



Exhibitor Update

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

Contact

800-334-2177, option 4

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Exhibitor Service Manual now online

The Exhibitor Service Manual is now available online here: <http://www.therentalshow.com/Exhibitors/default.aspx>. It's been redesigned for the 2010 Show into a more customer-friendly format. The manual includes important Show deadlines, targeted move-in schedules, order information for Freeman services, shipping deadlines and details, material handling information and more. You also can download a PDF of the entire manual via the link above.

Is your listing for *The Rental Show Directory* accurate?

As an exhibitor, your company receives a complimentary listing in *The Rental Show Directory* that includes the company name, address, phone and fax numbers, Web site, product description and listing under the relevant product categories. You can check the information you've submitted for your company via your online virtual booth at www.TheRentalShow.com. To have accurate information in the *Directory*, please make any changes by Dec. 7. (*NOTE*: Booth descriptions may be edited by ARA.) Go to the Exhibitor Search page at www.TheRentalShow.com to see your booth. If anything does need to be changed, please e-mail carla.johnson@ararental.org or alice.conwell@ararental.org. Also remember that you can customize your virtual booth and add up to four product photos, your company logo and a message for attendees. Visit the Exhibitor Resources page at www.TheRentalShow.com to get started with customizing your booth. You'll need to be logged into the Show site to change your virtual booth. (The log-in is the same as for the ARA Web site, www.ARArental.org.)

Marketing opportunities spotlight: Show-Only Specials

Great deals on equipment purchases are always a priority for **The Rental Show** attendees. That's the purpose of the Show-Only Special. You decide the specifics of the Special – such as price or freight discounts or special terms – but the main stipulation is that it be available ONLY to those attending the Show. Your participation in offering a Show-Only Special will be promoted on your virtual booth; in **The Rental Show Directory**, **RENTAL MANAGEMENT** and *RentalPulse*; and with signage in your booth. To participate, download the form available on the Exhibitor Resources page at www.TheRentalShow.com. To be listed in the *Show Directory*, return your form by Dec. 7.

Watch for webinar details

A webinar focusing on pre-show promotion that ARA is providing to help you prepare for **The Rental Show** will be held before mid-December – watch for details coming soon! The webinar will be presented by Steve Miller, a trade show and marketing consultant with The Adventure. Learn more about Steve here: <http://www.theadventure.com/stevebio.html>.

Exhibitor Updates now will be sent twice a month

With **The Rental Show** quickly approaching (only 81 more days!), Exhibitor Updates will be sent twice a month in December and January.

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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