



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

The Rental Show Facts

- ***The Rental Show*** 2010 is the American Rental Association's 54th annual convention and rental trade show. It is the rental industry's premier event.
- 2010 marks ARA's fifth time in Orlando, Fla. Previous conventions were in 1989, 1998, 2001 and 2006. The 2006 Show celebrated the 50th anniversary of both ***The Rental Show*** and the American Rental Association.
- There are 600 exhibitors displaying their products, including more than 80 first-time exhibitors.
- One manufacturer, Clarke, has exhibited at every Show, while 11 additional companies have exhibited for more than 50 years. Two exhibitors are celebrating their 50th anniversaries at ***The Rental Show*** this year: BlueBird and Multiquip. The 10 companies that have exhibited the longest have a combined 525 years of history at ***The Rental Show***.
- New for 2010, the show floor features a First-Time Exhibitor Pavilion specifically for companies that have not previously exhibited at ***The Rental Show***. The Pavilion is located in a central location on the show floor, bordering all three departments: heavy construction, light construction/general tool and party/special event.
- The trade show features more than 300 categories of products, including everything from skid-steer loaders to Chiavari chairs and floor sanders to asphalt rollers.
- Registrants this year will come from all 50 United States, the District of Columbia, Puerto Rico, Guam, eight Canadian provinces and from more than 25 countries, including Australia, Belgium, Brazil, Chile, Italy, Japan, the Netherlands, Nigeria, Peru, the Russian Federation and the United Kingdom.
- ARA members consistently rank ***The Rental Show*** as one of the top services offered to them.
- ***The Rental Show*** is ranked No. 64 on the *Tradeshow Week 200* list of largest trade shows in the United States. This is the third consecutive year for ***The Rental Show*** in the top 65.
- Twenty-three items will be available for bidding during a live equipment auction to benefit the ARA Foundation on Feb. 8 from 6 p.m. to 7 p.m. Ritchie Bros. Auctioneers is sponsoring the live auction for the fourth year. The auction products represent the diversity of the rental industry – heavy construction, light construction/general tool and party/special event – with all equipment donated by ***The Rental Show's*** exhibitors.
- ***The Rental Show*** has expanded into social media and will be using Twitter (@TheRentalShow, hash tag #TheRentalShow) and Facebook on site in Orlando. The Show also has a LinkedIn group.
- Next year, ***The Rental Show*** will be at the Mandalay Bay Convention Center in Las Vegas, from Sunday, Feb. 27, through Wednesday, March 2, 2011.