2018
CLOSE BIG SALES IN THE ‘BIG EASY’

The Rental Show® will return to New Orleans in 2018, presenting a one-of-a-kind opportunity to close big sales in the “Big Easy” that you simply cannot afford to miss.

Every year, the Show delivers thousands of your customers from across the U.S. and around the world in one place — and many arrive with a list of inventory needs in hand. Year after year, this buying mindset is what sets The Rental Show apart as the place where relationships are built and deals are made. In fact, in the latest attendee survey, participants said the No. 1 reason they attend the Show is to purchase equipment.

And when you consider the latest industry forecast — which predicts both further expansion and increased market penetration — and the fact the exhibit hall has sold out five consecutive years, there’s no question that The Rental Show is where you need to be in 2018.

Don’t miss the opportunity. Submit your booth application today.

100% SOLD OUT BOOTH SPACE before the 2017 Show

95% OF EXHIBITORS RATED attendees’ purchase decisions as excellent*

91% OF EXHIBITORS SAY the Show is important to their business*

*Source: 2016 exhibitor survey
Because only those involved in the rental industry are eligible to attend The Rental Show, you can be confident you’re not wasting any time in the exhibit hall chasing sub-par leads. Attendees have been known to not only arrive with a list of new equipment to buy, but also to dedicate some time on the floor to seeking out new products.

These prospects understand and value the unique opportunity the Show presents to establish a rapport with suppliers, see equipment firsthand and discover items they may not find otherwise. And, when you consider the fact that 41 percent are first-time attendees and 20 percent are from companies that have never been represented at the Show before, you can be certain exhibiting is well worth the investment.

**96% OF ATTENDEES** say the Show influences or greatly influences their buying decisions throughout the year.*

**#1 REASON ATTENDEES** come to the Show is to purchase new equipment, followed by exposure to new products/industry trends and looking at equipment.*

**46% OF ATTENDEES** make final purchasing decisions, while another 45% influence purchasing decisions.

*Source: 2016 attendee survey. **Source: 2016 registration data.
The rental industry continues to expand, and that growth requires rental business owners to invest in new equipment — another compelling reason to exhibit at The Rental Show in 2018.

According to the latest ARA Rental Market Monitor™ data provided by ARA’s economic research partner, IHS Markit™, the industry in the U.S. is projected to grow 3.5 percent this year to reach nearly $49 billion. The forecast shows a gradual increase, with rental revenues growing in excess of the U.S. gross domestic product (GDP). It’s expected that more than $13.2 billion will be invested in rental equipment in 2017, and that figure is projected to increase to $13.7 billion by 2018.

Additionally, the ARA Rental Penetration Index™ shows that rental market penetration is currently at 53 percent. This means that over half of all equipment manufactured in the U.S. is being sold to equipment rental businesses.

These trends reflect a healthy market that will continue to foster growth. To facilitate that growth, you need to be where your customers are: The Rental Show 2018.

“The Rental Show is one of the biggest drivers of our rental business for the entire year. We establish our Show-Only Specials and work hard to promote them before and during the Show. The Rental Show gives us the perfect forum to reach those key rental customers and showcase our products in one location. We wouldn’t miss the Show ... and haven’t for more than 50 years!”

Jody Kerr, National Rental Sales Manager, Little Wonder/Mantis, Div. of Schiller Grounds Care, Southampton, Pa.

### NORTH AMERICAN RENTAL REVENUE

- **Construction and Industrial Equipment**
- **General Tool**
- **Party and Event**

Source: ARA Rental Market Monitor™ data provided by ARA’s economic research partner, IHS Markit™. ARA Rental Market Monitor™ is a rental-specific online subscription service.

**2017 GROWTH**

$49 BILLION

**53%** RENTAL MARKET PENETRATION

**3.5%** GROWTH IN THE U.S. THIS YEAR
While New Orleans is best known for Mardi Gras parades and parties, the city has so much more to offer. From shopping for souvenirs to watching street performers, indulging in fine cuisine and soaking up the night life, you could spend days discovering all the French Quarter has to offer. Then, you can hop on the St. Charles Street Car and head to the Garden District for a peek at some of the city’s most beautiful homes, take a trip to visit the National World War II Museum or partake in swamp and cemetery tours.

Renowned for its cuisine, New Orleans is home to 11 James Beard Award-winning chefs, including the 2016 Best Chef: South, Justin Devillier. The city’s 1,400+ restaurants offer Creole, Cajun, French, Latin, Mediterranean, Asian and Italian fare that will surely leave your taste buds begging for more. Since the Show was last there in 2015, several new restaurants have opened including Fogo de Chão, Trinity Restaurant, Toups South – by Chef Isaac Toups, the fan favorite of Bravo’s “Top Chef” – and Meril, the latest from Chef Emeril Lagasse.

Often described as one of the world’s most fascinating cities, New Orleans offers an inspiring mix of culture, cuisine and music that consistently draws big attendance to The Rental Show — and its central U.S. location makes travel convenient from both coasts.

