



American Rental Association
1900 19th St.
Moline, IL 61265

FOR IMMEDIATE RELEASE

The Rental Show 2008 was 64th largest U.S. trade show

(June 1, 2009) MOLINE, IL – ***The Rental Show*** continued its ranking as one of the top 65 trade shows in the United States, as the 2008 Show placed at No. 64 on the *Tradeshow Week 200* annual list. This is the third consecutive year for ***The Rental Show*** in the top 65.

The Rental Show 2008 was held at the Mandalay Bay Convention Center in Las Vegas and attended by more than 10,600 rental industry professionals. That included 5,565 rental personnel from the U.S., Canada and 30 countries plus 5,118 exhibitor personnel. Total exhibit space was 354,300 net square feet, with 669 exhibiting companies.

The *Tradeshow Week 200* rankings are the culmination of a yearlong process of compiling and analyzing data on trade shows in the U.S. and Canada by *Tradeshow Week* magazine. The rankings are based on total net square footage of paid exhibit space, total number of contracted exhibitors and total professional attendance.

With slight decreases in both the number of exhibitors and total attendance from 2007, ***The Rental Show*** was on pace with the majority of 2008 trade shows. Fifty-six percent of shows had a decrease in the number of exhibiting companies last year, while 61 percent had a decrease in attendance, according to *Tradeshow Week*. With a slight increase in exhibit space size over 2007, ***The Rental Show*** was among the 46 percent of shows that increased net square footage.

— MORE —

The Rental Show steadily increased its ranking on the *Tradeshow Week 200* each year from 2003 to 2007:

- 2003, Anaheim, Calif. – No. 81
- 2004, Atlanta – No. 77
- 2005, Las Vegas – No. 75
- 2006, Orlando, Fla. – No. 63
- 2007, Atlanta – No. 61

Next year **The Rental Show** returns to the Orange County Convention Center in Orlando, Fla., for the first time since 2006. More information is available online at www.TheRentalShow.com.

— END —

About ARA: The American Rental Association (www.ARARental.org) is an international trade association for the owners of equipment rental businesses and the manufacturers and suppliers of construction/industrial, general tool and party/event rental equipment. ARA members, which include more than 7,500 rental businesses and 1,000 manufacturers and suppliers, are located in every U.S. state, every Canadian province, and more than 40 countries worldwide. Now in its sixth decade of operation, ARA is the source for information, advocacy, business development tools, education and training, networking and marketplace opportunities for the rental equipment industry throughout the world. **The Rental Show** (www.TheRentalShow.com) is owned and managed by the American Rental Association.

The Rental Show Public Relations Contact:

Chris Coleman, chris.coleman@ararental.org, 800-334-2177, ext. 266