



The ARA Show Statement of Integrity

The ARA Show is the largest event for the equipment and event rental industry and we want to ensure it continues to live up to our member's expectations and our internal standards. At the American Rental Association, integrity in our interactions is the foundation for our mission. In fact, one of our core values is to "represent professionalism and integrity in the equipment rental industry".

Regarding the integrity around the ARA Show, the Exhibitor Advisory Council developed the following **ARA Show Statement of Integrity**:

With respect to participation in The ARA Show, all exhibitors and exhibitor-appointed contractors will act with integrity and adhere to the highest standards of moral and ethical values throughout the planning and execution of the annual trade show. The rental industry is best served when all exhibitors display their best personal and professional behavior.

1. All exhibitors will be familiar with the Rules and Regulations document and comply to the best of their abilities.
2. All exhibitors will ask the ARA for help if any Rules or Regulations are either unclear or present a compliance concern.
3. All exhibitors understand that decisions are made for the good of the Show and that may not necessarily be the best decision for your particular company.

In the case of rules violations or in practices determined to be unethical and inappropriate within The ARA Show:

- a. ARA has the right to deny entry or remove any exhibitor or exhibit that is determined ineligible, or whose presentation is deemed not in the best interest of the ARA Show or has violated the rules.
- b. ARA will discipline such exhibitors as deemed appropriate.

Some examples, while not exhaustive, where exhibitors would not comply with the spirit of the Statement of Integrity and/or Show rules:

- Going into another booth uninvited to take pictures or video
- Taking customers off the floor, out of the building to have meals or network during show hours
- Hosting events in conflict with scheduled ARA events
- Displaying any equipment outside of the show floor

Failure to comply with the rules and regulations may result in the loss of priority points, the removal of Exhibitor's exhibit and/or its agents or employees from The ARA Show, the exclusion from future trade shows and/or other discipline determined by ARA in its sole discretion.

The Statement of Integrity should be reviewed in conjunction with the Show Rules and Regulations document. Exhibitors should be aware that they have signed a contract stating they have read, understand and agree to abide by these rules. As stated in the Exhibitor Contract, "We, including our exhibitor-appointed contractors, agree to abide by the Rules and Regulations governing The ARA Show."

The intention of this Statement of Integrity is to help exhibitors understand The ARA Show expectations and ensure consistency in how Show rules and guidelines will be administered. The goal is for all show exhibitors to be treated fairly.

As members of ARA, exhibitors demonstrate unyielding and uncompromised integrity in support of the highest standards of excellence for the Show. As individuals, we all contribute to this standard of excellence to have the best outcome for exhibitors and attendees.