



—THE SHOW FOR—  
**PEOPLE**  
SERIOUS ABOUT  
**PROFIT**

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**NEW ORLEANS**  
[THERENTALSHOW.COM](http://THERENTALSHOW.COM)

**FEB.**  
**18-21**

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2018 SHOW PLANNER



# — FIND THE KEYS TO — **BIG PROFITS IN** **THE BIG** **EASY**

**Feb. 17: Events & Tents**

**Feb. 18: Education**

**Feb. 19-21: Trade Show**



**Equipment. Knowledge. Industry connections. This is the total package.** The equipment rental industry is strong and it's projected to keep growing. There's no better place to learn ways to increase your own business profit than at **The Rental Show®**. The trade show is bigger than ever and the perfect place to comparison-shop for equipment, find new products and take advantage of offers only available during the Show. Networking opportunities abound and include events where you can meet industry peers willing to share their expertise. Plus, a full day of education offers seminars on everything from leadership skills and sales techniques to buying a business and power distribution. It all adds up to a smart investment in your business for 2018.



## **KEYNOTE WITH THE SCOTT BROTHERS**

Hear from Jonathan and Drew Scott, stars of "Property Brothers" on HGTV, plus meet them from 10:30 to 11:30 a.m. Feb. 19 on the show floor. [\(pg. 29\)](#)

## **REGISTER EARLY AND SAVE**

Full registration for ARA members is just \$119 online through Oct. 31. The earlier you register, the more you save. [\(pg. 56\)](#)

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July 2017



# 2018 SHOW SCHEDULE



Location is the Ernest N. Morial Convention Center, New Orleans, unless otherwise noted.

## FRIDAY FEB. 16

**REGISTRATION OPEN** 1 – 5 p.m.

4 – 5:30 p.m.

**CERP (Certified Event Rental Professional)**  
**Program Testing** (pg. 8)

## SATURDAY FEB. 17

**REGISTRATION OPEN** 7 a.m. – 5 p.m.

**EVENTS & TENTS** 8 a.m. – 4:30 p.m.

8 – 9 a.m.

**Welcome Continental Breakfast and Opening Session – Energize Your Future**  
Presented by Cindy Novotny

Breakfast 8 – 8:30 a.m. / Opening Session 8:30 – 9 a.m. (pg. 19)

9:15 – 10:30 a.m.

**Educational Sessions** (pg. 20)

- Linen Care and Handling Done Right
- Generating Electricity for a Backyard Party
- Prepare Your Business for Success

10:45 a.m. – Noon

**Educational Sessions** (pg. 21)

- Tents, Tents, Tents – Which One Is Right for You?
- Extend the Life of Your Inventory
- Creative Selling Techniques That Engage Customers

## SATURDAY FEB. 17 CONTINUED

**EVENTS & TENTS** 8 a.m. – 4:30 p.m.

12:15 – 1:30 p.m.

**Networking Lunch** (pg. 22)

1:45 – 2:15 p.m.

**Educational Sessions** (pg. 22)

- Protect Your Vinyl
- Handle With Care: Dishes and Glassware

1:45 – 3 p.m.

**Educational Session** (pg. 23)

- Breakthrough Selling Outside of Your Comfort Zone

2:30 – 3 p.m.

**Educational Sessions** (pg. 23)

- It's Moving Day – Every Day
- Showcasing Your Inventory

3:15 – 4:30 p.m.

**Closing Session – Candid Conversations** (pg. 24)

6 – 8 p.m.

**Events & Tents Reception** (pg. 25)

Grand Oaks Mansion at Mardi Gras World





## SUNDAY FEB. 18

**REGISTRATION OPEN**

7 a.m. – 5 p.m.

**THE RENTAL SHOW SEMINARS**

8 – 11:15 a.m.

8 – 9:30 a.m.

**Educational Sessions** (pg. 9)

- 4 Conversations for Success
- 7 Steps to Building Brand Value
- Creating a Powerful Corporate Culture
- Enjoy the Ride
- The Principles of Power Distribution

9:45 – 11:15 a.m.

**Educational Sessions** (pg. 10)

- Influencing Safety
- Learning to Put People First and Why You Should Even Care
- Party and Event Rental Town Hall
- Run to the Roar: The Keys to Leading Unified Teams
- The 12-Week Year

### EVENTS

11:30 a.m. – 1 p.m.

**Lunch With ARA** (pg. 28)

**THE RENTAL SHOW SEMINARS**

1:15 – 4:30 p.m.

1:15 – 2:45 p.m.

**Educational Sessions** (pg. 13)

- 5 Decisions All Winners Make
- Buying a Business – What You Need to Know
- Construction/Industrial Rental Town Hall
- New Ways to Grow Sales With Social Selling
- Resilience: Springing to Success

3 – 4:30 p.m.

**Educational Sessions** (pg. 15)

- Building a Winning Team and Leading Them to Success
- From Damage to Delight – Making Things Much Better Than All Right!
- General Tool Rental Town Hall
- Hide Your Goat
- Sales Excellence Through INFLUENCE

### EVENTS

5:30 – 7:30 p.m.

**ARA Young Professionals Network Reception** (pg. 28)  
Fulton Alley

7 – 10 p.m.

**Canadian Rental Association Hospitality Reception**  
Generations Hall

## MONDAY FEB. 19

**REGISTRATION OPEN**

7 a.m. – 5 p.m.

**EVENTS**



8 – 10 a.m.

**Keynote Session** (pg. 29)  
Presented by The Scott Brothers

**EXHIBIT HALL OPEN**

10 a.m. – 5 p.m.

**EVENTS**

4 – 5 p.m.

**Canadian Rental Association Annual General Meeting**

5 – 6:30 p.m.

**Regional Receptions** (pg. 29)

7 – 9 p.m.

**ARAPAC Reception** (pg. 30)

Mulate's – The Original Cajun Restaurant

## TUESDAY FEB. 20

**REGISTRATION OPEN**

8 a.m. – 5 p.m.

8 – 9:30 a.m.

**CERP (Certified Event Rental Professional) Program Testing** (pg. 8)

**EXHIBIT HALL OPEN**

9 a.m. – 5 p.m.

**EVENTS**

5 – 6:30 p.m.

**ARA Foundation Charity Auction and Reception**  
(pg. 30)

5 – 7 p.m.

**International Reception** (pg. 31)

7 – 10 p.m.

**Bayou Bash at House of Blues** (pg. 31)  
House of Blues New Orleans

## WEDNESDAY FEB. 21

**REGISTRATION OPEN**

8 a.m. – 1 p.m.

**EXHIBIT HALL OPEN**

9 a.m. – 1 p.m.

2018 **SHOW SEMINARS**

# ONE DAY. **UNLIMITED IDEAS.**

Learn new strategies  
at ***The Rental Show*** to  
benefit your business  
and increase profits.

## *Running a successful rental business takes more than the right inventory.*

From building your company's brand value and improving employee relations to reinforcing safety and rethinking your sales approach, the full day of education offers strategies to help improve your profitability. The 2018 schedule offers 20 high-energy seminars in one day, and all are included with full registration. It's a tremendous value when you consider the range of content and practical ideas you can apply immediately in your operation. Plus most seminars are recorded, for podcasts, to provide a resource after the Show as well.



**SUNDAY FEB. 18**



Location is the **Ernest N. Morial Convention Center**

7 a.m. – 5 p.m. <b>REGISTRATION OPEN</b>					
8 – 9:30 a.m.	4 Conversations for Success <i>Stuart Knight</i>	7 Steps to Building Brand Value <i>Bruce Turkel</i>	Creating a Powerful Corporate Culture <i>Robert Stevenson</i>	Enjoy the Ride <i>Steve Gilliland</i>	The Principles of Power Distribution <i>Rental industry panel</i>
9:30 – 9:45 a.m. <b>MORNING SNACK BREAK</b>					
9:45 – 11:15 a.m.	Influencing Safety <i>Garrison Wynn</i>	Learning to Put People First and Why You Should Even Care <i>Scott Christopher</i>	Party and Event Rental Town Hall <i>Rental industry panel</i>	Run to the Roar: The Keys to Leading Unified Teams <i>Rolfe Carawan</i>	The 12-Week Year <i>Brian Moran</i>
11:30 a.m. – 1 p.m. <b>LUNCH WITH ARA</b> (pg. 28)					
1:15 – 2:45 p.m.	5 Decisions All Winners Make <i>Stuart Knight</i>	Buying a Business – What You Need to Know <i>James R. Waite, Esq.</i>	Construction/Industrial Rental Town Hall <i>Rental industry panel</i>	New Ways to Grow Sales With Social Selling <i>Kurt Shaver</i>	Resilience: Springing to Success <i>Mark DeVolder</i>
2:45 – 3 p.m. <b>ICE CREAM BREAK</b>					
3 – 4:30 p.m.	Building a Winning Team and Leading Them to Success <i>Kevin Harrington</i>	From Damage to Delight – Making Things Much Better Than All Right! <i>Kirk Weisler</i>	General Tool Rental Town Hall <i>Rental industry panel</i>	Hide Your Goat <i>Steve Gilliland</i>	Sales Excellence Through INFLUENCE <i>Victor Antonio</i>

## HANDOUTS AND EVALUATIONS ARE GOING PAPERLESS



Handouts for Show seminars will be available online prior to the Show, and evaluations will be completed online. **No printed materials will be provided on site.** Please print your handouts in advance and bring them with you. You also can access handouts and evaluations online at the Show through **The Rental Show** mobile app.

# PEOPLE SERIOUS ABOUT PROFIT



**The Rental Show** is the only place you can go where you can find everything you need for your fleet all in one location with the best manufacturers in the industry. Paired with great networking and engaging seminars, **The Rental Show** is a can't-miss event for our team, and for 2018 it's going to be even bigger and better."

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## JOSH NICKELL

**The Rental Show** Task Force Chair  
Nickell Equipment Rental and Sales  
Newnan, Ga.



## CERP Program Testing

**FRIDAY FEB. 16**

**4 – 5:30 p.m.**

**TUESDAY FEB. 20**

**8 – 9:30 a.m.**

Active participants in the Certified Event Rental Professional (CERP) program have two opportunities to take paper course exams and further their progress. CERP graduates earn a professional credential that provides them with a competitive advantage, more knowledge, more confidence and more success.

## REQUIREMENTS

- Be enrolled in the CERP program
- Pre-register by Jan. 31
- Bring your completed learning exercises for the discipline exam you are taking
- Show your photo ID at the testing room

## PRE-REGISTRATION

- Cost is free
- Call ARA at 800-334-2177, ext. 255, or email [education@ararental.org](mailto:education@ararental.org)







## SUNDAY FEB. 18

8 – 9:30 a.m.

### 4 Conversations for Success

*Stuart Knight, Stuart Knight Productions, Toronto*

Anyone can talk business. When was the last time you talked *life*? Your customers and employees are people and if you don't really know them, you're just another company trying to survive. Attend this session to learn the components that make a conversation powerful, not predictable. You also will find out what it takes to go beyond being friendly to being fascinated in the people you work with every day. The discussion will cover:

- How fear and technology get in the way of creating powerful human relationships
- Turning short interactions into meaningful exchanges by having the “onion conversation”
- Using “why questioning” to understand a person's true motivation and desired outcomes
- Following your instincts to engage in personal conversations that build trust
- Using internal conversations to gain the confidence to be your best every day

Stuart Knight is an award-winning entrepreneur, producer and author of two books: “You Should Have Asked – The Art of Powerful Conversation” and “The Madness of My Mind.” He was a past speaker at **The Rental Show**. Visit his website at [stuartknight.com](http://stuartknight.com) and follow @Stuart\_Knight on Twitter.

### 7 Steps to Building Brand Value

*Bruce Turkel, Turkel Brands, Coral Gables, Fla.*

Seven rules, three words each. That's all it takes to harness the power of branding. Attend this session and discover how to move your business forward in today's rapidly evolving world. Through entertaining anecdotes

and simple real-life examples, you will find out exactly what to do to put the power of branding to work for you. Learn:

- How to create a brand that makes your business more valuable, regardless of the customer
- Why your brand identity is more important to success than the products or services you offer
- What you're doing wrong – without even knowing it – that's hurting your brand and costing you money

Bruce Turkel has more than 25 years of experience creating and working with brands including Hasbro, Nike, American Express, Charles Schwab, Citicorp, Discovery Networks, Bacardi and many more. He also is an author, musician, artist and runner. Find him at [bruceturkel.com](http://bruceturkel.com) or @BruceTurkel on Twitter.

### Creating a Powerful Corporate Culture

*Robert Stevenson, Seeking Excellence, Clearwater, Fla.*

Fixing problems after the fact costs your business more and often results in unhappy customers. This session will show you how to get your employees to think like an owner, proactively recognizing problems and identifying opportunities to help your operation thrive. In addition, the session will cover how to promote workplace safety by creating a culture of shared responsibility. Learn how to:

- Identify core competencies for success
- Establish and maintain the right corporate culture
- Understand the real costs associated with accidents
- Stimulate the sharing of ideas and recommendations
- Multiply performance by using the full talents of all employees

Robert Stevenson is a global speaker and best-selling author with more than 30 years of corporate and entrepreneurial experience. He has written four books and is a past speaker at **The Rental Show**. Visit his website at [robertstevenson.org](http://robertstevenson.org) and follow @Seek\_Excellence on Twitter.



## 2018 SHOW SEMINARS

### SUNDAY FEB. 18

8 – 9:30 a.m. *continued*

#### Enjoy the Ride

*Steve Gilliland, Steve Gilliland Inc., Mocksville, N.C.*

This session, based on Steve Gilliland's best-selling book, is a blueprint for getting the most out of life. It's a humorous and uplifting approach to examining where you are personally and professionally. You'll take away the inspiration you need to evolve and appreciate life, rather than simply to maintain and exist. Key points include:

- Check your passion: Love what you do and don't forget why you do it.
- Cure your destination disease: Live more for today, less for tomorrow and never about yesterday.
- Refocus your attention: Decide what's important and never take it for granted.

Storyteller and comedian Steve Gilliland can be heard daily on SiriusXM Radio's Laugh USA and Blue Collar Radio. He is the author of several books and built a multimillion-dollar company from the ground up. He spoke at **The Rental Show** 2017. Find him at [stevegilliland.com](http://stevegilliland.com) and @SteveGSpeaks on Twitter.

#### The Principles of Power Distribution

*Rental industry panel*

Electrical power is one of the most useful tools in all of history. Your customers count on you to rent them an appropriately sized generator for their needs. One that produces too much or too little power can cause harm to their equipment as well as yours. It also will drastically

reduce your customer satisfaction rating. Attend this session to learn from your rental peers about generators over 25 kVA including:

- A list of questions to ask your customers
- Calculating the power needed
- Understanding hazards and safety best practices

9:45 – 11:15 a.m.

#### Influencing Safety

*Garrison Wynn, Wynn Solutions, Houston*

*Presented by ARA Insurance*

Whether you are trying to reduce your number of recordable accidents or prevent a good safety record from creating complacency, this dynamic session is for you. You'll learn how to develop the personal influence to make things stick, from helping leaders implement change at their locations to motivating workers to look out for each other on the job site. Key takeaways include:

- Building trust and relationships to make consistent safety a reality
- How to create a culture of safety while maintaining productivity

Garrison Wynn has been a Fortune 500 company leader, professional stand-up comedian, author and past ARA speaker. He also understands safety as a chemical plant explosion survivor with a background in industrial instrumentation. Find him online at [motivational-speaker-success.com](http://motivational-speaker-success.com) or @GarrisonWynn on Twitter.

