



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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Oct. 20, 2009

Have you registered and made hotel reservations yet?

Cross two items off your to-do list for **The Rental Show** by registering for the Show and making your hotel reservations today. Exhibitor registration is available online through the Exhibitor Resources page at www.TheRentalShow.com or you can download a registration form to fax or mail. Get started online here:

<http://www.therentalshow.com/Exhibitors/default.aspx>. There are 15 Orlando hotel properties available through Travel Planners for the Show. Find details on the hotels and make reservations here: <https://www.tphousing.com/r/startres.asp?EICode=1779&AttCode=19>

Marketing opportunities spotlight: virtual booths

ARA has a variety of promotional opportunities available to help you get noticed at **The Rental Show**, both free and with a fee. (The Exhibitor Marketing Guide was included with your booth assignment packet and is available to download online in the Exhibitor Resources section.) One popular marketing opportunity is to customize your company's virtual booth on the Show Web site. You automatically receive a free online virtual booth that includes the same information about you and your 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!
- Log on to the Exhibitor Resources section to get started: <http://www.therentalshow.com/Exhibitors/default.aspx>. Use the same log-in you use for the ARA Web site.
- Once logged in, click the gold box in the upper right ("Click here to begin").

Also check the accuracy of the company information listed – these are the same details that will be listed in **The Rental Show Directory**. Make any necessary corrections by Dec. 12 to have accurate details in the *Directory*.

Reminder: submit products for *The Hot List* by this Friday

RENTAL MANAGEMENT magazine wants to know what's new with your company! Help them fill *The Hot List and Everything You Need to Know About The Rental Show* with exciting new products and product enhancements for the equipment rental industry. *The Hot List* will be included with the January 2010 issue of **RENTAL MANAGEMENT** plus distributed on site in Orlando. To qualify for a product listing(s) in *The Hot List*, the product(s) – new, enhanced or redesigned – must be launched between March 6, 2009, and Feb. 10, 2010, and be on display at your company's booth at **The Rental Show 2010**. Entries must be submitted by this Friday, Oct. 23. Find more details and register your product online here:

<https://www.ararental.org/apps/forms/hotlist/>.

Watch for the Exhibitor Service Manual coming soon

The Exhibitor Service Manual will be available soon. 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'll receive a notice and instructions when the online manual is available. Those who requested hard copies can watch for theirs in the mail soon.

Are you a fan or follower of *The Rental Show*?

The Rental Show has expanded into social networking, joining Twitter, Facebook and LinkedIn as additional ways to promote the 2010 Show. The goal is to provide another avenue for sharing information and connecting with attendees and exhibitors. Thanks to those who already are following the Show on these sites – there are more than 100 followers/fans/members for each.

To the exhibitors who are already using social networking for your companies, how is it working? Do you find one site works better for connecting with your customers? What ideas or suggestions do you have for the Show social networking sites? Contact Chris Coleman at

chris.coleman@ararental.org or 800-334-2177, ext. 266, with your thoughts.

To follow the Show on Twitter, go to <https://twitter.com/TheRentalShow>.

Check out the Show Facebook page at <http://www.facebook.com/pages/The-Rental-Show/100892182713>. If you have or create a Facebook account, become a fan.

If you're on LinkedIn, join The Rental Show group here: http://www.linkedin.com/groups?gid=2177679&trk=hb_side_g

Use associate member, Show logos in your marketing

If your company is an ARA associate member, remember to use the ARA associate member logo in your marketing. You were sent a logo in July (or, if you've joined since then, received one via e-mail). This logo is the appropriate one to use in your advertising and promotions as a way to acknowledge your support of the rental industry and ARA.

Also, **The Rental Show** logo is available for you to use to promote your booth at the Orlando Show. Download it [here](#). A link to the logo also is available on the Exhibitor Resources page, under Exhibitor Marketing.

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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