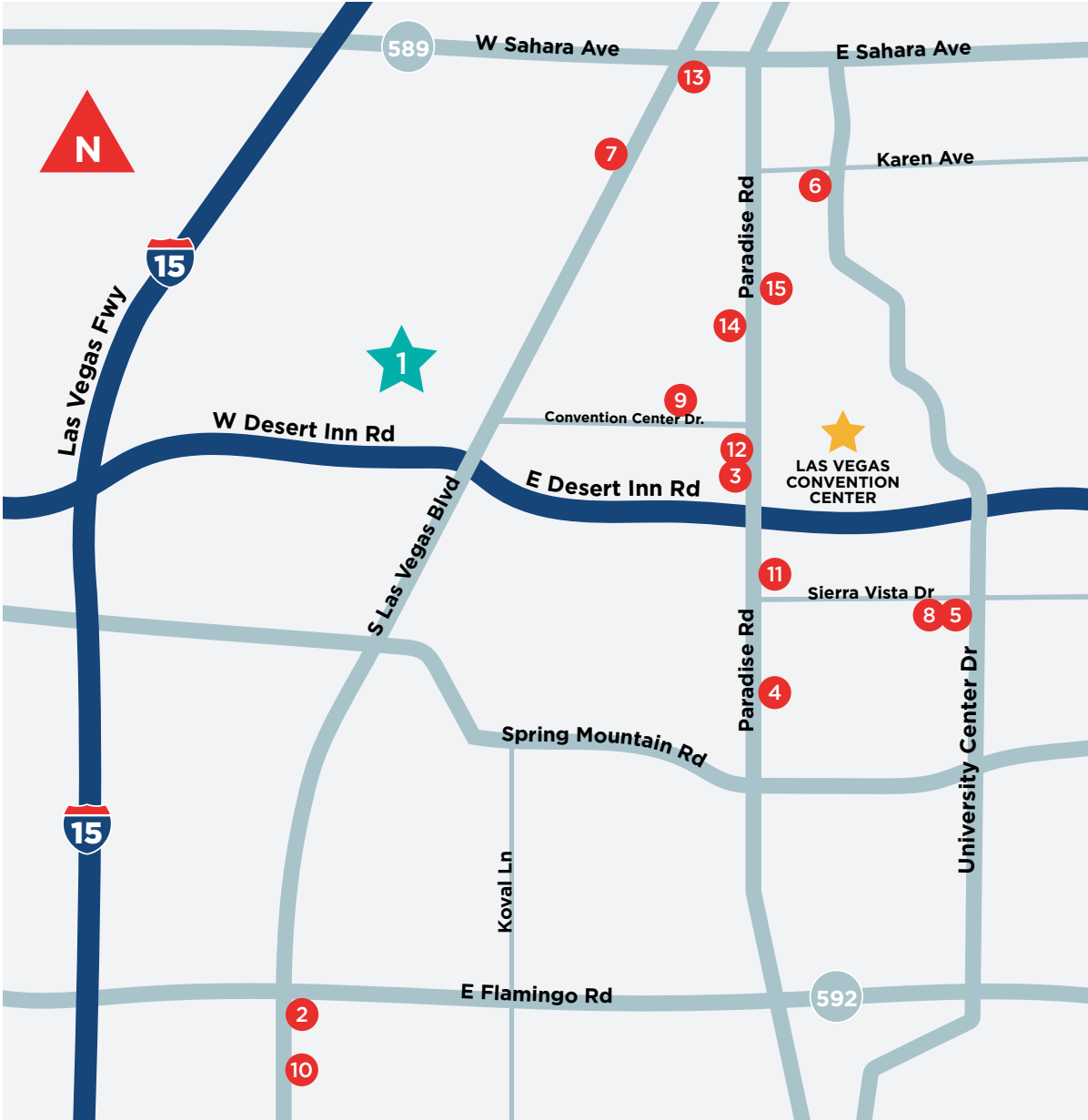


As our official housing partner, **onPeak** is the only hotel provider endorsed by **The ARA Show**. Through onPeak, we've secured discounted rates at convenient Las Vegas hotels, and we encourage you to book through them early for the best selection and price. Visit ARAshow.org/Hotels to make your reservations.



Why book through onPeak?

- + **BEST-RATE PLEDGE.** onPeak comparison-shops for the lowest rates.
- + **PAY DELAY.** Ease your commitment — book now, pay later.
- + **FLEXIBILITY.** Make changes to your reservation without penalties.
- + **SERVICE.** onPeak's team supports you before, during and after your stay.
- + **HOTEL REWARDS.** Just add your rewards info to your booking for loyalty credit.



- | | | |
|--|---|---|
| 1. Las Vegas Hilton at Resorts World and Conrad Las Vegas at Resorts World — HEADQUARTERS HOTELS | 6. Hilton Grand Vacations on Paradise (Convention Center) | 11. Renaissance Las Vegas Hotel |
| 2. Bally's Las Vegas | 7. Hilton Grand Vacations on the Las Vegas Strip | 12. Residence Inn by Marriott Las Vegas Convention Center |
| 3. Courtyard Las Vegas Convention Center | 8. Home2 Suites Las Vegas Convention Center | 13. SAHARA Las Vegas |
| 4. Embassy Suites Convention Center | 9. Las Vegas Marriott | 14. SpringHill Suites by Marriott Las Vegas Convention Center |
| | | 15. Westgate Las Vegas Resort and Casino |

Registration INFO



What you need to know:

- + Badges can be picked up at Registration at the Las Vegas Convention Center (LVCC) and kiosks at Resorts World (RW) and select hotels.
- + You must have a printed confirmation or barcode from the app or email for all badges being picked up.
- + Name changes and onsite registrations are only available at the Las Vegas Convention Center.
- + The first morning of the trade show (Monday, Oct. 18) tends to be the busiest time at Registration. If possible, please pick up your badge before then.
- + Photo identification may be requested upon pickup to print your badge.