#### Learning to Put People First and Why You Should Even Care

*Scott Christopher, Scott Christopher Communications, Riverton, Utah*

In an increasingly competitive business climate, "People People" provide more tangible value to a company than ever before. Why? As changing technology dehumanizes relationships and communications – allowing users to hide behind their e-personas – many of today's best companies are using the human touch to differentiate their market brand, their public image and their employee culture. This session will present a mix of business cases, research data and compelling stories to explain:

- The four fundamental attributes (C.A.R.E.™) of "People People"
- How to become a true Type III People Person – and what that is
- Why "People First" organizations excel and how to do it





Scott Christopher wrote the book “People People: Who They Are, Why They Win and How to Become One” and co-authored “The Levity Effect: Why It Pays to Lighten Up.” He has a master’s degree in HR management and has been a film and TV actor. Find him at [levityeffect.com](http://levityeffect.com) or @LevityEffect on Twitter.

## Party and Event Rental Town Hall

*Rental industry panel*

Ask questions, share your experiences and connect with a vast range of party and event rental knowledge during this interactive attendee-favorite session. Led by a panel of rental professionals, this town hall will address operational efficiencies, overall business practices, changes in technology, safety and risk management measures, and customer service philosophies. It’s a unique opportunity to gain valuable ideas to enhance your business.

## Run to the Roar: The Keys to Leading Unified Teams

*Rolfe Carawan, Carawan Global Group, Virginia Beach, Va.*

Successful collaboration depends on empowering individuals to contribute their personal strengths to the goals of the organization. This session will explore principles and proven strategies that successful leaders use to inspire others to accomplish extraordinary results with one voice, one mind and one purpose. You’ll learn:

- How to overcome the three Ds – discontent, dissent and discord – that prevent profitable collaboration
- Strategies for taking care of your employees while driving bottom-line results
- Seven crucial ingredients for creating a unified workforce
- How to make the leap from teamwork to unity

As founder of Carawan Global Group, Rolfe Carawan understands the challenges business leaders face today. His strategies are the result of more than 30 years of coaching, managing and motivating people. He spoke at **The Rental Show** 2017. Learn more at [rolfecarawan.com](http://rolfecarawan.com).

# PEOPLE SERIOUS ABOUT PROFIT

“My biggest benefit of attending **The Rental Show** is to have as many of my staff with me as possible. It’s a win-win. The employee benefits with training from the seminars, networking with others in the rental industry and sharing successes in handling problems encountered back at home. They see the professionalism of the rental business from several sources. Attending makes them better employees, which then translates into happier customers.”

## RON NEBELSICK

**The Rental Show** Task Force  
Best Rental  
Fort Collins, Colo.



# PEOPLE SERIOUS ABOUT PROFIT



One of the biggest takeaways of attending **The Rental Show** is making high-level contacts with the manufacturers of the equipment in our fleet. Engineers and service managers are nearly always in a manufacturer's booth on the show floor. The opportunity to make those connections has helped all of us in our rental store be more productive when a service issue has gotten complex."

## TIM ALLEN

**The Rental Show** Task Force  
Roseburg Rental  
Roseburg, Ore.



## SUNDAY FEB. 18

**9:45 – 11:15 a.m.** *continued*

### The 12-Week Year

*Brian Moran, Brian P. Moran LLC, Holt, Mich.*

Want to achieve more in the next 12 weeks than most people do in 12 months? This session will show you what it takes to perform at your best each and every day. Effective execution of your goals and priorities is the key to consistently high performance. Discover how to implement your own 12-Week Year by learning:

- Five success disciplines
- Three high-performance accelerators
- How to end the cycle of production peaks and valleys
- Five things you can do immediately to begin prioritizing your business and exceeding your goals

Brian Moran is CEO and founder of The Execution Co. and he co-authored the best seller "The 12 Week Year." He previously held leadership positions with companies including PepsiCo, UPS and Senn Delaney Management Consultants. Find him online at [12weekyear.com](http://12weekyear.com) and [@brianpmoran](https://twitter.com/brianpmoran) on Twitter.

**NOTE:** This seminar will not be recorded or available as a podcast.

**LEARN MORE**  
— [THERENTALSHOW.COM](http://THERENTALSHOW.COM) —





1:15 – 2:45 p.m.

## 5 Decisions All Winners Make

*Stuart Knight, Stuart Knight Productions, Toronto*

Do you know why some companies are more successful than others? Here's a hint: It has nothing to do with their people waking up earlier, working harder or having prestigious degrees. They simply make five decisions every single day to be their personal best. Attend this session and be inspired as you learn how true leaders choose to:

- Take pride in what they do
- Overcome imaginary fears that inhibit their success
- Look for creative solutions to their challenges
- Learn how to have thicker skin
- Aim for bigger goals than what they think they can attain

Stuart Knight is an award-winning entrepreneur, producer and author of two books: "You Should Have Asked – The Art of Powerful Conversation" and "The Madness of My Mind." He was a past speaker at **The Rental Show**. Visit [stuartknight.com](http://stuartknight.com) and follow @Stuart\_Knight on Twitter.

## Buying a Business – What You Need to Know

*James R. Waite, Esq., Winters & Waite, Denver*

Are you considering buying a business? Don't know where to begin? This session is for you. Nationally renowned attorney and author, James R. Waite, will discuss the most important things to consider and what to do first when you find a business you're interested in. He also will touch on how to determine a fair offering price and terms, how to

protect yourself if the seller misrepresents the business, and much more – including:

- What kind of deal is best for me? Assets? Equity? Merger?
- What about the seller's customers, employees and debts?
- What about the seller's facilities (buy or rent, environmental liabilities, etc.)?
- What about the seller's contracts with suppliers, customers, etc.?
- Should I require the seller to sign a noncompetition agreement, and on what terms?
- Can I inspect the seller's equipment? What do you mean, "due diligence?"
- How do I pay for this?

James R. Waite, Esq., is an attorney with Winters & Waite and is author of ARA's "Business Management: Contracts and Legal Guidelines" book. He also offers legal consultations through the ARA Legal Assistance Program for the association's rental business members and writes the "Legally Speaking" column for **RENTAL MANAGEMENT** magazine.

## Construction/Industrial Rental Town Hall

*Rental industry panel*

Join your peers for this real-world conversation led by a panel of rental industry experts. Come with your questions and be part of the discussion on topics such as operational efficiencies, overall business practices, changes in technology, safety and risk management measures, and customer service. If you serve the construction and industrial markets, you need to be at this open-forum session. You'll take away advice and valuable information you can apply immediately in your business.

## 2018 SHOW SEMINARS

### SUNDAY FEB. 18

1:15 – 2:45 p.m. *continued*

#### New Ways to Grow Sales With Social Selling

*Kurt Shaver, Vengreso, Santa Rosa, Calif.*

Many of today's customers are using social media to make business decisions, and social selling is an important way to reach them. This informational session will show you new ways to use LinkedIn and social selling to generate leads and attract prospects. It's recommended for salespeople and managers, but every member of your organization can benefit from an increased knowledge of these sales tools and techniques. You will learn:

- How to maximize returns from the latest changes to LinkedIn's platform
- What you can learn from competitors' online profiles
- How to discover trigger events to get "in the door"
- How to use LinkedIn applications to promote yourself as the expert in your field

Kurt Shaver is co-founder and chief sales officer of Vengreso and creator of the Social Selling Boot Camp. An expert at digital sales techniques, he has provided more

than 10,000 hours of sales training and frequently speaks at conferences like LinkedIn's Sales Connect. Learn more at [vengreso.com](http://vengreso.com) or @kurtshaver on Twitter.

#### Resilience: Springing to Success

*Mark DeVolder, Synergy Sense Consulting, Vernon, British Columbia, Canada*

We live in a VUCA world: volatile, uncertain, complex and ambiguous. It's not surprising that leaders who survive, thrive and deliver in business today have one trait in common: they are resilient. The good news is that resilience is not just for a few – it can be learned. Attend this session and find out how you can rewire your brain to bounce back from adversity, overcome obstacles and adapt to constant change. You will learn how to:

- Create a winning mindset of self-belief and unlimited potential
- Increase innovation and engagement
- Expand your tenacity and decision-making instincts
- Sustain and repeat the cycle of success

Mark DeVolder is an award-winning consultant, author and international speaker. Known as "The Change Specialist," DeVolder has worked with clients including NASA, McDonald's, Verizon, PepsiCo, Siemens, RE/MAX and more. Learn more at [markdevolder.com](http://markdevolder.com) or @DrMarkDeVolder on Twitter.

Complimentary coffee before the Sunday seminars is sponsored by Atlas Copco Construction Equipment. The morning snack is sponsored by Chicago Pneumatic Construction Equipment and Diamond Products, and the ice cream break is sponsored by American Pneumatic Tools and CASE Construction Equipment. **The Rental Show** bags are sponsored by ARA Insurance. Badge lanyards are sponsored by Honda – Engines. **The Rental Show** directory bookmark is sponsored by The Toro Co.





3 – 4:30 p.m.

## Building a Winning Team and Leading Them to Success

*Kevin Harrington, Kevin Harrington Enterprises, Tampa, Fla.*

As a young entrepreneur, Kevin Harrington tried to do everything on his own and quickly learned it wasn't enough. He found out successful leaders surround themselves with the best talent, filling the gaps with the strengths they need to build their business. Attend this session for strategies to sharpen your networking skills and build relationships with your peers. Learn how to:

- Identify individual strengths and use them together
- Gain a competitive advantage by forming a top team
- Delegate to the right people and lead by example
- Align your team and business vision via social media
- Build strategic partnerships for business growth

Known as the original “shark” on ABC’s “Shark Tank,” Kevin Harrington is a professional speaker, coach and celebrity entrepreneur. He has launched more than 500 products and businesses, generating more than \$5 billion. Visit [kevinharrington.tv](http://kevinharrington.tv) or @HarringtonKevin on Twitter.

## From Damage to Delight – Making Things Much Better Than All Right!

*Kirk Weisler, Team Dynamics, Fayetteville, Ga.*

Will your next disaster break you or make you? Will it kill morale or will you use it as a vehicle to rally your team,

strengthen your culture and improve your relationship with your clients, customers and co-workers? This fun, fast-paced session will leave you with actionable, adoptable and inspirational ideas to help you turn the next deal breaker into a day maker. Learn how to:

- Do more than de-escalate the situation – elevate your thinking, behaving and being
- Ultimately increase trust in the relationship

Over the past 18 years, Chief Morale Officer Kirk Weisler has advised more than 50,000 leaders across many industries on building teams, strengthening leaders and improving culture. He has written two books and is speaking at ARA's Leadership and Young Professionals Conferences in 2017. Visit [kirkweisler.com](http://kirkweisler.com) or follow @kirkweisler on Twitter.

## General Tool Rental Town Hall

*Rental industry panel*

Do you rent to do-it-yourselfers and professional contractors? Here's your chance to meet up with your peers to discuss the industry questions that are on your mind today. A panel of rental experts will share their expertise on everything from operational efficiencies and overall business practices to changes in technology, safety and risk management measures, and customer service. This popular forum is a consistent Show favorite and a must for those who serve home improvement enthusiasts and contractors.



# PEOPLE SERIOUS ABOUT PROFIT



The biggest benefit of attending **The Rental Show** is getting valuable information and ideas

from top industry individuals at the Sunday seminars. I look for topics I can directly apply to my business, like how to deal with the various social media platforms – getting my business out there but also how to manage the sounding board social media has become. As a general manager in my company, the seminars about dealing with HR, employees, and the ever-changing rules and regulations are very helpful.”

## DAN MORRIS

**The Rental Show** Task Force  
Kennebec Equipment Rental Co.  
Fairfield, Maine



## SUNDAY FEB. 18

3 – 4:30 p.m.

*continued*

### Hide Your Goat

*Steve Gilliland, Steve Gilliland Inc., Mocksville, N.C.*

Our fast-paced and stress-filled schedules open the door to let people and circumstances “get our goat.” This eye-opening presentation will help bring perspective to how your daily life intersects with people of diverse backgrounds, opinions and personalities. You will discover how to avoid being robbed of the opportunity to perform at peak performance because of negativity. Learn how to:

- Head off conflict when negativity runs rampant
- Improve your own outlook
- Deal with by-products of bad attitudes
- Assign the right value to every situation and not give people permission to ruin your day

Storyteller and comedian Steve Gilliland can be heard daily on SiriusXM Radio's Laugh USA and Blue Collar Radio. He is the author of several books and built a multimillion-dollar company from the ground up. He spoke at **The Rental Show** 2017. Find him at [stevegilliland.com](http://stevegilliland.com) and @SteveGSpeaks on Twitter.

### Sales Excellence Through INFLUENCE

*Victor Antonio, Sellinger Group, Alpharetta, Ga.*

It's often not *what* you sell, but *how* you sell that makes the difference. This motivational session is designed to provide simple-to-use strategies and tactics that will help you influence your customers' decision process and increase their satisfaction. Backed by research and studies, this session will cover:

- Why outdated techniques don't work anymore
- How to position your product by framing the context of the conversation
- How to reduce customer resistance and gain their acceptance

Author, sales trainer and speaker Victor Antonio grew up in one of the roughest areas of Chicago, but it didn't stop him from earning an MBA, building a 20-year career as a top sales executive or becoming CEO of a multimillion-dollar company. He has written 12 books on sales and motivation. Visit [sellingergroup.com](http://sellingergroup.com) or @VictorAntonio on Twitter.



# INSPIRATION TO GIVE YOU AN EDGE

*This pre-Show workshop is designed exclusively for those in party and event rental*

Based on feedback from past attendee evaluations, this year's Events & Tents workshop will offer more targeted sessions – many focused on specific items in your event rental inventory. Nearly all of the sessions will be led by event rental professionals, so you can learn from their experience and ideas.

For those interested in sharpening their selling skills, there also will be a 75-minute sales seminar taught by opening session speaker Cindy Novotny. Plus, don't miss the Events & Tents reception at the Grand Oaks Mansion at Mardi Gras World for a unique New Orleans experience.

## Afternoon Quick-Sessions

New for 2018, the afternoon schedule features four quick, to-the-point sessions that are just half an hour long and include video insights from the panelists' own operations.

## New Closing Session

The day will wrap up with a new closing session format featuring panelists from the day's sessions available to answer questions.

## Bigger Than Ever

Because the space at the Ernest N. Morial Convention Center allows for it, we've increased the maximum attendance limit to meet growing demand – **but register early to ensure your spot!**

## IS EVENTS & TENTS FOR YOU?

Is your event rental career beginning to take shape? Are you looking to amplify your passion for this industry? Searching for new ways to solve problems? Then take advantage of the energy and knowledge you'll gain at Events & Tents. You'll learn fresh ideas at the inventory-specific and career-building sessions, plus be motivated from the peer-to-peer conversations. It's a day dedicated to your future!

## FRIDAY FEB. 16

Location is the Ernest N. Morial Convention Center unless otherwise indicated.

<b>1 – 5 p.m.</b>	<b>REGISTRATION OPEN</b>
4 – 5:30 p.m.	CERP (Certified Event Rental Professional) Program Testing <i>Pre-registration required. Also offered Tuesday, Feb. 20, at 8 a.m. See page 8 for details.</i>

## SATURDAY FEB. 17

7 a.m. – 5 p.m.	REGISTRATION OPEN		
8 – 9 a.m.	Welcome Continental Breakfast and Opening Session Energize Your Future – Presented by Cindy Novotny <i>Breakfast 8 - 8:30 a.m.; Opening Session 8:30 – 9 a.m.</i>		
9:15 – 10:30 a.m.	Linen Care and Handling Done Right <i>Rental industry panel</i>	Generating Electricity for a Backyard Party <i>Rental industry panel</i>	Prepare Your Business for Success <i>Rental industry panel</i>
10:30 – 10:45 a.m.	BREAK		
10:45 a.m. – Noon	Tents, Tents, Tents – Which One Is Right for You? <i>Rental industry panel</i>	Extend the Life of Your Inventory <i>Rental industry panel</i>	Creative Selling Techniques That Engage Customers <i>Rental industry panel</i>
12:15 – 1:30 p.m.	NETWORKING LUNCH		
1:45 – 2:15 p.m.	Protect Your Vinyl <i>Rental industry panel</i>	Handle With Care: Dishes and Glassware <i>Rental industry panel</i>	Breakthrough Selling Outside of Your Comfort Zone <i>Cindy Novotny</i>
2:30 – 3 p.m.	It's Moving Day – Every Day <i>Rental industry panel</i>	Showcasing Your Inventory <i>Rental industry panel</i>	
3 – 3:15 p.m.	ICE CREAM BREAK		
3:15 – 4:30 p.m.	Closing Session – Candid Conversations <i>Rental industry panel</i>		
6 – 8 p.m.	EVENTS & TENTS RECEPTION Grand Oaks Mansion at Mardi Gras World <i>Optional. Advance registration and ticket required.</i>		



Events & Tents is an exclusive workshop focused specifically on the event rental industry. **This is a separate program with an additional registration cost.**



## SATURDAY FEB. 17

8 – 9 a.m.

