



# 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 2

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Jan. 12, 2010

## Online log-in information

As you plan for **The Rental Show**, many of your preparations are easily accomplished online, However, all require different log-in information.

Please see below for more information regarding:

- Exhibitor registration: badges for booth personnel
- General service contractor: booth furnishings, carpet, labor, material handling
- Orange County Convention Center online services: utilities (electrical, plumbing), Internet and telecom
- Customizing your online booth: free marketing opportunity – don't pass it up!

### Exhibitor Registration



Online registration for badges is available here

[https://www.compusystems.com/servlet/ar?evt\\_uid=880&site=EXH](https://www.compusystems.com/servlet/ar?evt_uid=880&site=EXH), which will take you to a screen that looks like the above.

The user name is your company's ARA membership ID.

The password is your company's zip/postal code.

The exhibitor registration policies are available online here:

[https://www.compustystems.com/jsp/AttendeeReg/AMRA10\\_EXH/AttendeeRegPolicyEXH.jsp](https://www.compustystems.com/jsp/AttendeeReg/AMRA10_EXH/AttendeeRegPolicyEXH.jsp).

### Online Exhibitor Service Manual

The service manual is available here:

<http://www.freemanco.com/store/show/showInformation.jsp?nav=02&review=true&showID=236393>. If

you have ordered Freeman services (booth furnishings, carpet, labor, material handling) online for other shows, you may have already created a log-in. If not, you can create your own personalized log-in to order services online or have specific forms and brochures e-mailed to you.

*Note: Jan. 22 is the advance discount deadline for most services.*

### Order Orange County Convention Center (OCCC) services online

You can order those online here:

[http://www.occc.net/IEBMS/wbe/wbe\\_p1\\_main.aspx?&oc=10&cc=WBE1023113&coesessionid=fb5fd5fdpfc6fc7fckfb7](http://www.occc.net/IEBMS/wbe/wbe_p1_main.aspx?&oc=10&cc=WBE1023113&coesessionid=fb5fd5fdpfc6fc7fckfb7). If you have ordered OCCC services (utilities, Internet and telecom) online for other

shows, you may have already created a log-in. If not, you can create your own personalized log-in online to order services for **The Rental Show**.

*Note: Tomorrow, Jan. 13 is the advance discount deadline.*

### Customizing your online virtual booth

To customize your virtual booth, click here: <http://www.therentalshow.com/Exhibitors/default.aspx>.

Virtual booths remain the most popular portion of the Show Web site year-round. As an exhibitor, you automatically receive a free online virtual booth that include the same information about your company and products that's published in **The Rental Show** Directory. You may add more information to your booth at no charge.

- Customize with a company logo, additional message and up to four product photos.  
Customizing is simple and quick.
- To log-in to the Exhibitor Resources section, use the same log-in you use for [www.ARArental.org](http://www.ARArental.org).
- If you haven't yet set up the log-in, you can do so from either **The Rental Show** or ARA Web sites.

## Register now for Jan. 21 webinar

As you make your preparations for the Show, be sure to register for the Jan. 21 webinar, "Generate Higher ROI From **The Rental Show** With Excellent Staffers." You can have the best looking booth, the most effective pre-show campaign, the coolest products and still have a bad show. Why? Because your staffers weren't ready, willing and able to do the job. Your staffers are the single more important factor in your potential success at **The Rental Show** 2010. Sign up now, and then make all of your staffers register to attend this free webinar as well. That includes even those staffers with many years of experience! The webinar is from 11 a.m. to

noon Eastern time and will be presented by Steve Miller, the author of six books on trade show marketing and an industry expert and consultant. Register here:

<https://www1.gotomeeting.com/register/277764504>

## Marketing opportunities spotlight: host a press conference

**The Rental Show** attracts many of the top publications in the rental industry, making it the ideal time to launch new products and present corporate announcements. A press room (staffed by a full-time attendant) and a press conference room are provided. Press conferences are scheduled Feb. 8-10 and available in 90-minute time slots. Additional details and a form to book a press conference are at:

<http://www.therentalshow.com/file/Press%20conference-FINAL.pdf>. There is no charge for the press conference. Depending on your needs, you may have charges for food/beverage or audio/visual. The deadline to book a press conference is next Monday, Jan. 18.

## Get up-to-date equipment rental industry data through ARA's Market Monitor

ARA's new State of the Equipment Rental Industry Outlook 2009-2014 online Market Monitor, available to ARA members only, provides national-level economic and equipment rental revenue forecasts for the United States and Canada, updated quarterly. The basic annual subscription can be upgraded to include rental revenue data for U.S. metropolitan statistical areas (MSAs), states and U.S. Census regions, broken out by rental segment – construction and industrial equipment, general tool, and party and event. You can use this valuable data for planning and forecasting. For more information on the Market Monitor, including pricing, go to [www.ararental.org/go/research](http://www.ararental.org/go/research) or contact Melanie Radkiewicz, ARA project coordinator, at 800-334-2177, ext. 282, or [melanie.radkiewicz@ararental.org](mailto:melanie.radkiewicz@ararental.org).

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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