

Joe Roberts

From: The ARA Show <jennifer.belzer@email.ararental.org>
Sent: Thursday, September 9, 2021 12:42 PM
To: Joe Roberts
Subject: The ARA Show: July Exhibitor Update.



Get Ready for The ARA Show™

The ARA Show is just over three months away, and the excitement is building.
Here's a rundown of key information you need as you prepare
to exhibit in Las Vegas.

**Registration opens July 13.**

Mark your calendar and register your booth personnel for their exhibitor [badges](#).

**The [Exhibitor Service Kit](#) is now live.**

Explore what's available from Freeman Exhibitor Services, including booth/exhibit packages, electrical and utilities, flooring, graphics and more. [Review this checklist](#) for important [deadlines](#).

**Have a Show-Only Special? Sign up by Aug. 6.**

When it comes to purchase decisions, attendees say a Show-Only Special is extremely influential. Go to the [For Exhibitors](#) tab at [ARAShow.org](#) and sign up by Aug. 6 to be identified as a participating company in The ARA Show Directory (as well as at your booth and in *Rental Management*).

**Take advantage of additional ways to promote your show presence:**

- [Sponsorships](#) are still available.
- [Customizable marketing materials](#) and logos are available on our website.
- The ARA Show attendee mailing list is available for one-time use [upon request](#).
- Advertising opportunities are available in *Rental Management* and The ARA Show Directory (plus, show sponsors receive discounts)
- Submit your new product by July 9 to be included in [The Hot List 2021](#).

**Book your hotel now for the best selection and price.**

Reserve your rooms with onPeak, the official housing partner of The ARA Show, to get the best rates and protection — guaranteed. [Book now](#).

Key Dates

- July 9:** Hot List submission deadline
- July 13:** Registration opens for exhibitor personnel and attendees
- Aug. 6:** Show-Only Special deadline (to be included in Show Directory)



We're monitoring the COVID-19 situation and working with our partners in Las Vegas to ensure an event that's Clean, Safe and Essential. For the latest protocols and updates, [visit our website.](#)



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