



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

FOR IMMEDIATE RELEASE

***The Rental Show* returns to New Orleans in 2012**

(July 27, 2009) MOLINE, IL – ***The Rental Show*** will return to New Orleans, with the 2012 Show scheduled for Sunday, Feb. 5, through Wednesday, Feb. 8, at the Ernest N. Morial Convention Center. This new location replaces previously scheduled dates in Atlanta.

“The association listened to both attendees and exhibitors from ***The Rental Show***, and the consensus of the ARA board of directors was that returning to New Orleans was a high priority,” said Christine Wehrman, American Rental Association CEO. “ARA was able to meet this request and schedule a return to a location that has hosted ***The Rental Show*** six previous times. We’re looking forward to returning to the city.”

The Rental Show was last held in New Orleans in 2002. It had been scheduled for the city in 2007, but that Show was subsequently moved to Atlanta as New Orleans recovered from Hurricane Katrina.

“Due to the rescheduling for 2007, ***The Rental Show*** has been to Atlanta frequently in recent years. With the accessibility of the city to a large portion of ARA’s membership base, it’s been a convenient location and an excellent city to work with. Yet we’re also mindful of the feedback we’ve received and want to be responsive to the requests of the attendees and exhibitors.”

Expanding the locations for ***The Rental Show*** is one of the recommendations from ***The Rental Show*** Work Group, which was appointed by the ARA board of directors last fall and charged with evaluating specific aspects of the Show. The work group, comprised of volunteers from both ARA general and associate member companies and ARA staff, discussed areas that impact the longer-term future of the Show: the duration of ***The Rental Show*** each year, destinations where it’s held, and the trade show floor size and floor traffic.

— MORE —

New city locations in addition to New Orleans will be added into ARA's Show rotation to complement Orlando, Fla., and Las Vegas.

The Rental Show Work Group was chaired by Stan Crumbaugh of Independence Rent-All, Independence, Mo. Other members included Michael Blaisdell, Bunce Rental, Tacoma, Wash.; Clay Eubanks, Takeuchi Manufacturing (U.S.), Pendergrass, Ga.; Joe Jabbour, Ingersoll Rand, now Doosan Infracore Portable Power, Statesville, N.C.; and Andrew Paquette, CERP, Bravo Rentals, Montreal. The group considered general and associate member responses to recent surveys conducted for ***The Rental Show*** as they prepared their recommendations. The ARA board approved the recommendations made to date, and asked that their work continue.

The schedule for the 2010 Show, which is one day shorter with new programs added, is a result of independent discussions by the work group and ***The Rental Show*** Task Force, which met in the spring to specifically plan for 2010.

The Rental Show 2010 is Feb. 7-10 at the Orange County Convention Center in Orlando, while the 2011 Show is Feb. 28-March 3 at the Mandalay Bay Convention Center in Las Vegas. More information on ***The Rental Show*** is available at www.TheRentalShow.com.

— END —

About ARA: The American Rental Association (www.ARARental.org) is an international trade association for the owners of equipment rental businesses and the 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.

***The Rental Show* Public Relations Contact:**
Chris Coleman, chris.coleman@ararental.org, 800-334-2177, ext. 266