Breakfast: 8 – 8:30 a.m. Opening Session: 8:30 – 9 a.m.

### Welcome Continental Breakfast and Opening Session: Energize Your Future

Cindy Novotny, Master Connection Associates, Rancho Santa Margarita, Calif.

Sponsored by Allmand Bros., Atlas Copco Construction Equipment and Rainier Industries



Enthusiasm, passion and zest for life are core to Cindy Novotny's reason for living, and it is contagious! She will inspire you to be fully engaged in your life's journey by taking control of your professional and personal destiny. Cindy will wake you up and start your day with motivation as she shares her secrets to managing her life

and business while on the road 50 weeks a year. If she can stay motivated while living with no balance and loving it, you can too! Are you ready to start your day with a dose of Cindy?

An icon in the hospitality industry, Cindy Novotny is the founder of Master Connection Associates (MCA) and is an international leader in sales, leadership and customer service. She has been recognized by the Association for Talent Development as one of the most powerful, innovative and passionate speakers in the industry. Cindy has become a "radical mentor" for thousands of executives around the world. Her ability to "close the gap" with senior executives and line employees has made MCA a leader in many industries. Cindy is responsible for the leadership of all MCA trainers and consultants, and develops her team to go far beyond customers' expectations. Visit [cindynovotny.com](http://cindynovotny.com) and follow @cindynovotny on Twitter.



## EVENTS & TENTS

All pricing is per person. The workshop is a separate program for ARA rental business members only.

### REGISTRATION

**\$300**

THROUGH OCT. 31

**\$350**

NOV. 1 - FEB. 17

### RECEPTION

(optional)

#### ATTENDEE

**\$50**

THROUGH JAN. 2

**\$65**

JAN. 3 - FEB 17

#### GUEST

of Events & Tents Attendee  
(limit of two tickets)

**\$70**

THROUGH JAN. 2

**\$80**

JAN. 3 - FEB 17





## SATURDAY FEB. 17



9:15 – 10:30 a.m.

### Linen Care and Handling Done Right

*Rental industry panel*

Linens are the foundation of beautiful tabletop designs. Keeping them in pristine condition takes more than just washing, drying and pressing. The process you use for storing, delivery and pickup can add extra rentals to their life and keep them generating profit for a long time. A panel of rental professionals will discuss:

- In-house processes, including labor
- Basic stain removal
- Storage, shelving and transportation
- Benefits of buying and sub-renting

### Generating Electricity for a Backyard Party

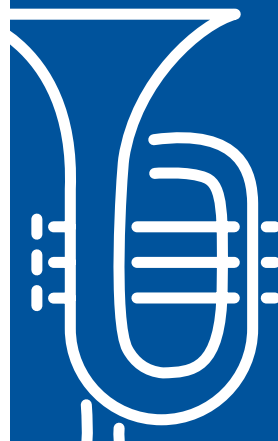
*Rental industry panel*

Generators come in many different sizes, so how do you determine the right size for your customer's backyard party? This is a common challenge for many in the party and event rental industry. A panel of rental experts will discuss generators under 25 kVA and cover:

- Sizing and electrical capacity
- The mathematical equation for wattage use
- Pertinent questions to ask your customer
- Hazards and safety issues



## SPONSORSHIP



Events & Tents educational sessions are sponsored by A-1 Tablecloth Co., Aztec Tents, Isuzu Motors America and TopTec Event Tents. The morning coffee break is sponsored by CGS Tableshop. Portfolio is sponsored by Anchor Industries.

### Prepare Your Business for Success

*Rental industry panel*

No one goes into business to fail, but sometimes it happens. What strategies have you established to ensure your business's success? Financial strategies, often thought of as the most important factors, are just part of the equation. You also need well-thought-out operational and business strategies that can evolve over time. During this session, you will learn how to:

- Determine the size of your market so you can set your market share goal
- Establish a return-on-investment goal
- Implement inventory strategies that make sense for your market
- Achieve employee buy-in to set your business on a path of continual growth

**10:45 a.m. – Noon**

### Tents, Tents, Tents – Which One Is Right for You?

*Rental industry panel*

The tenting industry certainly has changed from its humble beginning of providing shelter for nomadic people, armies and traveling circuses. The modular tents of today require building permits, as they look like permanent structures compared to the familiar high-peak pole tent. With so many styles, it is important to understand the pros and cons of each type of tent to

choose the right one for the application. This session will cover:

- West Coast, pole, keder and sailcloth tents
- Engineered and non-engineered tents
- Blackout and translucent tops

### Extend the Life of Your Inventory

*Rental industry panel*

Tables, chairs, dance floors and stages – these product lines are the anchors for most event rental businesses. Proper maintenance, frequent cleaning and timely repair and refinishing can help keep these products in your inventory for years, which equates to a higher return on your investment. Attend this session to hear from your industry peers on what works for them and their company's equipment. You're bound to discover a technique or two that will extend the life of your products.

### Creative Selling Techniques That Engage Customers

*Rental industry panel*

"How may I help you?" This age-old question is the go-to for most customer service representatives and sales professionals. But there are more creative ways to engage your customers that also can benefit your business's bottom line. A panel of rental industry professionals will cover how to:

- Influence creativity from your sales team
- Be the trendsetter in your area
- Handle customer requests for specialty items

# PEOPLE SERIOUS ABOUT PROFIT



The best benefit of attending

**The Rental Show** is all the

education on Saturday with

Events & Tents and on Sunday with the Show

seminars. The speakers cover dynamic

topics and provide beneficial information

that really helps me to grow personally as a

leader and helps my business grow.”

---

## JEFF CROTTO, CERP

**The Rental Show** Task Force

All About Events – Jacksonville

Jacksonville, Fla.



## SATURDAY FEB. 17

**12:15 – 1:30 p.m.**

### Networking Lunch

*Sponsored by Eureka! The Tent Co.; McCourt Manufacturing; Over the Top Rental Linens; and Seitz, The Fresher Co.*

Roving New Orleans entertainers will energize and entertain the room while you enjoy a plated meal and connect with industry professionals from across the world. You will be encouraged to network at a table with future friends and share notes from the morning educational sessions plus discuss challenges and best practices from your business. It's a prime opportunity to gather ideas worth implementing in your business.

**1:45 – 2:15 p.m.**

### Protect Your Vinyl

*Rental industry panel*

The basic pieces of a tent include the poles and the vinyl. One without the other spells disaster for any tent rental company. This session will focus on protecting the vinyl from holes, tears and stains. It also will address tagging, handling, storing, washing, drying and on-site cleaning of the vinyl. Treating your vinyl with care increases its lifespan, which increases your profit margin. Who doesn't want that?



## Handle With Care: Dishes and Glassware

*Rental industry panel*

“Fragile” stickers say it all. Dishes and glassware are more susceptible to breakage than most other items in your inventory. Each step along their rental journey – storing, pulling, receiving, cleaning and returning them to inventory – is an opportunity for mishandling. During this video-based session, you will see how your rental peers protect their investment in these items. They also will discuss transitioning from hand washing to installing a single-rack or conveyor dishwasher.

**1:45 – 3 p.m.**

## Breakthrough Selling Outside of Your Comfort Zone!

*Cindy Novotny, Master Connection Associates, Rancho Santa Margarita, Calif.*

Known as the “Radical Mentor” in the sales arena, Cindy Novotny specializes in event, party, venue and hospitality training. She will share what’s going on in the world of catering, events and parties to give you the knowledge necessary to be more competitive in your market. In addition, her associates interviewed several ARA members to gain insight into their questions on growing

an event rental business. This customized session also will focus on:

- Building your business through an aggressive sales plan
- How to use referrals to find new business with the changing trends in this economy
- Developing new lines of business in the equipment rental industry to grow incremental revenue
- How to use social media to increase sales and to compete in your market
- How to motivate your staff

**2:30 – 3 p.m.**

## It’s Moving Day – Every Day

*Rental industry panel*

Your employees spend a lot of time and energy moving products to and from customers’ events and on your property. The equipment used for storing, crating and transporting these items holds the keys to protecting two of your most valuable assets: the products themselves and your employees. In this session, rental industry professionals will cover the tools they use to safely and efficiently store and transport event items such as stages, piping, bars, farm and cocktail tables, lights and more.



# HANDOUTS AND EVALUATIONS ONLINE ONLY

All Events & Tents handouts will be posted online in early February, and evaluations will be completed online as well. **No printed materials will be provided on site.** Please print your handouts in advance and bring them with you. You also can access handouts and evaluations through *The Rental Show* mobile app.



## SATURDAY FEB. 17

2:30 – 3 p.m.

*continued*

### Showcasing Your Inventory

*Rental industry panel*

Staging your products is the name of the game when it comes to merchandising. Think about what customers see when they open the door to your rental business. Is it your dishware, linen or chair display, or a preset tablescape? Is that what you *want* them to see first? Attend this session to see showroom designs and to learn about the concepts behind them.

3:15 – 4:30 p.m.

### Closing Session – Candid Conversations

*Rental industry panel*

*Sponsored by Event Equipment Sales and Olympic Tent*

One of the most unique characteristics of the equipment rental industry is the willingness of employees, managers and owners to share their knowledge. This new closing session provides an opportunity to ask your colleagues questions related to party and event rental, whether it was a topic during the Events & Tents day or not. Many of the panelists from the day's sessions will be available to answer your questions. Be part of the conversation!





6 – 8 p.m.

## Events & Tents Reception

Grand Oaks Mansion at Mardi Gras World

1380 Port of New Orleans Place, New Orleans

Sponsored by A-1 Tablecloth Co., Central Tent, Chicago Pneumatic Construction Equipment, McCourt Manufacturing, Palmer Snyder Furniture and Rainier Industries

Conclude your Events & Tents experience in vintage Louisiana style at the Grand Oaks Mansion at Mardi Gras World. You'll feel like you've stepped back in time at this amazing indoor replica of a Southern antebellum mansion featuring towering columns, footbridges, magnificent oak trees and a starlit sky. Enjoy New Orleans-themed food, music and entertainment as you continue connecting and sharing ideas with your colleagues at this festive reception.

*Reception is optional. Advance registration and ticket required. Tickets are \$50 for Events & Tents attendees and \$70 for their guests through Jan. 2, or \$65 per attendee and \$80 per guest Jan. 3 to Feb. 17. Limit two guests per attendee. Transportation will be provided from select hotels between 5:45 – 6:45 p.m. to the Grand Oaks Mansion, with return service provided back to the same hotels from 7:30 – 8:30 p.m. The hotels are Embassy Suites by Hilton New Orleans Convention Center, Hilton New Orleans Riverside, Holiday Inn Downtown Superdome, Hyatt Place New Orleans/Convention Center, New Orleans Marriott and Staybridge Suites New Orleans French Quarter/Downtown.*



## SHOWCASE YOUR SOLUTION IN THE INSPIRATION GALLERY

As a party/event rental professional, you will likely face a variety of challenges as you set up for events this year – from bad weather to difficult locations to demands for elaborate custom work. The 2018 Inspiration Gallery will highlight those challenges and showcase what companies did to make their events a success.

If there is one event this season that stands out to you, submit it for consideration. Select events will be showcased in the Gallery during Events & Tents on Feb. 17 and **The Rental Show** from Feb. 18 – 21 in New Orleans.

- The deadline to participate is Oct. 6, 2017
- There is no cost to enter
- You must be registered for Events & Tents or **The Rental Show**
- For full requirements, see [TheRentalShow.com/Gallery](http://TheRentalShow.com/Gallery)

Email your event photos and description or questions to [gallery@ararental.org](mailto:gallery@ararental.org).

# MAKE TIME TO MAKE **CONNECTIONS**

*Expand your circle of rental contacts and your business outlook*

Every year, attendees rate networking as a top benefit of **The Rental Show**. These events provide a dedicated opportunity to meet people and share knowledge to make the most of your time. So how can you tap into this gold mine of answers and advice? Here are a few networking tips from past attendees of **The Rental Show**.



## **TOP TIPS FROM PAST ATTENDEES**

**“Attend the evening events**, especially the Regional Receptions on Monday. It’s a great opportunity to meet people who have issues that may be similar to ones you are facing in your business. It also can help you become involved in your state association, which has been a real game changer for me and my business.”

**“Look for valuable connections** beyond other rental store owners or ARA staff – especially with exhibitors, engineers and service managers. Being able to reach out to these people can help down the line.”

**“Don’t be afraid to join in** or ask questions. Whether you are in a seminar or on the show floor, introduce yourself. It is a very friendly group. There are lots of people who are able and willing to help.”

**“Step out of your comfort zone** to get to know your peers from across the industry. They’re a valuable resource. I lean on people I’ve met throughout the years. And mix it up! Don’t just spend the week with the people you came with, especially at the networking events. Spend an afternoon walking the floor with someone you just met.”







## CONNECT ON SOCIAL MEDIA

Use the hashtag **#RentalShow2018** with your photos and posts across all social media channels.



### FACEBOOK

[facebook.com/  
TheRentalShow](https://facebook.com/TheRentalShow)

*What to expect:* Show news & photos

***Ideas for you:***

- Tag us in photos you take at the Show and use the #RentalShow2018 hashtag.
- Pictures and videos always perform best!
- Take pictures and utilize the popular live stream function.



### TWITTER

[twitter.com/  
TheRentalShow](https://twitter.com/TheRentalShow)

*What to expect:* Quick-hit Show updates

***Ideas for you:***

- Follow businesses and people you've networked with and give them a shout out on a tweet.
- Tag your favorite speaker and tell them what you loved about their presentation.
- What are you most excited to do at the Show? Let us know pre-Show @TheRentalShow.
- Be sure to use the hashtag #RentalShow2018 on all tweets relating to the Show.



### INSTAGRAM

[instagram.com/  
TheRentalShow](https://instagram.com/TheRentalShow)

*What to expect:* Photos of events, speakers and more

***Ideas for you:***

- Take pictures of anything fun or interesting, like great meals or sights in New Orleans.
- Tag us in any photos you took at the Show and use #RentalShow2018.
- Use video tools, like Boomerang, to show fun one-second clips of the Show.



### LINKEDIN

[linkedin.com](https://linkedin.com)

*What to expect:* New connections

***Ideas for you:***

- Tag and highlight people you networked with at the Show.
- Write a post or blog discussing the speaker that had the most impact on you.



### YOUTUBE

[youtube.com/  
TheRentalShow](https://youtube.com/TheRentalShow)

*What to expect:* Show videos and speaker clips

***Ideas for you:***

- Subscribe to receive notifications when the Show posts new clips.
- Create a sped-up video highlighting your journey/walk through the show floor.
- Record your thoughts on this year's Show and upload the video to YouTube. It's a great place to share your ideas and what you were most excited to see.



## 2018 EVENTS

# CONNECT WITH INDUSTRY KNOW-HOW HERE

*No other business resource compares* to the insights you can gain from others who face the same industry challenges every day. These events are the perfect place to make connections and learn what's working for your industry colleagues.

## SUNDAY FEB. 18

11:30 a.m. – 1 p.m.

### Lunch With ARA

La Nouvelle Orleans Ballroom, Ernest N. Morial Convention Center

*Sponsored by BlueBird Turf Products, Choice Party Linens, Doosan Portable Power and John Deere*

Enjoy lunch and conversation with rental professionals from around the world during this break between Sunday's morning and afternoon educational sessions. During the Lunch, key volunteer leaders of ARA and the ARA Foundation will be recognized for their outstanding contributions and more.

