



# 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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## Booth assignment packets on the way

The booth assignment packet for your company was just mailed from ARA, so watch for it coming soon. Included in the packet are a confirmation letter that includes your booth assignment and the size of your booth, a copy of your exhibit space contract, floor plan with your booth highlighted, invoice for the balance due, list of exhibitors, rules and regulations (including display diagrams) and the 2010 Exhibitor Marketing Guide that highlights promotional opportunities.

You also can now customize your company's virtual booth with a logo, additional message and up to four product photos. (Your company's booth will already include contact information and the product description and codes that will be published in *The Rental Show Directory*.) New this year: the log-in for virtual booths is the same as the log-in for the ARA Web site. If you haven't yet set up a log-in for [www.ARArental.org](http://www.ARArental.org), you can do so there or on *The Rental Show* site.

## Remember the new Show schedule

Just a reminder that *The Rental Show* is Sunday, Feb. 7, through Wednesday, Feb. 10, with the trade show Feb. 8-10. Exhibitor move-in is Friday, Feb. 5, through Sunday, from 8 a.m. to 5 p.m. each day. The trade show is open from 11:30 a.m. to 6 p.m. Monday (including the new social hour on the trade show floor from 5 p.m. to 6 p.m.), 9 a.m. to 5 p.m. Tuesday and 9 a.m. to 1 p.m. Wednesday. Move-out begins when the floor closes and continues on Thursday, Feb. 11, from 8 a.m. to 5 p.m. For a complete look at *The Rental Show* schedule, see [www.TheRentalShow.com](http://www.TheRentalShow.com).

## Show registration now open

Exhibitor registration is open for **The Rental Show**. You can register online through the Exhibitor Resources page at [www.TheRentalShow.com](http://www.TheRentalShow.com) or you can download a registration form to fax or mail.

## Marketing opportunity spotlight: submit new products for *The Hot List*

**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. Make sure readers know what to expect from your booth when making their plans to visit **The Rental Show**.

To qualify for a product listing(s) in *The Hot List and Everything You Need to Know About The Rental Show*, 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 Oct. 23. Find more details and to register your product(s) online at [www.ARARental.org/go/hotlist](http://www.ARARental.org/go/hotlist).

## New Exhibitor Service Manual coming in October

Watch for information in mid October about the redesigned and easier-to-use Exhibitor Service Manual. The manual will include important Show deadlines, targeted move-in schedules, order information for Freeman services, shipping deadlines and details, material handling information and more. If you require a hard-copy version of the Service Manual, please send an e-mail to [carla.johnson@ararental.org](mailto:carla.johnson@ararental.org) by Monday, Oct. 5.

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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