



## If You Sell Rental Products or Services, ARA Is Where You Need to Be

Established in 1955, the American Rental Association now represents more than 7,500 equipment rental businesses and 1,100 manufacturers and suppliers of rental equipment in the U.S., Canada and more than 30 countries around the world. The association's core purpose is to promote the success of our members and advance the growth of the rental industry through a range of services including ***The Rental Show***.

As the world's largest rental trade show, ***The Rental Show*** brings manufacturers together with thousands of prospective customers under one roof — attracting more than 11,000 attendees and exhibitor personnel each year. It's dedicated exclusively to the rental industry, and millions of dollars in orders are written on the show floor. In fact, attendees indicated on a 2007 survey conducted by Exhibit Surveys that about **half of their annual purchases** were made at or as a direct result of the Show.

For more information about  
associate membership contact  
ARA at 800/334-2177, ext. 232 or 233,  
or [AssociateMembership@ararental.org](mailto:AssociateMembership@ararental.org).

# Join ARA

Build Relationships and Sales

ARA Associate  
Membership Benefits



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## Membership Is Power



ARA associate membership gives you immediate benefits, from discounted exhibit space at **The Rental Show** to targeted mailing lists of qualified prospects. However, just as significant are the long-term advantages, like credibility and relationships

that positively impact sales. Joining ARA is an easy way to make a big difference in the way your company is perceived — and how effectively you reach your target audience.

The \$40-plus billion North American rental industry continues to grow, and ARA is leading the way by providing a critical link between rental businesses and the resources they need to grow. ARA's value extends far beyond a few days of trade show sales by connecting you with your customer base ... giving you a deeper insight into their needs and challenges so you can offer the best solutions.

## Top ARA Associate Membership Benefits

- **A relationship-building link** that brings you into the equipment rental community and helps make the industry stronger through mutually beneficial connections.
- **Discounted booth space** and priority points toward booth location assignment at **The Rental Show**.
- **Access to the ARA general member mailing list** with the ability to target rental stores by location, business type and specific equipment inventory.
- **Listings in ARA membership and buying guide directories**, resources that ARA general members keep and refer to throughout the year.
- **Subscription to *RENTAL MANAGEMENT* magazine**, a trusted source of the latest news and information about the rental industry.
- **Use of the ARA logo** in your advertising and sales publications to show your rental industry support and strengthen the credibility of your brand.
- **Special ARA rates on credit reports from Experian** to evaluate customers' credit risk.
- **Online associate member locator**. Ability to customize entry with product listings, training information and more.

## More Ways ARA Can Benefit You

- **Local connections**. Get involved in ARA's state and local associations, where your sales force can connect one-on-one with ARA general members and build relationships at the grassroots level.
- **Advertising in ARA publications**. Reach your target customers through *RENTAL MANAGEMENT* magazine, **The Rental Show** publications and the *RentalPulse* weekly e-newsletter.
- **Networking at The Rental Show**. You can learn a lot about your customers by participating outside the show floor. We welcome you to attend Show seminars and functions for a firsthand perspective on what's important to the rental industry.
- **Political action for rental industry interests**. ARA is an active voice on Capitol Hill for issues that affect rental equipment manufacturers, their products and their customers.
- **Association leadership**. Volunteer to participate in ARA committees, task forces and the ARA board of directors — where you can make valuable contacts and help direct ARA's future initiatives.

### JOIN ARA TODAY

Apply online at [www.ARArental.org](http://www.ARArental.org)  
or call 800/334-2177, ext. 232 or 233, for an application.