*Tickets are \$20 per person through Jan. 2, \$30 per person starting Jan. 3. Advance registration and ticket required. All participants in the Sunday seminars are encouraged to attend.*

5:30 – 7:30 p.m.

### ARA Young Professionals Network Reception

Fulton Alley  
600 Fulton St., New Orleans

*Sponsored by Allstate Tent, Atlas Copco Construction Equipment, FTG Equipment Solutions and Makinex*



ARA's Young Professionals Network (YPN) provides a unique opportunity for rental store personnel between the ages of 18 and 40 to build their business network. The YPN Reception extends that opportunity during the Show so you can connect with other young professionals in the industry. Enjoy the evening at Fulton Alley, where you can build your network and discuss the equipment rental industry in a casual environment. Learn from your new contacts while bowling, playing darts or competing in other games. You'll have full access to the entire venue and a variety of food and beverages as you connect with your rental peers.

*Tickets are \$50 per person through Jan. 2, \$75 per person starting Jan. 3. Two drink tickets are included (ID required). Advance registration and ticket required.*





# MONDAY FEB. 19

8 – 10 a.m.

## Keynote Session

La Nouvelle Orleans Ballroom,  
Ernest N. Morial Convention Center  
Presented by The Scott Brothers

SPONSORED BY



**Ditch  
Witch®**

As the stars of HGTV's "Property Brothers," Jonathan and Drew Scott have made a living out of seeing potential and bringing it to life. Jonathan, a renowned designer and licensed contractor, and Drew, a seasoned real estate agent and expert, have bought and renovated real estate for more than 20 years. The twin brothers have a knack for finding fixer-uppers and turning them into stunning properties. They also have leveraged their success to become accomplished entrepreneurs with business ventures ranging from TV, film and music to furniture, décor and bedding. Come start your day before the trade show floor opens with their inspiring and entertaining keynote address.

This session will include the induction ceremony for the ARA Rental Hall of Fame and more. The trade show will open immediately after this session.



## About The Scott Brothers

Entrepreneurs, TV personalities, authors and recording artists, Jonathan and Drew Scott are co-founders of *Scott Brothers Entertainment* and *Scott Living* – two rising global lifestyle brands with multiple extensions into music, media and retail. The Scott brothers are hosts of multiple top-rated HGTV series, and their shows are watched by millions of fans in more than 150 countries. Their memoir, "It Takes Two: Our Story," was published in September 2017. Learn more at [thescottbrothers.com](http://thescottbrothers.com), and follow them on Twitter: @MrSilverScott and @MrDrewScott.

# MEET AND GREET WITH THE SCOTT BROTHERS

**Monday, Feb. 19 // 10:30 to 11:30 a.m. // ARA Resource Center – Booth 1961**

Don't miss out on this opportunity to meet Drew and Jonathan Scott and have your photo taken with them on your camera or phone.

*Limited to 400 people. Sorry, no autographs or books signed – just a photo.*

5 – 6:30 p.m.

## Regional Receptions

Ernest N. Morial Convention Center

*Sponsored by Barreto Manufacturing; Billy Goat Industries; Chicago Pneumatic Construction Equipment; Ditch Witch; Economy Tent International; Kohler Power; Kwik-Covers; Lew Hudson Sales; Makinex; National Event Supply; NoRamp Trailers; Power Pusher, Div. of Nu-Star; and Watcher Total Protection*

Each of ARA's 10 regions hosts a reception right after the show floor closes on the first day, giving you a chance to connect one-on-one with rental professionals from your area. Networking time is the main focus of these

popular gatherings, so after a short volunteer recognition program, the time is yours to ask questions and share ideas. Light hors d'oeuvres and two complimentary drink tickets are included.

*Tickets are \$20 per person through Jan. 2, \$30 per person starting Jan. 3. Advance registration and ticket required.*



## 2018 EVENTS

### MONDAY FEB. 19

7 – 9 p.m. *continued*

#### ARAPAC Reception

Mulate's – The Original Cajun Restaurant  
201 Julia St., New Orleans

*Tickets must be purchased by ARAPAC members.*



ARAPAC members and their guests are invited for an authentic New Orleans evening, from the food to the entertainment to the atmosphere. The event will take place at Mulate's, known as the original Cajun restaurant – famous for preserving and celebrating the food, music and culture found in the small towns and along the bayous of south Louisiana. It's located directly across from Hall A of the Ernest N. Morial Convention Center. Music will be provided by a Cajun band, and there will be a raffle for a special customized ARAPAC shotgun. Shuttle service will be provided from Mulate's to Show hotels from 8 to 9:30 p.m. (except hotels within walking distance).

*Tickets are \$100 and must be purchased by ARAPAC members. Contact Jill Peterson at 800-334-2177, ext. 254, or [jill.peterson@ararental.org](mailto:jill.peterson@ararental.org) for additional information and raffle tickets.*

*ARAPAC, the ARA Political Action Committee, is the voice of ARA members and the equipment rental industry in Washington, D.C. With the support of its members, ARAPAC is able to educate Congress about the rental industry, advocate on national issues affecting the industry, and support those who recognize and back the needs of the industry. More information is available in the Government Affairs section at [ARArental.org](http://ARArental.org).*



### TUESDAY FEB. 20

5 – 6:30 p.m.

#### ARA Foundation Charity Auction and Reception

La Nouvelle Orleans Ballroom, Ernest N. Morial Convention Center

*Sponsored by Chicago Pneumatic Construction Equipment, Mi-T-M Corp., Quick Attach Attachments and Ritchie Bros.*

Ready to do some friendly competitive bidding for a great cause? Join your rental colleagues and Show exhibitors at this annual event to support the ARA Foundation by raising funds for programs that benefit the rental industry (see page 31). The early evening will begin with time for socializing, including snacks plus complimentary beer, wine and soft drinks for the first hour. Then you'll have a chance to bid on equipment and other items donated by Show exhibitors at the fast-paced live charity auction. The ARA Foundation will reinvest all proceeds back into the rental industry.

**NOTE:** You will need a bid number to attend the reception. Register for your bid number at Registration, at the ARA Resource Center/ARA Foundation kiosk on the show floor, at the Ritchie Bros. booth or at the reception.



*The ARA Foundation is a public, charitable 501(c)3 organization. For more information and scholarship applications, visit [ARAFoundation.com](http://ARAFoundation.com) or contact Marcy Johnson at 800-334-2177, ext. 224, or [marcy.johnson@ararental.org](mailto:marcy.johnson@ararental.org).*



5 – 7 p.m.

## International Reception

Ernest N. Morial Convention Center

Sponsored by Baseplan Software Group, Ditch Witch, Makinex, Point of Rental Software and **RENTAL MANAGEMENT**

ARA welcomes guests from beyond the U.S. and Canada to this invitation-only networking event. Come meet rental professionals from other countries and learn more about the worldwide equipment rental industry. Beverages and hors d'oeuvres will be served.

*Tickets are complimentary for international attendees from outside the U.S. and Canada. Advance registration is required.*

7 – 10 p.m.

## Bayou Bash at House of Blues

House of Blues New Orleans

225 Decatur St., New Orleans

Hosted by Atlas Copco Construction

Equipment; CASE Construction

Equipment; Green Manufacturing; John

Deere; Kubota Tractor Corp.; LBX Co., Maker of Link-

Belt Excavators; Manitou; Perkins Engines; Takeuchi

Manufacturing (U.S.); and Trojan Battery Co.



New Orleans is renowned for its music and its cuisine, and you'll find the best of both at **The Rental Show's** prime evening networking event. House of Blues New Orleans is a premier entertainment venue and restaurant in the historic French Quarter with the ambiance of an old Southern Delta juke joint. The entire venue will belong to ARA for the night, offering live music from several bands, uniquely New Orleans activities such as tarot card readers and caricature artists, plus a variety of authentic food and beverage options. Come celebrate the rental industry with your friends and colleagues and make your Show experience complete.

*Tickets are \$50 per person through Jan. 2, \$75 per person starting Jan. 3. Food and two drink tickets are included. Shuttle bus service will be provided to and from the House of Blues (see page 41 for details).*



# YOUR DOLLARS MAKE A DIFFERENCE

The 2017 charity auction raised \$67,895 to support the future of the rental industry through ARA Foundation programs including:

- Scholarships totaling \$100,000 for 2018 – 2019
- Rental industry disaster relief and recovery, with matching funds and grant assistance programs
- "Coach's Corner" column in **RENTAL MANAGEMENT**
- ARA Young Professionals Network
- International Rental Business Leadership Program





2018 **TRADE SHOW**

MORE THAN  
**700**  
EXHIBITORS  
IN 2018

# THE PRODUCTS YOU NEED ALL IN **ONE PLACE**

Whether you're researching products or ready to buy, **The Rental Show** is the ultimate resource for expanding your rental fleet. Save time and money with more than 700 exhibitors on an expanded trade show floor many with Show-Only Specials only available on site in New Orleans.

## At *The Rental Show* YOU CAN:

### CHECK OUT WHAT'S NEW.

See what's up and coming with new product introductions.

### KICK THE TIRES.

See equipment firsthand before you buy.

### MEET FACE TO FACE.

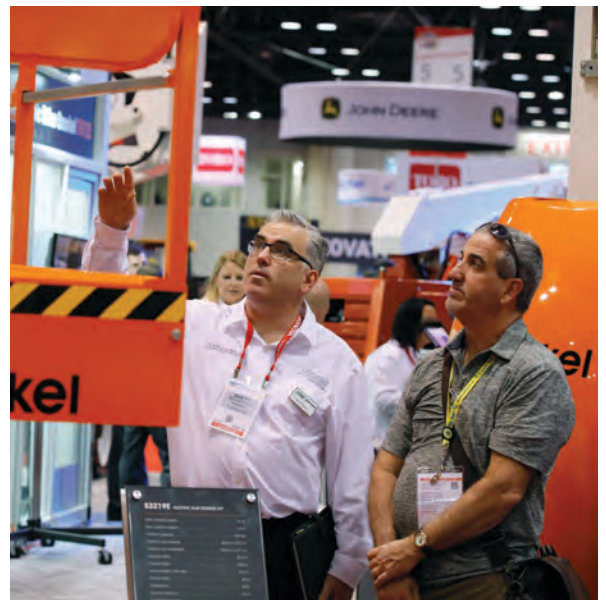
Talk to suppliers, ask questions and get recommendations.

### MAKE INFORMED PURCHASE DECISIONS.

Compare your options and dig into the details.

### GET QUOTES AND BUY ON THE SPOT.

You can get pricing and even place orders right on the show floor.



## **THREE DAYS** of exhibits

### MORE THAN

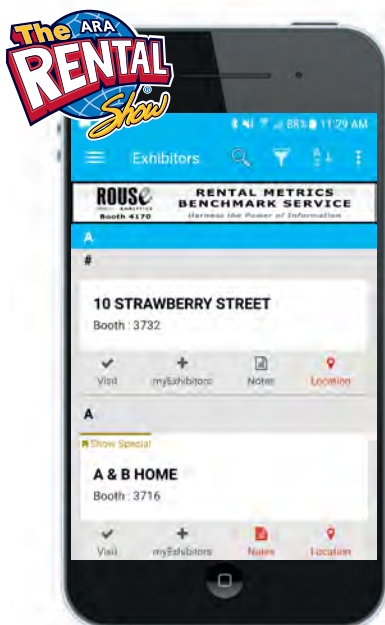
**300** product categories  
across the entire  
rental industry:

Construction  
and industrial  
equipment

General tool and  
light construction  
equipment

Party and  
special event  
products





SPONSORED BY  
**ROUSE ANALYTICS**

## THE RENTAL SHOW 2018 APP

Download **The Rental Show** app for iPhone, iPad or Android to help you plan for and navigate the Show. The app will be available in late 2017 through the Apple App Store and Google Play Store. To login and personalize the app, you will need to enter your last name and registration ID. A QR code will be posted on site at Registration to download the app as well.

### FEATURES

- Searchable exhibitor directory – create a list of exhibitors to visit with notes
- Show floor map
- Show schedule
- Educational seminar descriptions and speakers
- Customizable schedule to add your choice of seminars and events
- Seminar handouts and evaluations
- Express barcode – bring your phone to the “Already Registered” counter to receive your badge
- Updates from ARA, including last-minute changes on site

## STRETCH YOUR INVESTMENT

Show-Only Specials offer discounted pricing and other benefits such as free shipping – and are only available to those who attend the Show. Last year, more than 350 exhibitors offered Show-Only Specials, and many past attendees say they annually save enough money with these specials to pay for their trips to the Show.

A list of exhibitors offering specials will be posted on [TheRentalShow.com](http://TheRentalShow.com) beginning in late 2017 and on **The Rental Show 2018** mobile app.



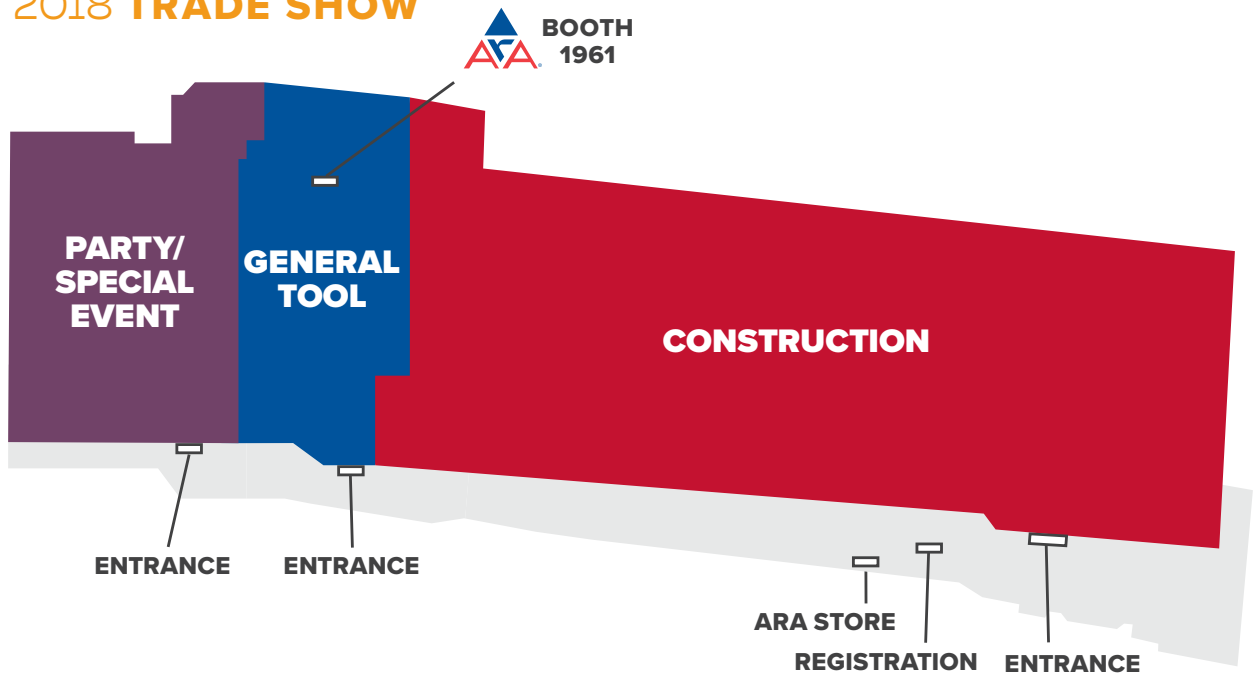
## 2 WAYS to WIN WITH ARA

**\$2,500 PRIZE  
GIVEAWAY**  
at the ARA Store

**IPAD GIVEAWAY**  
at the ARA Resource Center,  
booth 1961

You will receive a ticket for each drawing when you pick up your badge. Take each ticket to the respective location to enter the drawing for each prize. You could win an iPad or \$2,500 to pay for your trip! Complete contest rules and details are on [TheRentalShow.com](http://TheRentalShow.com).

