



Exhibitor Update

Exhibits: Feb. 8–10, 2010 • Orange County Convention Center • Orlando, Fla. • www.TheRentalShow.com

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Feb. 18, 2010

Thank you!

A sincere thanks to each of you for your participation in ***The Rental Show*** 2010. Everyone at ARA appreciates your support and commitment to the rental industry.

Attendance increases for 2010

The number of rental business personnel in attendance at ***The Rental Show*** this year increased 16 percent over the 2009 Show, while the number of rental businesses represented increased 25 percent. Total attendance for 2010 was 6,579, which included 3,169 rental business personnel from 1,559 rental stores. Some pre-registered attendees were not able to make it to Orlando for ***The Rental Show*** due to the weather, and in some instances it was difficult for both attendees and exhibitors to travel.

In addition to the rental personnel, there were 3,410 registered exhibitor personnel from 607 exhibiting companies. Total exhibit space at the Orange County Convention Center was 224,100 net sq. ft.

A note on registration numbers

As we look at ***The Rental Show*** attendance, we are aware that there were rental store personnel attending with exhibitor badges. When this happens, it affects the accuracy of the registration numbers. As always, the Exhibitor Advisory Committee will review badge policies to discourage abuse so that accurate numbers can be reported for Show attendance. Your comments and suggestions are welcome.

Looking back at the social hour

The social hour on the trade show floor, held on Feb. 8, was new for this year's Show. The overall purpose of the event was to keep attendees on the show floor until the end of the day, and it succeeded in doing that. But unlike previous years, ARA unfortunately was not able to offer unlimited food and beverages due to cost.

Attendee registration lists

A list of the **The Rental Show** attendees is now available for purchase through CompuSystems and its TrafficMax program. TrafficMax is a complete Internet list marketing system that will help you reach qualified buyers. It allows you to select a targeted list of Show registrants categorized by industry segment and demographic profile as well as quickly send a professional-looking HTML broadcast e-mail promotion to the list you select. Go to <https://www.compusystems.com/jsp/Catalog/Index.jsp> for more information on TrafficMax

Mark your calendar for 2011

More information on **The Rental Show** 2011 will be coming your way soon. Remember that as a 2010 exhibitor, you have the exclusive opportunity to sign up for booth space until April 1. The 2011 Show is Feb. 27 - March 2 (exhibits Feb. 28 - March 2) at the Mandalay Bay Convention Center in Las Vegas.

Carla Johnson
800-334-2177, ext. 232
carla.johnson@ararental.org

Alice Conwell
800-334-2177, ext. 233
alice.conwell@ararental.org