



Exhibitor Update

Exhibits: February 8-10, 2010 | Orlando
Orange County Convention Center

www.TheRentalShow.com
800/334-2177, option 4

Aug. 19, 2009

Show schedule now available online

The schedule for **The Rental Show 2010** is available online. Exhibitor move-in begins on Friday, Feb. 5, and continues through Sunday, Feb. 7. The exhibit floor opens on Monday, Feb. 8, at 11:30 a.m., part of the new streamlined schedule. A social hour will be held on the trade show floor that day from 5 p.m. to 6 p.m. The show floor will be open on Tuesday, Feb. 9, from 9 a.m. to 5 p.m. and Wednesday, Feb. 10, from 9 a.m. to 1 p.m. Move-out begins at 1 p.m. on Feb. 10 and continues on Feb. 11. Find the complete schedule online at www.TheRentalShow.com/schedule. Exhibitor registration will open in mid-September.

Booth assignment packets will be coming next month

Booth assignment packets will be mailed in mid-September. The packet will include:

- Confirmation letter, stating your booth assignment and size of your booth
- Copy of your exhibit space contract
- Floor plan, highlighting your booth
- Invoice for balance due
- Exhibitor list
- Rules and regulations, including display diagrams
- 2010 Exhibitor Marketing Guide, highlighting promotional opportunities

Expand your presence at **The Rental Show** as a sponsor

Each year, thousands of attendees come to **The Rental Show** for the latest rental products, industry-specific education and valuable networking. By committing to exhibit at the Show, you understand the overall value **The Rental Show** provides and its importance to rental business owners. There's also a way for your company to boost its participation and gain more visibility before, during and even after the Show – by becoming a sponsor. A range of sponsorships is available in a variety of price options starting at \$650 to accommodate companies of all sizes, backgrounds and budgets. Your total sponsorship participation earns you status as a Bronze, Silver, Gold or Platinum Level sponsor. Each level offers specific benefits. Find out complete details on the available sponsorships and value-added benefits online at www.therentalshow.com/exhibitors/sponsorships10.aspx.

RENTAL MANAGEMENT wants to know what's new

Another way to get additional exposure for your company at **The Rental Show** is by submitting information for **RENTAL MANAGEMENT'S** full-color supplement *The Hot List and Everything You Need to Know about The Rental Show*, which will be included with the January 2010 issue. It's a great opportunity for you to highlight new products or services, product enhancements that deliver a new level of performance or a new product to the equipment rental industry that you'll have on display in Orlando. To qualify for *The Hot List*, any product or service must be launched to the marketplace between March 6, 2009, and Feb. 10, 2010. For more information or to submit a product or service, visit www.ararental.org/go/hotlist.

Watch for Exhibitor Service Manual in October

A redesigned and easier-to-use online Exhibitor Service Manual will be available in October. If you require a hard-copy version of the Service Manual, please send an e-mail to carla.johnson@ararental.org.

The Rental Show expands into social networking

Is your company on Twitter, Facebook or LinkedIn? **The Rental Show** has expanded into these social media for 2010 to connect with attendees and exhibitors. Some exhibitors are already following the Show on these sites. Help us in this new venture and join in! Here's an overview of the sites and what you can find there.

Twitter

This popular mini-blogging service is designed to answer the question "What are you doing right now?" Become a follower of **The Rental Show** for the latest updates, speaker information, Orlando news and much more – and help spread the word by retweeting (or forwarding) the Show messages. Check out www.twitter.com/therentalshow.

Facebook

Become a fan of **The Rental Show** on this popular networking site and exchange ideas with attendees and other exhibitors, view photos from past Shows and more. You need to be logged into Facebook to see the Show page, so create an account (if you don't have one) and then search for **The Rental Show** to become a fan.

LinkedIn

A business networking site, join **The Rental Show** group and share in discussions on the Show, find out the latest news, and network with fellow exhibitors and attendees. Create an account at www.Linkedin.com and go to "Search Groups" and enter **The Rental Show**.

Is there anyone else who needs to receive Exhibitor Updates?

If there are additional personnel in your company who should be receiving Exhibitor Update e-mails, they can be added to the distribution list. Just send a message to carla.johnson@ararental.org with the names and e-mail addresses of the additional recipients and they will receive Exhibitor Updates beginning in September. Watch for Updates monthly through November, then bi-weekly in December and January.

If you have any questions, please contact us.

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