## 2018 TRADE SHOW



## 2018 SPONSORS

*As of Aug. 21, 2017*

### Keynote Session

Ditch Witch

### Bayou Bash at House of Blues

Atlas Copco Construction Equipment  
CASE Construction Equipment  
Green Manufacturing  
John Deere  
Kubota Tractor Corp.  
LBX Co., Maker of Link-Belt Excavators  
Manitou  
Perkins Engines  
Takeuchi Manufacturing (U.S.)  
Trojan Battery Co.

### ARA Foundation Charity Auction and Reception

Chicago Pneumatic Construction Equipment  
Mi-T-M Corp.  
Quick Attach Attachments  
Ritchie Bros.

### Lunch With ARA

BlueBird Turf Products  
Choice Party Linens  
Doosan Portable Power  
John Deere

### ARA Young Professionals Network Reception

Allstate Tent  
Atlas Copco Construction Equipment  
FTG Equipment Solutions  
Makinex

### International Reception

Baseplan Software Group  
Ditch Witch  
Makinex  
Point of Rental Software  
**RENTAL MANAGEMENT**

### Regional Receptions

Barreto Manufacturing  
Billy Goat Industries  
Chicago Pneumatic Construction Equipment  
Ditch Witch  
Economy Tent International  
Kohler Power  
Kwik-Covers  
Lew Hudson Sales  
Makinex  
National Event Supply  
NoRamp Trailers  
Power Pusher, Div. of Nu-Star  
Watcher Total Protection

### The Rental Show Bags

ARA Insurance

### Badge Lanyards

Honda – Engines

### Shuttle Bus Advertising

LBX Co., Maker of Link-Belt Excavators  
Point of Rental Software  
Vermeer

### The Rental Show Directory Bookmark

The Toro Co.

### Complimentary Coffee Before Sunday Seminars

Atlas Copco Construction Equipment

### Morning Snack During Sunday Seminars

Chicago Pneumatic Construction Equipment  
Diamond Products

### Afternoon Ice Cream Break During Sunday Seminars

American Pneumatic Tools  
CASE Construction Equipment

# ERNEST N. MORIAL CONVENTION CENTER

## LEVEL 1

- Registration
- ARA Store
- Exhibit Hall (ARA Resource Center – Booth 1961)

## LEVEL 2

- Seminars
- Events & Tents
- Keynote Session\*
- Lunch With ARA\*
- ARA Foundation Charity Auction and Reception\*
- Regional Receptions
- International Reception

*\*In La Nouvelle Orleans Ballroom*

### Show Floor Rest Stops

American Pneumatic Tools  
Michigan Pneumatic Tool  
Wacker Neuson Corp.

### Massage Stations

Baseplan Software Group  
Trojan Battery Co.

### The Rental Show Mobile Application

Rouse Analytics

### Convention Center Welcome Monitors

John Deere  
LBX Co., Maker of Link-Belt  
Excavators

### Show Floor Aisle Signs

Alert Management Systems  
Baseplan Software Group  
Perkins Engines

### Show Floor Clings

Olympic Tent  
Priority Capital  
Vermeer

### Events & Tents Portfolio

Anchor Industries

### Events & Tents Educational Sessions

A-1 Tablecloth Co.  
Aztec Tents  
Isuzu Motors America  
TopTec Event Tents

### Events & Tents Welcome Continental Breakfast and Opening Session

Allmand Bros.  
Atlas Copco Construction Equipment  
Rainier Industries

### Events & Tents Morning Coffee Break

CGS Tablesoph

### Events & Tents Networking Lunch

Eureka! The Tent Co.  
McCourt Manufacturing  
Over the Top Rental Linens  
Seitz, The Fresher Co.

### Events & Tents Closing Session

Event Equipment Sales  
Olympic Tent

### Events & Tents Reception

A-1 Tablecloth Co.  
Central Tent  
Chicago Pneumatic Construction  
Equipment  
McCourt Manufacturing  
Palmer Snyder Furniture  
Rainier Industries

# PEOPLE SERIOUS ABOUT PROFIT



There is nowhere else on earth besides **The Rental Show** where you will find so many rental professionals gathered together in an event focused specifically on our industry. If you walk the show floor and participate in the after-hours events and don't leave with at least one idea that will increase your profit, you've done something wrong!"

### MIKE MALTBY

**The Rental Show** Task Force  
Ingersoll Rent-All  
Ingersoll, Ontario, Canada



# ALWAYS CHANGING **ALWAYS ENTERTAINING**

*Explore what's new in New Orleans*

French Quarter architecture and Canal Street streetcars. St. Louis Cathedral in Jackson Square and the Steamboat Natchez rolling along on the Mississippi River. These are the images that come to mind when you think of New Orleans. Yet even with all its tradition, the city is constantly changing – especially when it comes to dining and entertainment options. Here are some of the new additions since **The Rental Show** was last in New Orleans in 2015.



## SO MUCH TO EAT

Renowned for its cuisine, New Orleans now has more than 1,400 restaurants. Eleven of the city's chefs received 2016 James Beard Foundation Awards. New since 2015 are:

- Meril, the latest from Emeril Lagasse, in the Warehouse District
- Brazilian steakhouse Fogo de Chão in the JW Marriott on Canal Street
- Trinity Restaurant, serving Creole cuisine in the French Quarter
- Shaya, which earned the James Beard Foundation Award for best new restaurant in 2016

- Toups South, operated by chef Isaac Toups, a fan favorite on Bravo's "Top Chef"

If you'd prefer something more classic, the city also is home to two of the oldest restaurants in the United States. Antoine's Restaurant has operated since 1840 and Tujague's opened in 1856. Both are located in the French Quarter.



*All New Orleans photos courtesy of New Orleans Convention and Visitors Bureau.*





## SO MUCH TO DO

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 to soaking up the nightlife, you could spend days discovering all the French Quarter has to offer. Then, you can hop on the St. Charles streetcar and head to the Garden District for a look at some of the city's most beautiful homes, or take in one of the city's swamp or cemetery tours. New and noteworthy attractions include:

- The historic Orpheum Theater, built in 1918, which reopened in 2015 as a vintage performing arts venue after a \$13 million renovation
- The National World War II Museum, which debuted two "Campaigns of Courage" multimedia exhibits in the Road to Berlin and the Road to Tokyo, and has been on TripAdvisor's "Top 25 Museums in America" list for the past three years

# #1 CITY

## For Food in the U.S.

*Travel + Leisure, August 2016*

# ONE

OF THE  
TOP VALUE  
CITIES

## For an Epic Getaway

*TripAdvisor, April 2016*

## SO MANY FLIGHTS

Flights from additional U.S. cities will be in place by the time of **The Rental Show**, including from San Francisco International Airport via both United and Alaska Airlines, and from Cleveland Hopkins International Airport and Raleigh-Durham, N.C., via Allegiant Airlines. The New Orleans airport's largest carrier, Southwest Airlines, also has expanded service, offering more than 50 flights per day to 22 nonstop destinations. For international travelers, British Airways began nonstop service to New Orleans in March from London-Heathrow Airport and, on Oct. 30, will expand the flights to five days a week.



2018 **HOTELS & TRAVEL**

#4 OF THE BEST

**AFFORDABLE  
DESTINATIONS**

in the U.S.

U.S. News and World  
Report, June 2016

# NEW ORLEANS **TRAVEL RESOURCES**

## Rental Cars

ARA has an agreement with Hertz for special rates for the Show. Make reservations online at [Hertz.com](http://Hertz.com), or call 800-654-2240 (U.S. and Canada) or 405-749-4434. The Hertz CV number is 04EQ0008.

## Book Your Flight and Rental Car With The Travel Business

Call The Travel Business corporate department at 800-747-0070 (U.S. and Canada) or 309-762-9625 weekdays between 7:30 a.m. and 4 p.m. Central time for assistance.



## FIND MORE ENTERTAINMENT OPTIONS ONLINE

The New Orleans Convention and Visitors Bureau has created a special website just for **The Rental Show** visitors, including information on restaurants, attractions and more. Visit the "New Orleans" section of [TheRentalShow.com](http://TheRentalShow.com) for a link to this site.







## EXCLUSIVE POST-SHOW CRUISE OPTION

Wrap up your time in New Orleans with a relaxing post-Show cruise. Complete pricing and trip details are available in the "Travel" section of [TheRentalShow.com](http://TheRentalShow.com).

### Four-Night Western Caribbean Cruise

**Feb. 22-26, 2018**

Set sail aboard the Carnival Triumph for a four-night cruise to the Western Caribbean. You'll depart from New Orleans at 4 p.m. on Thursday, Feb. 22, with a day at sea before arriving in Cozumel, Mexico, for the day on Saturday, Feb. 24. Arrival in New Orleans is at 8 a.m. on Monday, Feb. 26.

The ship features a giant outdoor entertainment area that includes several pools, Jacuzzis, a 214-ft. spiral water slide, shaded bars, an outdoor movie screen, a dance floor and plenty of room for sunning. Other entertainment includes a three-level theater for Vegas-type shows and a club that features cabaret acts. There's also the Vienna Cafe, SKYBOX Sports Bar, Oxford Bar and more, while dining options include traditional dining rooms, the bistro-style South Beach Club and poolside 24-hour pizzeria and grill.

As an attendee of **The Rental Show**, you'll receive a \$50 onboard ship credit. Prices start at \$397 per person, including taxes, based on double occupancy. A deposit of \$175 per person is required to hold your cabin and is due by Oct. 15. Final payment is due Dec. 15.

### Questions and Reservations

Availability for the cruise is limited, so please book early. For reservations and questions, call The Travel Business at 800-962-1879 (U.S. and Canada) or 309-762-9665 weekdays between 8:30 a.m. and 5 p.m. Central time, or email [info@thetravelbusiness.com](mailto:info@thetravelbusiness.com).





# 2018 HOTELS & TRAVEL

## TRAVEL TIPS

Here are some tips to help you prepare for **The Rental Show**, both your travel there and once you are in New Orleans. If you have other questions, please call ARA at 800-334-2177, option 3, or email [registration@therentalshow.com](mailto:registration@therentalshow.com).

### When should I arrive?

#### IF YOU'RE ATTENDING EVENTS & TENTS

The full-day workshop begins at 8 a.m. on Saturday, Feb. 17, so please plan your arrival for Friday, Feb. 16. You'll need your badge for Events & Tents – it can be picked up at Registration starting at 1 p.m. on Friday or at 7 a.m. on Saturday.

#### IF YOU'RE ATTENDING THE RENTAL SHOW EDUCATION

Full registration includes the day of education on Sunday, Feb. 18, and the seminars begin at 8 a.m. Plan your arrival for Saturday, Feb. 17. Stop by Registration to pick up your badge on Saturday between 7 a.m. and 5 p.m. or Sunday morning beginning at 7 a.m.

#### IF YOU'RE ATTENDING THE KEYNOTE SESSION

Full registration also includes the keynote session, which is at 8 a.m. on Monday, Feb. 19, so arrival on Sunday is recommended. You'll need your badge to enter the keynote – pick it up on Sunday at Registration between 7 a.m. and 5 p.m. or after 7 a.m. on Monday morning.

#### IF YOU HAVE EXHIBITS ONLY REGISTRATION

The trade show opens on Monday at 10 a.m., immediately following the keynote session. That morning tends to be the busiest at Registration, so it's recommended you pick up your badge before then if possible.



### What is the airport address?

The Louis Armstrong New Orleans International Airport (airport code: MSY) is at 900 Airline Drive, Kenner, LA 70062. Online airport information is at [FlyMSY.com](http://FlyMSY.com).

The airport is approximately 15 miles (30 minutes) from the Ernest N. Morial Convention Center.

### How do I get from the airport to my hotel?

Taxis and an airport shuttle are available. Taxi rides cost \$36 for one or two passengers from the airport to the Central Business District and French Quarter, where the Show hotels and convention center are located. For three or more passengers, the cost is \$15 per passenger. Taxis are required to accept credit card payments.

Shuttle service also is available for \$24 per person one-way or \$44 per person round-trip. More information is available at [AirportShuttleNewOrleans.com](http://AirportShuttleNewOrleans.com).

### How do I get from my hotel to the convention center?

#### HOTELS WITHIN WALKING DISTANCE

The following hotels are within walking distance of the Ernest N. Morial Convention Center: Hampton Inn and Suites New Orleans – Convention Center, Hilton Garden Inn New Orleans Convention Center, Hyatt Place New Orleans/Convention Center, New Orleans Downtown Marriott at the Convention Center and SpringHill Suites New Orleans Downtown/Convention Center.

#### HOTELS WITH SHUTTLE BUS SERVICE

There will be four shuttle bus routes from all other official Show hotels to the convention center. Shuttle buses will run every 15 to 20 minutes on the following schedule.

**Saturday, Feb. 17**

**Sunday, Feb. 18**

**Monday, Feb. 19**

**Tuesday, Feb. 20**

**Wednesday, Feb. 21**

**7 a.m. – 6 p.m.**

**6:30 a.m. – 6 p.m.**

**6:30 a.m. – 7:30 p.m.**

**7 a.m. – 7:30 p.m.**

**7 a.m. – 2 p.m.**



In addition, shuttle bus service will be provided for the Events & Tents reception, ARAPAC reception and Bayou Bash at House of Blues.

Taxis also are available between hotels and the convention center or other New Orleans attractions. Taxi rates are \$3.50 plus 30 cents per one-eighth mile thereafter. For each additional passenger, there also is a \$1 per person charge.

Please be aware that there will be a lot of walking involved. Like all convention centers, the Ernest N. Morial Convention Center is large and very long so it can take time to get where you want to go. Depending on the distance from your hotel to the convention center, it could take you anywhere from 15 to 30 minutes to walk from your hotel to the registration area, seminars or show floor.

## How much walking is required?

The Ernest N. Morial Convention Center is very long and narrow – nearly 11 city blocks from one end to the other. While **The Rental Show** will not occupy the entire convention center (exhibits will be in Halls D through J) there will be a fair amount of walking for everyone inside the convention center. Be sure to wear comfortable shoes for the Show!

There also is scooter and wheelchair rental available. See the information in the Frequently Asked Questions on page 52 for more.

# SHUTTLE ROUTES

- ROUTE 1** Courtyard New Orleans Downtown/ Convention Center, Embassy Suites by Hilton New Orleans Convention Center, Hilton New Orleans Riverside, Omni Riverfront Hotel, Renaissance New Orleans Arts Warehouse District Hotel
- ROUTE 2** DoubleTree by Hilton New Orleans\*, Le Méridien New Orleans, Loews New Orleans Hotel, Residence Inn New Orleans Downtown, Staybridge Suites New Orleans French Quarter/Downtown, The Westin New Orleans Canal Place\*
- ROUTE 3\*** Astor Crowne Plaza – New Orleans French Quarter\*, Hotel Monteleone New Orleans\*, New Orleans Marriott\*, Royal Sonesta New Orleans\*, Wyndham New Orleans – French Quarter\*
- ROUTE 4** Holiday Inn Downtown Superdome, JW Marriott New Orleans\*, Sheraton New Orleans Hotel\*

\* Shuttle service from these hotels is not provided for the Tuesday night event at House of Blues. They are within walking distance.

**NOTE:** All routes are subject to change. Check on site for the latest information.

Shuttle buses sponsored by **LBX Co., Maker of Link-Belt Excavators; Point of Rental Software; and Vermeer**

## Is New Orleans a safe place for visitors?

Yes. New Orleans successfully hosts more than 9 million visitors each year, managing events such as Mardi Gras and dozens of annual festivals, sporting events including the Super Bowl and NBA All-Star Game, plus large city-wide conventions with tens of thousands of attendees. In addition, the New Orleans Convention and Visitors Bureau and its tourism partners maintain great relationships with the New Orleans Police Department and inform the top leadership of the police department of the complete convention schedule to provide additional coverage as needed.