Plus, New Orleans is so diverse that whether you’re a foodie, a musician, a history buff, an artist or the outdoorsy-type, the city has something to offer you.
SPACE ASSIGNMENT POLICY. Contracts are accepted by ARA until all space is reserved. Beginning in late June or early July, exhibit space will be assigned based on the following point system: five points for ARA associate membership; three points for each year of exhibiting; and two points for each equivalent 10-ft. by 10-ft. booth requested. Points awarded for convention sponsorship will be based on *The Rental Show* 2017: five points for Platinum Level ($10,000 and up); two points for Gold Level ($5,000 - $9,999); and one point for Silver Level ($1,000 - $4,999). Two points will be awarded for paid advertising in *The Rental Show* Directory 2017.

INCLUDED EXHIBITOR BENEFITS. Beyond delivering quality leads and unmatched rental market exposure, *The Rental Show* offers several no-cost opportunities and resources to help you promote your booth, including:

- Listing in *The Rental Show* Directory, which attendees refer to all year long.
- Opportunity to have your new product seen by more than 20,000 subscribers in *The Hot List* supplement of *Rental Management* magazine.
- Complimentary meeting space at the Show (based on availability).
- Complimentary exhibitor badges (quantity based on size of booth).
- Mailing list of ARA general members for one complimentary Show mailing (direct mail only).
- Use of the Show logo on your promotional materials.

DELIVERING SERIOUS BUYERS. ARA is dedicated to delivering the rental customers you want to reach and runs an aggressive six-month marketing campaign to promote *The Rental Show* to ARA members and the industry.

To request your exhibit space for 2018, complete and return the attached booth application. Companies that exhibited at *The Rental Show* 2017 in Orlando, Fla., have priority to request space until Friday, April 21. Requests by new companies will be accepted after that date.

HAVE QUESTIONS? NEED MORE INFO? Contact Chris Hammes, Vice President of Association Services, at 800-334-2177, ext.232, or email chris.hammes@ararental.org.
The Rental Show Exhibit Space Contract
Ernest N. Morial Convention Center • New Orleans
Exhibits: Feb. 19 – Feb. 21, 2018

Please confirm the requested space for the following company. It is understood that this application becomes a contract only when signed on behalf of ARA. We understand that we will be placed in the area of the floor as appropriate to our products. We, including our exhibitor-appointed contractors, agree to abide by the Rules and Regulations governing The Rental Show.

Company Name
For consistency in all ARA publications, the exhibit name must be the same as ARA membership.

Contact Person

Contact Mailing Address
If different than company address.

Address

City/State/Zip

Telephone

Toll-Free Phone

Fax Number


Space/Location Request

Department Requested (based on product displayed):
☐ Construction/Industrial  ☐ General Tool/Light Construction  ☐ Party/Special Event

Size/Booth Type Requested (10-ft. by 10-ft. min.; Islands/Peninsulas 20-ft. by 20-ft. min.; 30-ft. by 30-ft., 30-ft. by 40-ft., 40-ft. by 40-ft. booth sizes are not available)

Standard _____ ft. x _____ ft.  Corner _____ ft. x _____ ft.  Peninsula _____ ft. x _____ ft.  Island _____ ft. x _____ ft.

Booth Choices* 1)__________  2)__________  3)__________  4)__________  5)__________  6)__________

*Please go to the “For Exhibitors” section at www.TheRentalShow.com to select your booth choices. ARA does not guarantee assignment of choices listed; location request based on earned priority points.

Competitors (list any companies you prefer not be located in adjacent booths)

Description of Products to be Displayed – Must Be Completed! (25 words or less – may be edited for The Rental Show Directory and ARA website)

Cost of Booth Space

Associate Member $18.50 per square foot
Non-Member $37.00 per square foot

Corner Charge (applies to inline booths – NOT islands or peninsulas):

Associate Member $100 per corner
Non-Member $200 per corner

This Agreement must be accompanied by a deposit of 30 percent of the total cost of space reserved.

• Deposit (30 percent) is nonrefundable after Sept. 29, 2017.
• All outstanding balances for exhibit space due Oct. 13, 2017.
• Payable in U.S. funds by check, money order or credit card.
• All contracts received after Oct. 13, 2017, must be accompanied by full payment for space reserved.

Total Square Feet Reserved
Corner Charge $
Total Cost of Space $
30 Percent Deposit Enclosed $

Method of Payment
☐ Check/Card # Exp. Date Signature
☐ MasterCard
☐ Visa
☐ American Express
☐ Discover

Credit Card Billing Address: City: State: Zip:

I authorize ARA to charge the remainder of the balance to the listed credit card on Oct. 13, 2017.

Signature:

Date Received: Deposit Amount: $ Balance Due: $
(Pending corner charge)

Company ID: Booth Assigned Accepted by ARA

Marca Johnson, Chief Financial Officer

For ARA Office Use Only

Sign and return this application to: AMERICAN RENTAL ASSOCIATION
1900 19th St. • Moline, IL 61265
800-334-2177, ext. 232 or 233 309-277-4214 (Fax) www.TheRentalShow.com
The Rental Show Rules and Regulations

Ernest N. Morial Convention Center, New Orleans

These Rules and Regulations are an integral part of the Exhibit Space Application/Contract (the “Exhibit Space Contract”) submitted to the American Rental Association (hereinafter referred to as “ARA”). Such Rules and Regulations: is to assure that all exhibitors are given equal opportunity to conduct business in a safe, attractive, professional exhibition; is not intended to override rules and regulations of local, state and federal governing bodies concerning fire, safety and health; and is intended to set forth the regulations of the operators and/or owners of the property where the show is held.

