



**American Rental Association
1900 19th St.
Moline, IL 61265**

FOR IMMEDIATE RELEASE

Streamlined schedule, new educational programs highlight *The Rental Show 2010*

(Nov. 3, 2009) MOLINE, IL – ***The Rental Show*** returns to Orlando, Fla., in February with a condensed and revamped schedule plus two new educational programs among the changes for 2010. The Show is Feb. 7-10 at the Orange County Convention Center.

Highlights of the new schedule include:

- Three days of trade show, with exhibits open on Feb. 8 from 11:30 a.m. to 6 p.m., Feb. 9 from 9 a.m. to 5 p.m. and Feb. 10 from 9 a.m. to 1 p.m. A special First-Time Exhibitor Pavilion will be located in a central area of the show floor.
- Two new full-day, specialized Business Management Series workshops on Feb. 7 – Extreme Leadership at Work and Beyond with business leadership expert Steve Farber and How to Increase Your Company’s Bankability, Performance and Value with long-time Show financial speaker Carl Forssen.
- Events & Tents, the only educational program specifically for party and event rental professionals, on Feb. 7.
- Keynote session on Feb. 8 with Pat Williams of the Orlando Magic presenting “Creating Quality: 10 Keys to Creating a Quality Organization.” The keynote also will include the Rental Hall of Fame induction, ARA volunteer awards and an industry update.
- Educational seminars the mornings of Feb. 9 and 10.
- New networking opportunities including Regional Breakfasts and a social hour on the trade show floor, both on Feb. 8.
- A special evening at Universal Studios Florida® on Feb. 9 featuring a “New York Street Party” for attendees and exhibitors.

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New registration options also are available for the 2010 Show. ARA general member businesses that have never had personnel attend ***The Rental Show*** can attend for a special rate of \$99 per person for full registration (which includes the trade show, educational seminars and the keynote session), available through Jan. 29. The discount rate for full registration, available through Dec. 7, is \$150 per person for ARA general members and \$250 for prospective members. The rates increase by \$100 for advance registration, available Dec. 8 through Jan. 29. In addition, a new deferred payment option also is available for members and prospective members. Fifty percent of the total registration fee is charged upon registration, with the remaining 50 percent charged to a credit card on Jan. 7.

Complete details on ***The Rental Show*** are available online at www.TheRentalShow.com. The Show also is branching into social media, with links to ***The Rental Show's*** Facebook, Twitter and LinkedIn pages available on the Web site's home page.

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About ARA: The American Rental Association (www.ARARental.org) is an international trade association for the owners of equipment rental businesses and the manufacturers and suppliers of construction/industrial, general tool and party/event rental equipment. ARA members, which include more than 7,500 rental businesses and 1,000 manufacturers and suppliers, are located in every U.S. state, every Canadian province, and more than 40 countries worldwide. Now in its sixth decade of operation, ARA is the source for information, advocacy, business development tools, education and training, networking and marketplace opportunities for the rental equipment industry throughout the world. ***The Rental Show*** (www.TheRentalShow.com) is owned and managed by the American Rental Association.

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