As with any destination, it's recommended you practice common sense and do not wander into deserted, non-tourist areas of the city.

# SAVE MONEY AND **SUPPORT THE SHOW**

Book now, pay later and help ensure the future of ***The Rental Show***

ARA works with onPeak as the official housing partner for the Show to offer the **lowest rates, best hotels and exclusive extras** for your stay in New Orleans. Hotel rooms in the Show's group "block" sell out quickly, so visit [TheRentalShow.com/Hotels](http://TheRentalShow.com/Hotels) and book early for the best selection and price. Your credit card won't be charged until February, and you can make changes without penalty.

**Q** What is a "hotel block"?

**A** The block refers to all the rooms across a variety of hotels that have specifically been contracted for ***The Rental Show*** exhibitors and attendees by our official hotel partner, onPeak.

**Q** How does my reservation help ARA?

**A** Filling the block is vital to ARA, because it provides a "report card" on ***The Rental Show***. Establishing a history of always filling the room block helps ARA secure competitive room rates and larger blocks of rooms for future years and in future cities. **Your reservation will ONLY count toward this history if you book your room through the official housing partner, onPeak.** Please consider supporting the future of the Show by booking through [TheRentalShow.com](http://TheRentalShow.com) – your reservation is greatly appreciated.

## **FOR THE LATEST RATES AND AVAILABILITY**

**VISIT:** [TheRentalShow.com/Hotels](http://TheRentalShow.com/Hotels)  
**OR CALL:** 855.992.3353

onPeak customer service representatives are available 8 a.m. to 5 p.m. Central time, Monday through Friday (call 312-527-7300 outside the U.S. and Canada). If you have an existing reservation, please have your onPeak Attendance/Group ID number handy.







## More Reasons to Book at TheRentalShow.com

**DEEP DISCOUNTS.** onPeak secures buy-in-bulk hotel rates and passes the savings on to you.

**BEST RATE PLEDGE.** onPeak comparison-shops to ensure Show rates remain the lowest.

**DELAYED PAYMENT.** Ease your commitment – book now, pay later.

**FLEXIBILITY.** Make changes to your reservation without penalties.

**GROUP BOOKINGS.** Some hotels offer exclusive promotions for 10 or more rooms.

**CUSTOMER SERVICE.** onPeak's team offers support before, during and after your stay.

**HOTEL REWARDS.** Add your rewards number when booking to get credit for your hotel loyalty program.

## 2018 HOTELS & TRAVEL

# OFFICIAL HOTELS

Rates and other hotel details are listed in the chart on page 49. Find complete details and booking information in the “Hotels” section at TheRentalShow.com. Information current as of Aug. 21, 2017.

### Astor Crowne Plaza – New Orleans French Quarter

739 Canal St. at Bourbon St., New Orleans, LA 70130



Located in the heart of the French Quarter and less than a mile from the convention center, the Astor Crowne Plaza offers newly renovated guestrooms with elegant furnishings. Amenities include high-speed internet, Crowne Plaza's Sleep Advantage bedding, flat-screen high-definition TVs and more. Dickie Brennan's Bourbon House Restaurant and Seafood Bar is available on site for breakfast, lunch and dinner, offering Southern cuisine and fresh seafood selections. Guests also have complimentary access to the fitness center.



### Courtyard New Orleans Downtown/Convention Center

300 Julia St., New Orleans, LA 70130



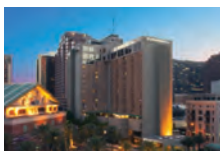
Just two blocks from the convention center and a short walk to the French Quarter, this contemporary hotel is in a renovated warehouse. Rooms include plush bedding, flat-panel TVs and free Wi-Fi. Some

rooms also feature exposed brick walls and tall cathedral ceilings. In the new lobby, The Bistro – Eat. Drink. Connect. offers breakfast and dinner options, as well as Starbucks® coffee and evening cocktails. Other features include an outdoor pool and a complimentary fitness center. Show guests receive a 15 percent discount in all hotel food outlets.<sup>1</sup>



### DoubleTree by Hilton New Orleans

300 Canal St., New Orleans, LA 70130



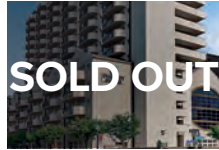
The DoubleTree underwent a \$25 million renovation in 2016. Its modern, spacious rooms and suites offer views of the Mississippi River and downtown New Orleans, as well as amenities such as large work

desks, in-room Wi-Fi and a complimentary warm chocolate chip cookie on arrival. On-site dining options include PJ's Coffee, the WoW Café, and a 24-hour market stocked with snacks and refreshments. Show guests receive a one-time \$20 food and beverage credit per reservation.<sup>1</sup>



### Embassy Suites by Hilton New Orleans Convention Center

315 Julia St., New Orleans, LA 70130

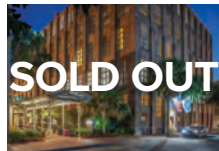


Renovated in 2014, this all-suite hotel offers a convenient downtown location near the convention center. Each two-room suite has a separate living room with a sofa bed, and is equipped with flat-screen TVs, a microwave and a refrigerator. Guests enjoy a hot, cooked-to-order breakfast and a complimentary evening reception with beverages and light snacks, as well as free Wi-Fi. The on-site restaurant, Stacks, serves lunch and dinner. Show guests receive a 15 percent discount in all hotel-owned outlets.<sup>1</sup>



### Hampton Inn and Suites New Orleans – Convention Center

1201 Convention Center Blvd., New Orleans, LA 70130



The newly renovated Hampton Inn and Suites occupies two towers – one a historic warehouse, the other a modern building – offering unique accommodations in the heart of New Orleans. Located across the street

from the convention center, it is near many businesses, shops, restaurants and bars in the Arts and Warehouse District. Spacious rooms include LCD flat-screen TVs, refrigerators, microwaves, free wireless internet, large work areas and a complimentary hot breakfast buffet. The Warehouse Bar is open daily in the lobby for evening cocktails.



### Hilton Garden Inn New Orleans Convention Center

1001 S. Peters St., New Orleans, LA 70130



The Hilton Garden Inn is in the heart of the Arts and Warehouse District, just one block from the convention center and within walking distance of the French Quarter. It features a rooftop swimming pool, hot tub and

patio, as well as complimentary Wi-Fi. Spacious guestrooms and suites offer plush bedding, quartz countertops, oversized workstations and high-definition TVs. In addition, the property offers dining at the Garden Grille and Bar®, as well as snacks to go from the 24-hour Pavilion Pantry®.



## KEY TO AMENITIES



Smoke-Free  
Hotel



On-Site  
Restaurant(s)



On-Site  
Valet Parking



On-Site  
Self-Parking



Fitness  
Center



Swimming  
Pool(s)



Free  
Wi-Fi



Business  
Center



ARA  
Shuttle



Complimentary  
Breakfast



Pet  
Friendly

### Hilton New Orleans Riverside

2 Poydras St., New Orleans, LA 70130



This property is near the convention center, offering amenities such as two heated outdoor swimming pools and the expansive Health Club by Hilton.\* The four on-site restaurants include Drago's Seafood, Le Croissant,

Marketplace and River Blends Café. Public Belt – a piano bar – and Spirits are available for cocktails. Show guests receive two complimentary Starbucks® vouchers at check-in, plus a one-time \$25 food and beverage credit per room good at any hotel-owned bar/lounge.<sup>1</sup>

\*Current daily rate for health club access is \$12.95; complimentary for Hilton HHonors Silver members and above. Rate subject to change without notice.



### Holiday Inn Downtown Superdome

330 Loyola Ave., New Orleans, LA 70112



Just steps away from the new Loyola Avenue streetcar, this property has an updated lobby and a newly expanded and renovated 24-hour fitness center overlooking the heated rooftop pool. Guestrooms

feature complimentary high-speed wireless internet service, pillow-top mattresses, high-definition TVs, microwave ovens and mini-refrigerators, as well as local Louisiana artwork. The renovated Clarinet Lounge and Holiday Streetcar Restaurant offer on-site dining as well. Kids ages 12 and under stay free and eat free at the on-site restaurant (see hotel for details).



### Hotel Monteleone New Orleans

214 Royal St., New Orleans, LA 70130



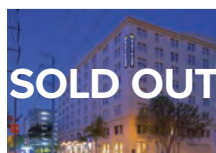
The historic Hotel Monteleone's guestrooms have been newly refurbished with features such as marble and granite bathrooms and plush robes. Other amenities include Keurig® coffee brewers, in-room

refrigerators, complimentary Wi-Fi, a heated rooftop pool and a 24-hour fitness center. The family-owned and -operated hotel also offers the famous Carousel Bar and Lounge, Criollo Restaurant and Acqua Bella, a poolside bar. Popular attractions such as Jackson Square, Bourbon Street, the French Market and the Riverwalk are near the hotel.



### Hyatt Place New Orleans/Convention Center

881 Convention Center Blvd., New Orleans, LA 70130



The Hyatt Place New Orleans Convention Center is located across the street from the convention center and within walking distance of award-winning restaurants, museums, shopping, Harrah's

Casino, the riverfront and the French Quarter. All guestrooms include amenities such as a 42-inch flat-screen TV, Hyatt Grand Beds, a mini-refrigerator, a Cozy Corner sectional sofa and complimentary high-speed internet access. Complimentary breakfast is included, and other dining options are available from the 24-hour Gallery Menu and Market and the Coffee to Cocktails Bar.



### JW Marriott New Orleans

614 Canal St., New Orleans, LA 70130



This newly renovated French Quarter hotel offers upscale accommodations with Old World charm. All guestrooms are furnished with a flat-panel TV and plush new bedding featuring down

comforters, duvets and luxury linens. Additional amenities include in-room safes and high-speed internet access. On-site dining options include Fogo de Chão, a Brazilian steakhouse offering fire-roasted meats served directly to your table, as well as a lobby bar. Guests also have access to an outdoor saltwater pool with scenic views and a full-service health club.



### Le Méridien New Orleans

333 Poydras St., New Orleans, LA 70130



Le Méridien New Orleans completed a multimillion-dollar renovation in 2015, incorporating boutique furnishings, lush bedding and modern technology. The property is located in a quieter section of New

Orleans' vibrant downtown district, just steps away from the legendary French Quarter. Amenities include an outdoor rooftop pool, a 24-hour fitness center, and complimentary internet access. On-site dining is available at LMNO Restaurant, Longitude 90 and Marche.



<sup>1</sup> ARA event badge required. Excludes alcohol.



## 2018 HOTELS & TRAVEL

# OFFICIAL HOTELS

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### Loews New Orleans Hotel

300 Poydras St., New Orleans, LA 70130



Located within walking distance of the Riverfront and French Quarter, this property offers spacious, newly renovated guestrooms. Features include complimentary Wi-Fi, in-room safes, Keurig® coffeemakers and luxurious Frette linens. Guests also can take advantage of a heated indoor saltwater lap pool, whirlpool and dry sauna, as well as a state-of-the-art fitness center and the Balance Spa. The Swizzle Stick Bar offers cocktails, and the acclaimed Café Adelaide – part of the Commander’s Palace family of restaurants – offers modern Creole cuisine.



### New Orleans Marriott

555 Canal St., New Orleans, LA 70130



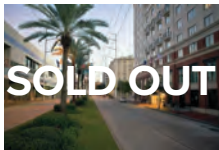
Situated in the heart of the French Quarter, this downtown hotel is within walking distance of attractions such as Jackson Square, the Audubon Aquarium of the Americas and Bourbon Street. Guestrooms feature comfortable bedding, flat-screen TVs, premium Thann™ bath products and high-speed wireless internet. The property has a new lobby and includes an in-house Starbucks® and two restaurants: 5Fifty5 and 55 Fahrenheit. Other amenities include a resort-style pool and a 24-hour fitness center.



### New Orleans Downtown Marriott at the Convention Center

HEADQUARTERS HOTEL

859 Convention Center Blvd., New Orleans, LA 70130



Located in a renovated 19th-century cotton mill, this hotel boasts luxurious bedding, down comforters with custom duvets, flat-panel TVs, well-lit workspaces and mini-refrigerators.

The property is equipped with a modern fitness center, scenic outdoor pool and high-speed Wi-Fi. On-site dining options include Wolfe’s, offering a modern take on Creole/French fare, as well as an on-site Starbucks®. A breakfast buffet also is available for a fee.



### Omni Riverfront Hotel

701 Convention Center Blvd., New Orleans, LA 70130



Located in the thriving cultural scene of New Orleans’ Arts District, the Omni Riverfront recently completed a comprehensive renovation. Spacious guestrooms and suites incorporate modern amenities with classic design,

offering features such as flat-screen high-definition TVs, in-room safes and Wi-Fi access. The state-of-the-art fitness center also is newly renovated. The Fulton Street Bistro/Bar offers French bistro fare, including coffee, salads, sandwiches, steaks and seafood.



### Renaissance New Orleans Arts Warehouse District Hotel

700 Tchoupitoulas St., New Orleans, LA 70130



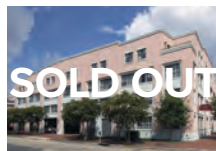
Built as a warehouse in 1910, this property combines modern design with original timeless décor. Every guestroom is designed with urban style, in keeping with the vibrant culture of the Arts and Warehouse

District. Rooms feature luxurious bedding, mini-refrigerators, expansive windows and Wi-Fi access. Additional amenities include a high-tech fitness center and rooftop pool. Dining options include the New Orleans Coffee and Beignet Co., as well as Legacy Kitchen, serving American cuisine with a Cajun twist.



### Residence Inn New Orleans Downtown

345 St. Joseph St., New Orleans, LA 70130



The renovated Residence Inn offers spacious guest suites that have been enhanced with new sectional sofas, ergonomic desks and updated bathrooms, as well as complimentary high-speed Wi-Fi.

Each suite offers separate spaces for sleeping, working and cooking, including a full kitchenette with stove, microwave and refrigerator. Guests can enjoy a free hot breakfast and an evening social hour with light fare and drinks. The property also has a 24-hour fitness center, outdoor pool and Sport Court for volleyball, tennis or basketball.



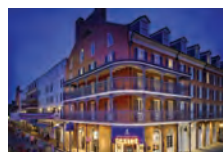
*Photos provided courtesy of onPeak and the individual hotels.*

## KEY TO AMENITIES



### Royal Sonesta New Orleans

300 Bourbon St., New Orleans, LA 70130



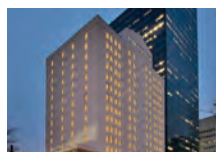
This elegant Four-Diamond hotel offers authentic French Quarter style with an artfully landscaped courtyard, gabled windows, French doors and wrought-iron balconies.

Newly renovated guestrooms offer flat-screen TVs, complimentary Wi-Fi, Keurig® coffeemakers and refrigerators. Amenities include an all-new 24-hour fitness center, outdoor heated pool and the Oasis Pool Bar. On-site dining options include Restaurant and Bar R'evolution, Desire Oyster Bar, The Jazz Playhouse, Le Booze and PJ's Coffee Cafe.



### Staybridge Suites New Orleans French Quarter/Downtown

501 Tchoupitoulas St., New Orleans, LA 70130

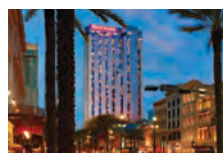


Located in downtown New Orleans' Central Business District, the newly renovated Staybridge Suites is six blocks from the Ernest N. Morial Convention Center. Guestrooms include fully equipped kitchens and free internet access. A complimentary full breakfast is served each morning, and there is a complimentary evening social Monday through Wednesday with light dinner, beer, wine and sodas. Additional amenities include a fitness center and heated outdoor pool.



### Sheraton New Orleans Hotel

500 Canal St., New Orleans, LA 70130



Located on the historic Canal Street streetcar line, the Four-Diamond Sheraton New Orleans is a short walk to the convention center. Guestrooms offer floor-to-ceiling windows, as well as plush Sheraton

Sleep Experience® beds and free internet access. Roux Bistro offers breakfast and lunch. Also available are the Pelican Bar and Starbucks®.



