



# Exhibitor Update

Exhibits: Feb. 8–10, 2010 • Orange County Convention Center • Orlando, Fla. • [www.TheRentalShow.com](http://www.TheRentalShow.com)

## Contact

800-334-2177, option 4

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Dec. 11, 2009

## A message from ARA CEO Chris Wehrman

According to the countdown clock in the ARA office, only 57 days remain before we open **The Rental Show** 2010 in Orlando. It pleases me to welcome you as a partner as well as an exhibitor at this great industry event. I assure you that we are working and communicating with our members – your customers – to make Orlando their destination, which we believe is the best place for the 2010 Show. We look forward to seeing you there!

## Great news for *The Rental Show* registration numbers so far

With Monday's discount registration deadline, the registrations for **The Rental Show** 2010 are substantially stronger when compared to last year for **The Rental Show** 2009.

With nine weeks until **The Rental Show** in Orlando, Fla., the number of rental businesses that have registered is up 51 percent over the same time leading up to the 2009 Show in Atlanta. The number of registered attendees is up 44 percent over last year.

## Have you registered for *The Rental Show* yet?

Register your booth personnel for **The Rental Show** now, if you haven't yet done so. Exhibitor registration is available online on the Exhibitor Resources page at [www.TheRentalShow.com](http://www.TheRentalShow.com) or by downloading a registration form on that page. For online registration, you will need your ARA member ID number for the user name and your company's zip/postal code for the password.

## Marketing opportunities spotlight: host a meeting or an event at the Show

As **The Rental Show** approaches, your company may want to host a sales meeting, client event or hospitality function. Any available meeting rooms at the Orange County Convention Center are available to exhibitors on a first-come, first-served basis. ARA also can assist you with reserving meeting space at official Show hotels. (Please note that meetings or events involving rental attendees cannot be held during Show hours or during other ARA events/functions.) The deadline to book a meeting or event is next Tuesday, Dec. 15. Complete the form on the Exhibitor Resources page at [www.TheRentalShow.com](http://www.TheRentalShow.com) to get started.

## Don't miss the golf tournament

Relax in the Florida sunshine with a day of golf and networking to start **The Rental Show**. The 25th Annual Golf Tournament, the Mike Martinie Open, is Sunday, Feb. 7, at the Panther Lake links course of Orange County National Golf Center in Winter Park, Fla. A shotgun start is set for noon, with transportation provided. The entry fee has been reduced to \$95 this year, which includes green fees, cart fees, range balls, transportation, box lunch, beverages and prizes. This year's hole-in-one prize will be \$50,000 to celebrate the 25th tournament. The tournament also will honor Mike Martinie of ARA Insurance Services, who has been its coordinator for 25 years. Exhibitors and attendees are welcome to participate. Register online with your Show registration or download a form to fax or mail from the tournament description on the Schedule page of the Show Web site.

## If your company is on Facebook or Twitter ...

If your company has a Facebook page, become a fan of **The Rental Show** and also get your page listed as one of the Show's "Favorite Pages." These favorites are just for exhibitors and a way to let attendees know what companies are on Facebook. Either post a comment on the Show's wall or send an e-mail to [chris.coleman@ararental.org](mailto:chris.coleman@ararental.org) to get your company's page listed.

Also, if your company is on Twitter, follow @TheRentalShow. There are several exhibitors already doing so and even mentioning **The Rental Show** from time to time. Use the hashtag #TheRentalShow on any of your Show-related tweets.

## Thanks for your webinar participation

Thank you to those who participated in this week's webinar with Steve Miller, "Generating Higher ROI From **The Rental Show** With Pre-Show Communications." If you weren't able to attend, you can watch the webinar (approximately 60 minutes) at your convenience from the link on the Exhibitor Resource page at [www.TheRentalShow.com](http://www.TheRentalShow.com). Also, watch for a date and more details coming on another exhibitor webinar to be presented by Steve Miller in January. Find out more about Steve at [www.theadventure.com](http://www.theadventure.com) and follow him on Twitter, @steveamiller.

Thank you for your support of **The Rental Show** and ARA! If you have questions on the Show or need assistance, please contact us.

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