LVCC REGISTRATION HOURS:

Saturday, Oct. 16 1 – 5 p.m.
 Sunday, Oct. 17 7 a.m. – 5 p.m.
 Monday, Oct. 18 7 a.m. – 5:30 p.m.
 Tuesday, Oct. 19 7:30 a.m. – 5:30 p.m.
 Wednesday, Oct. 20 8 a.m. – 1 p.m.

SELECT HOTELS BADGE PICKUP KIOSK HOURS:

Saturday, Oct. 16 1 – 8 p.m.
 Sunday, Oct. 17 7 a.m. – 8 p.m.
 Monday, Oct. 18 7 a.m. – 8 p.m.
 Tuesday, Oct. 19 7 a.m. – 1 p.m.



Clean. Safe. Essential. Registration

Registration in Las Vegas will be set up to allow for social distancing. Instead of a large registration area, smaller, standalone registration areas will be available at the Las Vegas Convention Center, Resorts World and select hotels. For more information on hotels offering registration kiosks, please visit [ARAshow.org](https://arashow.org).

Registration PRICING

FULL REGISTRATION (BEST VALUE)

Includes education on Oct. 17, the Keynote Session and trade show from Oct. 18 – 20. Other show events are available for purchase at an additional cost as shown below.

	INCENTIVE July 13 – 31	ADVANCE Aug. 1 – Oct. 15	ONSITE Oct. 16 – 20
ARA Rental Store Member	\$129	\$229	\$309
ARA Rental Store Member — Never Attended (per company)	\$99	\$99	\$99
Prospective Rental Store Member (previously attended)	\$575	\$675	\$755
Prospective Rental Store Member — Never Attended (eligible one year)	\$129	\$229	\$309

EXHIBITS-ONLY REGISTRATION

Includes entrance into the trade show from Oct. 18 – 20. Education, Keynote Session and other show events are not included. Ticket to the Keynote Session and optional events are available for additional purchase.

	INCENTIVE July 13 – 31	ADVANCE Aug. 1 – Oct. 15	ONSITE Oct. 16 – 20
ARA Rental Store Member	\$99	\$119	\$139
Prospective Rental Store Member	\$545	\$565	\$585

EVENT PRICING

All events listed below require tickets and advance registration.

	INCENTIVE July 13 – 31	ADVANCE Aug. 1 – Oct. 15
ARA Industry Awards Lunch — Member	\$20	\$30
ARA Industry Awards Lunch — Prospective Member	\$50	\$50
ARA Young Professionals Network (YPN) Reception — Member Only	\$50	\$75
Keynote Session — Member	\$20	\$30
Keynote Session — Prospective Member	\$40	\$50
Regional Receptions — Member	\$20	\$30
Regional Receptions — Prospective Member	\$40	\$40
Women in Rental Breakfast — Member	\$20	\$30
Women in Rental Breakfast — Prospective Member	\$40	\$40
ARA's Oktoberfest ... Las Vegas Style! — Member	\$50	\$75
ARA's Oktoberfest ... Las Vegas Style! — Prospective Member	\$75	\$100
Virtual 5K — Member and Prospective Member	\$35	\$35

2021 *sponsors*

As of April 19, 2021

KEYNOTE SESSION

ARA Insurance

ARA'S OKTOBERFEST ... LAS VEGAS STYLE!

BOMAG Americas
Green Manufacturing
John Deere
Kubota Engine America
TapGoods
Vermeer

ARA YOUNG PROFESSIONALS NETWORK RECEPTION

CCC of NY
Ditch Witch
John Deere
Toro

ARA INDUSTRY AWARDS LUNCH

BOMAG Americas
Choice Party Linens Inc.
Mi-T-M Corp.

WOMEN IN RENTAL BREAKFAST

Alert Rental Software
Ditch Witch
EDCO
John Deere
RICE Hydro
Toro

THE ARA FOUNDATION VIRTUAL 5K

John Deere
Sullair, A Hitachi Group Company

REGIONAL RECEPTIONS

Allmand Bros.
Barreto Manufacturing
BOMAG Americas
Chicago Pneumatic Power Technique
Ditch Witch
Kwik-Covers
Power Pusher, Div. of Nu-Star
SteelPoint
Tireboots by Universal Canvas
TracksNTeeth Inc.

SUNDAY EDUCATION

Ditch Witch

SUNDAY MORNING COFFEE BREAK

BOMAG Americas
John Deere

SUNDAY AFTERNOON BREAK

BOMAG Americas

BADGE LANYARDS

SANY America

HAND SANITIZING STATIONS

Rouse Services

THE ARA SHOW MOBILE APP

LBX Co., Maker of Link-Belt Excavators



INDOOR ESCALATOR RUNNERS

Vermeer

SHOW FLOOR AISLE SIGNS

Alert Rental Software
ANA
LBX Co., Maker of Link-Belt Excavators

SHOW FLOOR REST STOPS

Anchor Industries
BOMAG Americas

FLOOR CLINGS ON SHOW FLOOR

Allmand Bros.
Point of Rental Software
Toro

TOTE BAGS

ARA Insurance



2021 *sponsors*

As of April 19, 2021



PLATINUM \$20,000 & ABOVE



JOHN DEERE



Vermeer®



SPONSORS

GOLD \$10,000 TO \$19,999



SILVER \$1,250 TO \$9,999





American Rental Association

1900 19th St.
Moline, IL 61265-4198



Registration

OPENS JULY 13