1. Payment and Cancellation Policies. Prior to Oct. 13, 2017, deposit of 50 percent of the total cost of the booth space must accompany Exhibitor’s signed Exhibit Space Contract. On or after Oct. 13, 2017, full payment of booth space is required. If Exhibit fails to meet this payment schedule, ARA, as its sole discretion, limit the number of booths that any one exhibitor may occupy. All cancellations must be in writing

Exhibitor will not be allowed to dismantle or repack any part of their exhibit after the show is closed. Non-compliance will result in a written warning with points suspended for that year (no points earned); a second violation will result in Exhibitor being barred from exhibiting in The Rental Show until the following year; any subsequent violations will result in Exhibitor having their exhibit space awarded to another company. Exhibitors shall arrange to have all exhibits and booth materials removed from their assignment space by 9 a.m. on the day after the show is open to the public.

2. Space Assignment. All standard display booths are 10-ft. by 10-ft. (100 sq. ft. minimum). Dimensions of all booths shown on the exhibit floor plan are used to determine the cost of the booth. ARA reserves the right to be accommodated as close to space assignments with regard for the space assignment policy. Exhibitors, however, that ARA, in its sole discretion, may change the size or space arrangements of a new exhibitor shall be permitted to remain in the space assigned to the floor plan. No reassignments of space will be made after the show is opened to the public;

3. Space Regulations. ABA reserves the right to restrict, prohibit or limit the display of products or the presentation of any goods, services, or displays; the presence of safety hazards or any other reason, deemed by the governing character The Rental Show is a whole. In addition:

5. Eligibility. Only products and/or services that are marketed to the rental equipment industry are eligible for display. Refurbished, altered or refurbished and modified products are prohibited. Exhibit space is subject to the following stipulations: (a) the equipment looks new, (b) the equipment is an original product or service of the exhibiting manufacturer, (c) the equipment must be identified as being refurbished.

Marketing Activities. All demonstrations or other promotional events must be properly scheduled in advance of the show. Exhibitors are permitted to conduct demonstrations or activities that cause annoyance to neighboring exhibitors such as flashing lights or noise, or result in obstruction of either foot or floor space. Banners must be permitted. Air or water-cooled units, multi-service units, or any other equipment capable of being self supporting. Exhibitor shall maintain U.S. liability insurance in an amount not less than one million dollars ($1,000,000) to cover its liabilities and the requirements should not be used. A flame-proofing certificate must be obtained. The serving of alcoholic beverages from Exhibitors’ booth is prohibited at any time. Smoking is not permitted.

9. Intellectual Property Rights. No visual or audio recording or transmission of the exhibition shall be made without the prior consent of the copyright holder. Exhibitor represents and warrants that it is (a) the lawful owner or licensee of any trademark, trade name, service marks or domain names used in any display, advertisements, print material or other matter covered by this Contract, and that the use of any intellectual property at The Rental Show does not infringe upon the rights of any third party, and (b) is the lawful owner or licensee of any patent, trademark, copyright or other intellectual property right in any product, design or printed matter used, displayed or distributed by Exhibitor during the course of The Rental Show and the premises at which it is canceled or rescheduled or the exhibitor space is unavailable for use.

10. Care of Building and Equipment. Exhibitor is directly responsible for all property at any time during move-in, show and move-out periods. exhibitor shall be permitted to occupy the assigned space by this deadline, ARA has the sole discretion, limit the number of booths that any one exhibitor may occupy. No children under age 12 will be permitted during move-in and move-out periods. Exhibitor shall be required to maintain a clean and orderly area around its Booth.

11. Security. ARA will provide perimeter security in the exhibit hall 24 hours a day, including move-in, show and move-out days. Exhibitor shall be responsible for securing all items in its assigned space. Exhibitor is not liable for any loss, damage or injury that may occur to Exhibitor, Exhibitor’s employees or Exhibitor’s property from any cause whatsoever. All property of an Exhibitor is understood to remain in its own care, custody and control and ARA shall be held liable for any loss, damage or injury that may occur to or from Exhibitor, Exhibitor’s employees or Exhibitor’s property from any cause whatsoever. Thus, Exhibitor is required to be responsible for all of the above and is required to be responsible for all of the above.

12. Liability and Insurance. Neither ABA, the Convention Center, their respective officers, directors, employees, agents and others, who may be responsible for any loss, damage or injury that may occur to Exhibitor, Exhibitor’s employees or Exhibitor’s property from any cause whatsoever. All property of an Exhibitor is understood to remain in its own care, custody and control and ARA shall be held liable for any loss, damage or injury that may occur to or from Exhibitor, Exhibitor’s employees or Exhibitor’s property from any cause whatsoever. Thus, Exhibitor is required to be responsible for all of the above and is required to be responsible for all of the above.