### The Westin New Orleans Canal Place

100 Rue Iberville, New Orleans, LA 70130



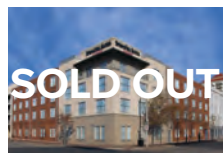
This centrally located hotel offers panoramic views of the French Quarter and the Mississippi River from its newly transformed 11th-floor lobby. Spacious guestrooms feature marble bathrooms, Westin Heavenly

Beds®, flat-screen TVs, in-room safes and complimentary internet access. Two on-site restaurants are available: River 127 and The Green Bar. Show guests receive a 15 percent discount in all hotel-owned food outlets during lunch and dinner hours.<sup>1</sup>



### SpringHill Suites New Orleans Downtown/Convention Center

301 St. Joseph St., New Orleans, LA 70130



This property is located within walking distance of popular attractions, such as the National WWII Museum, Harrah's New Orleans and The Outlet Collection at Riverwalk. Suites offer living rooms

with flat-panel TVs, mini-refrigerators and microwaves, plush beds with luxury bedding, and complimentary Wi-Fi. Guests also have access to a free breakfast buffet each morning, with hot favorites and lighter choices. Amenities include a fitness center and an outdoor pool, as well as a sundry/convenience store.



### Wyndham New Orleans – French Quarter

124 Royal St., New Orleans, LA 70130



Situated at the crossroads of Royal and Canal Streets, this property offers amenities such as free Wi-Fi, Wolfgang Puck® coffee, Blue Harmony® bath amenities and plush pillow-top mattresses. It's the only

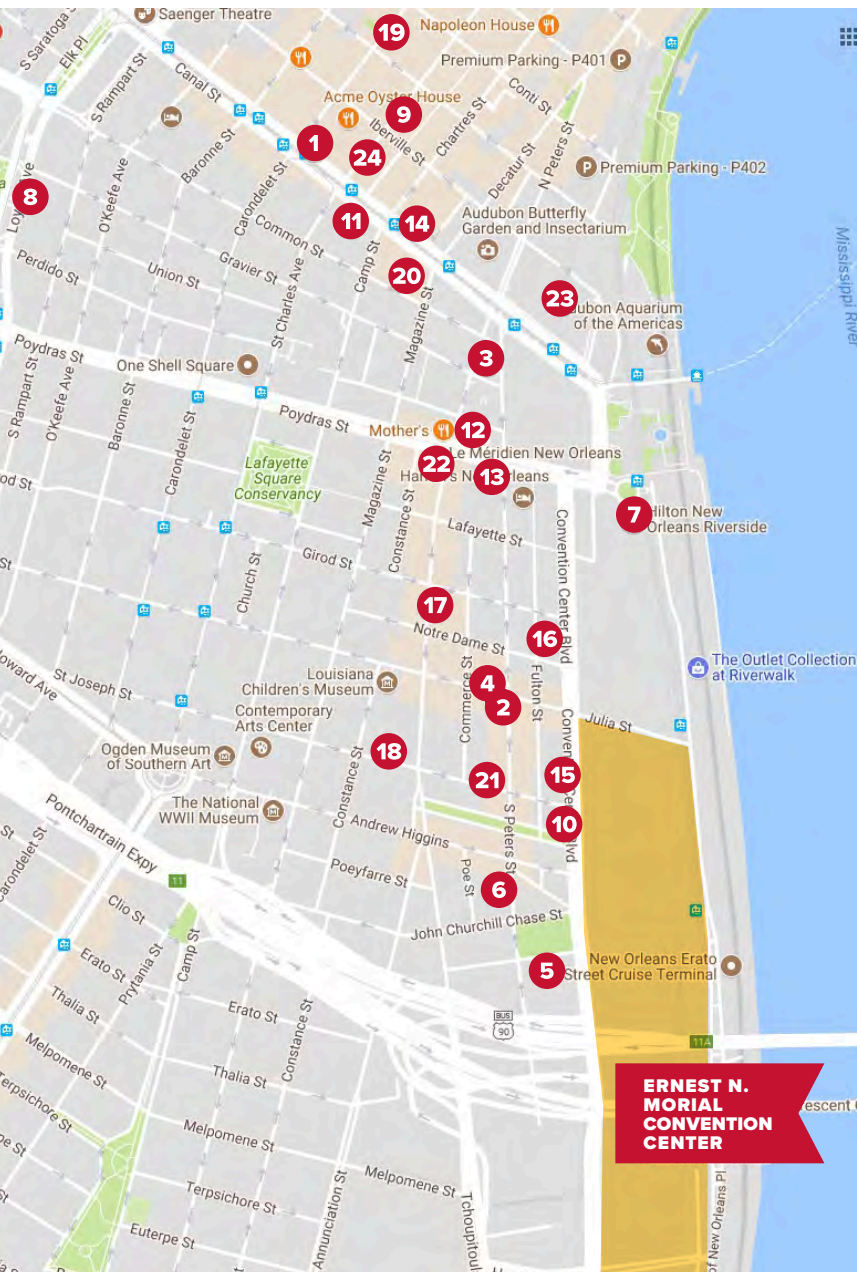
French Quarter hotel with an indoor heated pool, and the adjoining fitness center offers views from ten floors above the city. On the hotel's ground floor, New Orleans Saints running back Deuce McCallister's Ole Saint Kitchen and Tap combines culinary expertise with Southern hospitality.



<sup>1</sup> ARA event badge required. Excludes alcohol.

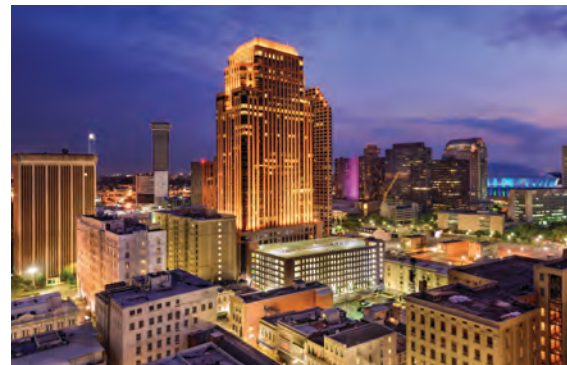
# OFFICIAL HOTEL MAP

1. Astor Crowne Plaza – New Orleans French Quarter
2. Courtyard New Orleans Downtown/Convention Center
3. DoubleTree by Hilton New Orleans Convention Center
4. Embassy Suites by Hilton New Orleans Convention Center
5. Hampton Inn and Suites New Orleans – Convention Center
6. Hilton Garden Inn New Orleans Convention Center
7. Hilton New Orleans Riverside
8. Holiday Inn Downtown Superdome
9. Hotel Monteleone New Orleans
10. Hyatt Place New Orleans/Convention Center
11. JW Marriott New Orleans
12. Le Méridien New Orleans
13. Loews New Orleans Hotel
14. New Orleans Marriott
15. New Orleans Downtown Marriott at the Convention Center (HEADQUARTERS)
16. Omni Riverfront Hotel
17. Renaissance New Orleans Arts Warehouse District Hotel
18. Residence Inn New Orleans Downtown
19. Royal Sonesta New Orleans
20. Sheraton New Orleans Hotel
21. SpringHill Suites New Orleans Downtown/Convention Center
22. Staybridge Suites New Orleans French Quarter/Downtown
23. The Westin New Orleans Canal Place
24. Wyndham New Orleans – French Quarter



## BEWARE OF UNAUTHORIZED HOTEL SOLICITATIONS

Note that onPeak is the only official hotel provider associated with **The Rental Show**. While other hotel resellers may contact you offering accommodations for your trip, they are not endorsed by or affiliated with the Show. Beware that entering into financial agreements with non-endorsed companies can have costly consequences.





# HOTEL RATES AND AMENITIES

Hotel Name	Average Nightly Room Rate	Rating <sup>1</sup>	Distance to Convention Center (Approximate)	Valet Parking Rate <sup>2</sup>	Self-Parking Rate <sup>2</sup>	Pool Info <sup>2</sup>	Check-In/Check-Out
Astor Crowne Plaza – New Orleans French Quarter	\$188 to \$211	★★★★★	0.9 mile	\$42 per day	Off site, not managed by hotel	Outdoor heated, closed Nov. 1 to April 1	4 p.m./11 a.m.
Courtyard New Orleans Downtown/Convention Center	\$189 <b>SOLD OUT</b>	★★★★	0.3 mile	\$35 per day with unlimited in/out privileges	N/A	Outdoor, heated	4 p.m./11 a.m.
DoubleTree by Hilton New Orleans	\$169 to \$185	★★★★★	0.7 mile	\$40 + tax per day	N/A	Outdoor	3 p.m./Noon
Embassy Suites by Hilton New Orleans Convention Center	\$196 to \$206 <b>SOLD OUT</b>	★★★★★	0.3 mile	\$42 + tax per day	N/A	Outdoor, heated	4 p.m./11 a.m.
Hampton Inn and Suites New Orleans – Convention Center	\$189 to \$199 <b>SOLD OUT</b>	★★★★	0.2 mile	\$39 per day	N/A	Outdoor	3 p.m./11 a.m.
Hilton Garden Inn New Orleans Convention Center	\$196 to \$206 <b>SOLD OUT</b>	★★★★★	0.4 mile	\$39 + tax per day	N/A	Outdoor	3 p.m./Noon
Hilton New Orleans Riverside	\$209 to \$227	★★★★★	0.5 mile	\$49 + tax per day, with in/out privileges	\$44 + tax per night	Outdoor	3 p.m./Noon
Holiday Inn Downtown Superdome	\$143 to \$153	★★★★	1 mile	N/A	\$30 per day in covered garage	Outdoor, heated 7 a.m. to 10 p.m.	3 p.m./11 a.m.
Hotel Monteleone New Orleans	\$229 to \$239	★★★★★	1 mile	\$40 per day	N/A	Outdoor, heated 6 a.m. to 10 p.m.	4 p.m./Noon
Hyatt Place New Orleans/Convention Center	\$199 to \$209 <b>SOLD OUT</b>	★★★★	0.08 mile	Fee-based valet parking available	N/A	No pool	3 p.m./Noon
JW Marriott New Orleans	\$229 to \$239	★★★★★	0.9 mile	\$45 per day with in/out privileges	N/A	Outdoor saltwater, heated	4 p.m./11 a.m.
Le Méridien New Orleans	\$219	★★★★★	0.5 mile	\$45-\$50 per day	N/A	Outdoor 7 a.m. to 10 p.m.	3 p.m./Noon
Loews New Orleans Hotel	\$229 to \$239	★★★★★	0.5 mile	\$42 + tax per day	N/A	Indoor saltwater, heated 5 a.m. to 10 p.m.	4 p.m./Noon
New Orleans Marriott	\$219 to \$229	★★★★★	0.9 mile	\$47.57 per day	N/A	Outdoor, heated	4 p.m./11 a.m.
New Orleans Downtown Marriott at the Convention Center <b>Headquarters Hotel</b>	\$254 <b>SOLD OUT</b>	★★★★★	0.5 mile	\$38 per day	N/A	Outdoor	4 p.m./11 a.m.
Omni Riverfront Hotel	\$179 to \$189 <b>SOLD OUT</b>	★★★★	0.6 mile	\$36 + tax per day	At Outlet Collection across the street \$21 per vehicle up to 12 hours, \$40 overnight	No pool	3 p.m./Noon
Renaissance New Orleans Arts Warehouse District Hotel	\$217	★★★★★	0.4 mile	\$45.14 per day	N/A	Outdoor	4 p.m./11 a.m.
Residence Inn New Orleans Downtown	\$199 <b>SOLD OUT</b>	★★★★	0.3 mile	\$38.50 per day with in/out privileges	N/A	Outdoor	4 p.m./11 a.m.
Royal Sonesta New Orleans	\$229	★★★★★	1.1 miles	\$41 per day with in/out privileges	N/A	Outdoor, heated	4 p.m./Noon
Sheraton New Orleans Hotel	\$201 to \$211	★★★★★	0.8 mile	\$40 per day with in/out privileges	N/A	Outdoor	3 p.m./Noon
SpringHill Suites New Orleans Downtown/Convention Center	\$199 <b>SOLD OUT</b>	★★★★	0.5 mile	\$35 + tax per day	N/A	Outdoor	4 p.m./11 a.m.
Staybridge Suites New Orleans French Quarter/Downtown	\$189	★★★★	0.6 mile	N/A	\$39.20 per day	Outdoor, heated 8 a.m. to 10 p.m.	4 p.m./11 a.m.
The Westin New Orleans Canal Place	\$211 to \$221	★★★★★	0.6 mile	\$42 per day	N/A	No pool	3 p.m./Noon
Wyndham New Orleans – French Quarter	\$179	★★★★★	1 mile	\$35 per day	N/A	Indoor, heated 5:30 a.m. to 11 p.m.	4 p.m./11 a.m.

Room rates do not include taxes or any hotel fees. All information listed in the Planner is provided to onPeak by the individual hotels and is current as of Aug. 21, 2017. Information is subject to change without notice.

<sup>1</sup>Ratings are provided to onPeak by the individual hotels. Three stars = moderate. Four stars = deluxe.

<sup>2</sup>Parking rates and pool hours are subject to change.

# QUESTIONS ABOUT **THE RENTAL SHOW**

## What are the dates and location of **The Rental Show 2018**?

Sunday, Feb. 18, through Wednesday, Feb. 21, at the Ernest N. Morial Convention Center, New Orleans. A full day of education is on Sunday, Feb. 18, while the exhibit hall is open Monday – Wednesday, Feb. 19 – 21. Events & Tents, an educational workshop specifically for those in party and special event rental, is Saturday, Feb. 17, and has a separate registration fee.

## What is the convention center address?

The Ernest N. Morial Convention Center is at 900 Convention Center Blvd., New Orleans, LA 70130.

## Where is parking at the convention center and what is the cost?

There is ample parking available at the Ernest N. Morial Convention Center for \$15 per day, per vehicle, with no in/out privileges. See the “FAQ” page at [TheRentalShow.com](http://TheRentalShow.com) for a PDF of convention center parking lots.

## What is the typical February weather in New Orleans?

Temperatures in New Orleans are moderate during February, with an average high temperature of 64 degrees Fahrenheit and an average low temperature of 45 degrees. Be sure to bring a jacket. You also may want to bring an umbrella in case of rain.

## How many exhibitors will be at **The Rental Show**?

More than 700 companies.

## How long does it take to walk the show floor?

Allow at least two days to adequately cover the entire exhibit hall.

## When will I receive the Show Directory?

**The Rental Show** Directory will be available at the Show beginning Friday, Feb. 16. The Show Directory is only available on site. You can search online at [TheRentalShow.com](http://TheRentalShow.com) using the “Find Exhibitors” page. In addition, the January issue of **RENTAL MANAGEMENT** also will have an exhibitors’ list, as will the Show app.



# EXHIBIT HOURS

**Monday, Feb. 19** 10 a.m. – 5 p.m.

**Tuesday, Feb. 20** 9 a.m. – 5 p.m.

**Wednesday, Feb. 21** 9 a.m. – 1 p.m.



## Where will ARA be on the trade show floor?

The ARA Resource Center will be at Booth 1961 in the General Tool/Light Construction department on the show floor and will include information on membership, products and services, the ARA Foundation, ARA Insurance, **RENTAL MANAGEMENT** and more. It's also the location for the meet and greet on Feb. 19 after the keynote session.

## If I can't attend all the seminars I want, can I receive a recording of the sessions I miss?

Attendees with full registration for **The Rental Show** will be able to listen to or download podcasts of most seminars from TheRentalShow.com after the Show. In addition, seminar handouts will be available for those with a full registration to download before **The Rental Show** so you can print out the ones you need and bring them along. You also may access the handouts through **The Rental Show** app. **NOTE:** No printed handouts will be available on site.

For Events & Tents registrants, podcasts of most sessions will be available after the Show. Handouts will be available online prior to the Show and on the Show app – no printed handouts will be on site for Events & Tents.

Eligible registrants for **The Rental Show** and Events & Tents will receive emails in early February with details and a link to handouts and by mid-March with details and a link to the podcasts.

## How can I attend the keynote session?

Those with full registration can use their badge for admittance to the keynote session on Feb. 19. A keynote session ticket can be purchased by those who have exhibits only registration for \$20 by Jan. 2 or \$30 starting Jan. 3.





## 2018 FAQs

### What is *The Rental Show* mobile app and when will it be available?

**The Rental Show** offers an app for iPhone, iPad and Android to help you plan for and navigate the Show. It includes an exhibitor directory, show floor map, schedule and much more. The app will be available in late 2017 through the Apple App Store and Google Play Store. See page 33 for details.

### Is wheelchair or scooter rental available for *The Rental Show*?

ScootAround is ARA's official scooter company for **The Rental Show**. To make your reservations in advance, please call 888-441-7575 or make reservations online at [locations.scootaround.com/RentalShow](http://locations.scootaround.com/RentalShow). Scooters may be picked up on site at the Ernest N. Morial Convention Center near Registration.



### Will shuttle buses be available at the Show?

Yes, there will be shuttle bus service from all official Show hotels that are not within walking distance of the Ernest N. Morial Convention Center. Shuttle service also will be provided from select ARA Show hotels for the Events & Tents reception on Saturday, Feb. 17, and from select ARA Show hotels on Tuesday evening, Feb. 20, for the House of Blues event. See page 41. Watch for more details in **The Rental Show** Directory, available on site in New Orleans.

### A note on photography at *The Rental Show*

Show photographers may take photos of participants at **The Rental Show** – such as in the exhibit hall, in seminars, at events or at other functions. These photos are for use only by the American Rental Association and may appear in **RENTAL MANAGEMENT**, ARA newsletters or brochures, ARA's media outreach efforts, ARA's social media accounts, future Show promotions and on ARA's websites, including [TheRentalShow.com](http://TheRentalShow.com). Your attendance constitutes your permission and consent for this photography.

No photographs can be taken by attendees or exhibitors in a particular booth without that exhibitor's permission.

### What if I have additional questions?

Please call ARA at 800-334-2177, option 3, or send an email to [registration@therentalshow.com](mailto:registration@therentalshow.com).





# QUESTIONS ABOUT **REGISTRATION**

## Can I register by phone?

No, registrations are not taken over the phone but can be done online or via the registration form on page 57.

## How much does registration cost?

**The Rental Show** offers several registration options from full registration to exhibits only, with discounts for early registration and pricing levels for ARA rental business members and prospective members. Attendees from ARA member rental businesses can pay as little as \$119 with the online full registration special through Oct. 31. See page 56 for complete pricing details.

**NOTE:** All registrations are subject to change upon verification by ARA.

## Can children attend *The Rental Show*?

Yes, children are allowed to attend the trade show and ticketed events. However, ARA discourages children under 12 years of age from attending educational seminars. Children must wear youth badges for their safety. Please register children on the registration form. For safety purposes, children are not permitted in the exhibit hall during show move-in and move-out.

**LEARN MORE**

— [THERENTALSHOW.COM](http://THERENTALSHOW.COM) —



## 2018 FAQs



### What if I have special dietary restrictions?

If you have a food allergy or dietary restrictions, please provide this information when you register. There is a question in online registration and on the registration form where you can indicate the type of dietary restriction you require.

### Who should I inform about my special needs?

Check the appropriate box when registering if you have a disability that requires special transportation to and from an ARA hotel to the convention center or a Show event. You also can contact ARA at 800-334-2177, option 3, or email [registration@therentalshow.com](mailto:registration@therentalshow.com). Wheelchair or scooter rental is available for the Show. See details on page 52.

### What will ARA use my email address for?

ARA will use your email address to send a registration confirmation and important Show information. It also may be provided to Show exhibitors. If you would prefer not to receive emails from exhibitors, you can opt out of these messages during registration.

### I completed my registration. Have you received it?

Rental store registration processing takes one to two business days. Once your registration is processed, you will receive an email confirmation. If you have not received a confirmation after two business days, contact ARA via email at [registration@therentalshow.com](mailto:registration@therentalshow.com) or go to the "Register" section at [TheRentalShow.com](http://TheRentalShow.com) and click on "Already Submitted Registration" to see your status.

### How do I reprint my registration confirmation?

Visit the "Register" page at [TheRentalShow.com](http://TheRentalShow.com) to access online registration and reprint your confirmation. You also will receive an express badge confirmation approximately two weeks prior to the Show.

### How do I receive my badge and event tickets for *The Rental Show*?

You will pick these up at the Ernest N. Morial Convention Center, as ARA does not send badges in advance. You will need one of the following to pick up your badge at the "Already Registered" counter in on-site registration: confirmation email received after you registered; express badge confirmation sent approximately two weeks prior to the Show via email or fax; express barcode in ***The Rental Show*** mobile app.

### How do I make changes to my registration?

Send changes by email to [registration@therentalshow.com](mailto:registration@therentalshow.com) or fax to 309-277-4208. Changes must be received in writing by Feb. 2, 2018.

### How do I cancel my registration?

To receive a refund, send a written cancellation request to ARA, 1900 19th St., Moline, IL 61265; fax to 309-277-4208; or email: [registration@therentalshow.com](mailto:registration@therentalshow.com). For a full refund, the cancellation must be received by 11:59 p.m. Central Standard Time on Feb. 2, 2018. Refunds will not be given after Feb. 2. Substitutions/name changes can be requested at any time.





## ON-SITE REGISTRATION HOURS

Friday, Feb. 16	1 to 5 p.m.
Saturday, Feb. 17	7 a.m. to 5 p.m.
Sunday, Feb. 18	7 a.m. to 5 p.m.
Monday, Feb. 19	7 a.m. to 5 p.m.
Tuesday, Feb. 20	8 a.m. to 5 p.m.
Wednesday, Feb. 21	8 a.m. to 1 p.m.

**NOTE:** The morning the trade show opens (Monday, Feb. 19) tends to be the busiest day for on-site registration. Please pick up your badge before then, if possible. Photo identification may be requested for the pickup or reprint of badges.

## THREE WAYS TO REGISTER

- 1 Online at **TheRentalShow.com**.
- 2 Fax completed registration form (page 57) with credit card payment to **309-277-4208**.
- 3 Mail completed registration form with payment to:  
**American Rental Association**  
1900 19th St.  
Moline, IL 61265-4198



## FUTURE DATES FOR THE RENTAL SHOW

**Feb. 17-20, 2019**, in Anaheim, Calif.

**Feb. 9-12, 2020**, in Orlando, Fla.

**Feb. 21-24, 2021**, in New Orleans

## 2018 REGISTRATION

# — REGISTER EARLY — FOR THE BEST VALUE

## INTERNET SPECIALS

For ARA members  
Must register online by Oct. 31

**\$119**

FULL REGISTRATION

**\$79**

EXHIBITS ONLY



*From education to exhibits to networking, **The Rental Show** delivers a lot of value for a small investment – especially when you consider the long-term benefits you stand to gain. The earlier you register, the more you save, so register now!*

### FULL REGISTRATION

#### BEST VALUE

Includes seminars on Feb. 18; keynote session on Feb. 19; and trade show exhibits Feb. 19, 20 and 21. Other Show events are not included.

	INTERNET SPECIAL Sept. 5 – Oct. 31	DISCOUNT Nov. 1 – Jan. 2	ADVANCE Jan. 3 – Feb. 2	ON SITE Feb. 3 – 21
ARA Rental Business Member*	\$119	\$199	\$249	\$299
Prospective Member	\$279	\$299	\$349	\$399

### EXHIBITS ONLY

Includes only trade show exhibits Feb. 19, 20 and 21.

**The Rental Show** seminars, keynote session and other Show events are not included.

	INTERNET SPECIAL Sept. 5 – Oct. 31	DISCOUNT Nov. 1 – Jan. 2	ADVANCE Jan. 3 – Feb. 2	ON SITE Feb. 3 – 21
ARA Rental Business Member*	\$79	\$99	\$109	\$129
Prospective Member	\$149	\$169	\$179	\$199

### EVENTS & TENTS

This educational workshop is designed specifically for ARA rental business members in party and special event rental. It takes place on Saturday, Feb. 17, and has a separate registration fee. Space is limited and it typically sells out, so early registration is recommended. See details starting on page 17.

	THROUGH OCT. 31	NOV. 1 – FEB. 17
ARA Rental Business Member only*	\$300	\$350

\* Pricing is per person . All registrations are subject to change upon verification by ARA.



## The Rental Show REGISTRATION FORM

Feb. 17, 2018 – Events & Tents  
Feb. 18, 2018 – **The Rental Show** Seminars  
Feb. 19-21, 2018 – Exhibits  
Ernest N. Morial Convention Center – New Orleans



(For ARA Office Use Only)

Date Received \_\_\_\_\_  
Amount \$ \_\_\_\_\_ Type \_\_\_\_\_  
Company ID \_\_\_\_\_ Person ID \_\_\_\_\_

3 Ways to Register

[TheRentalShow.com](http://TheRentalShow.com)

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

Fax: 309-277-4208

Questions: Phone 800-334-2177, option 3,  
or 309-277-4234

**Registrant Information** (PLEASE PRINT CLEARLY and complete all fields. One form per person. **The Rental Show** is a closed show and is not open to the general public.)

First Name (as you would like it to appear on badge) \_\_\_\_\_ Last Name \_\_\_\_\_  
Person Email Address \_\_\_\_\_ Confirmation Email Address (Used for registration confirmations only.) \_\_\_\_\_  
Company \_\_\_\_\_ Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Phone (Country Code/Area Code/Number) \_\_\_\_\_ Fax (Country Code/Area Code/Number) \_\_\_\_\_ Cell Phone (Country Code/Area Code/Number) \_\_\_\_\_  
Website \_\_\_\_\_ ARA Member No. \_\_\_\_\_

### The Rental Show Registration Fees

(Please check the appropriate registration type and transfer fee amount to Payment Section.) Pricing is per person.

Internet (by 10/31)	Discount (by 1/2)	Advance (by 2/2)	On Site (after 2/2)	Ticketed Events (Please check the desired event. Add fees and transfer amount to the Ticketed Events line in the Payment Section.)	Early (by 1/2)	Late (after 1/2)
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**RENTAL BUSINESS – FULL REGISTRATION:** Includes seminars on Sunday, keynote session and exhibits.  
\*Subject to verification by ARA, company must not have attended any previous Shows.

<input type="checkbox"/> ARA General Member or Retired Member	\$119	\$199	\$249	\$299	<input type="checkbox"/> Lunch With ARA	\$20 ea.	\$30 ea.
<input type="checkbox"/> ARA General Member - Company Never Attended *	\$119	\$119*	\$119*	\$119*	<input type="checkbox"/> Young Professionals Network Reception	\$50 ea.	\$75 ea.
<input type="checkbox"/> Prospective Member	\$279	\$299	\$349	\$399	<input type="checkbox"/> CRA Hospitality Reception (Canada)	N/C	N/C

**RENTAL BUSINESS – EXHIBITS ONLY:** Includes exhibits only, for all days.

<input type="checkbox"/> ARA General Member or Retired Member	\$79	\$99	\$109	\$129	<input type="checkbox"/> Keynote Session (exhibits only)	\$20 ea.	\$30 ea.
<input type="checkbox"/> Prospective Member	\$149	\$169	\$179	\$199	<input type="checkbox"/> Region _____ Reception	\$20 ea.	\$30 ea.

**EVENTS & TENTS WORKSHOP:** Includes the seminars, Welcome Continental Breakfast and lunch.

<input type="checkbox"/> Events & Tents – ARA General Member	\$300	\$350	\$350	\$350	<input type="checkbox"/> True Value Reception (affiliates only)	N/C	N/C
<input type="checkbox"/> Events & Tents Reception (attendee)	\$50	\$50	\$65	\$65	<input type="checkbox"/> International Reception (outside U.S. and Canada)	N/C	N/C

<input type="checkbox"/> Events & Tents Reception (guest, limit 2)	\$70	\$70	\$80	\$80	<b>Tuesday, Feb. 20</b>		
					<input type="checkbox"/> True Value Breakfast (affiliates only)	N/C	N/C

### YOUTH REGISTRATION:

<input type="checkbox"/> Youth (13 to 17 years)	\$15	\$15	\$15	\$15	<input type="checkbox"/> Bayou Bash at House of Blues	\$50 ea.	\$75 ea.
<input type="checkbox"/> Youth (12 and under)	N/C	N/C	N/C	N/C	<b>ARA Foundation Donation</b>	<input type="checkbox"/> \$25 <input type="checkbox"/> \$50 <input type="checkbox"/> \$75 <input type="checkbox"/> \$100	

**What is your title?** ☐ Owner ☐ CEO/President/VP/CFO/Executive ☐ Director/Manager ☐ Sales/Marketing/Advertising ☐ Employee/Staff

**What is your job role with your company?** ☐ Education/Training ☐ Finance ☐ Human Resources ☐ Legal ☐ Marketing ☐ Risk Management/Safety ☐ Sales  
☐ Warehouse/Yard

**What is your age?** ☐ 18-25 ☐ 26-30 ☐ 31-35 ☐ 36-40 ☐ 41-45 ☐ 46-50 ☐ 51-55 ☐ 55-60 ☐ 61 and above

**What is your gender?** ☐ Male ☐ Female

**How many years of rental experience do you have?** ☐ 1 ☐ 2-5 ☐ 6-10 ☐ 11-15 ☐ 16-20 ☐ 20 and above

**Is this your first Rental Show?** ☐ YES ☐ NO

**Is this your company's first Rental Show?** ☐ YES ☐ NO

**Your rental inventory by percentage:** Construction/Industrial \_\_\_\_\_% General Tool/Homeowner \_\_\_\_\_% Party/Special Event \_\_\_\_\_% Other \_\_\_\_\_%

**How many rental locations does your company have?** ☐ 1 ☐ 2-5 ☐ 6-10 ☐ 11-30 ☐ 30 and above

**Do you make or influence buying decisions?** ☐ Make final decisions ☐ Recommend/influence ☐ Am not involved

**Are you planning to purchase equipment at The Rental Show?** ☐ Yes ☐ No ☐ Unsure

**What prompted you to register?** ☐ Direct mail from **The Rental Show** ☐ Email from **The Rental Show** ☐ Information online ☐ Exhibitor invitation

☐ Referred by a colleague ☐ Phone call from ARA ☐ Advertisement/article in an ARA publication ☐ True Value

**Which other industry shows do you attend?** ☐ CaterSource ☐ ConExpo ☐ CRA Rental Rally ☐ MATRA The Tent Show ☐ SAIA ☐ The Special Event ☐ STAFDA  
☐ True Value ☐ World of Concrete

**What type of social media do you use?** ☐ Facebook ☐ Twitter ☐ Instagram ☐ Snapchat

### Payment Information

Refunds valid on cancellations  
received by Feb. 2, 2018.

\_\_\_\_\_ **Registration Fees**

\_\_\_\_\_ **Ticketed Events**

\_\_\_\_\_ = Total

- ☐ Check Enclosed  
(Payable to: ARA,  
U.S. Funds)  
☐ American Express  
☐ Discover  
☐ MasterCard  
☐ Visa

Upon registration verification, ARA reserves the right to change and/or modify any registration if necessary. If changes or modifications are required, credit cards will be charged accordingly as necessary.

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Authorized Signature \_\_\_\_\_

☐ Please check here if you have a disability that requires special transportation to and from an official ARA hotel and an ARA representative will contact you.

☐ Please check here if you have dietary restrictions, type \_\_\_\_\_



## 2018 SPONSORS

As of Aug. 21, 2017

### PLATINUM – \$10,000 AND ABOVE



## GOLD – \$5,000 TO \$9,999



## SILVER – \$1,000 TO \$4,999





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