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The ARA Show - The American Rental Association's Annual Trade Show and Convention

A message about The ARA Show™

A lot has changed in a short time. We've been challenged to adapt faster than we ever expected. And the events of 2020 have put our strength and resilience to the test. If there has ever been a time to turn to and learn from each other, this is it. That's why we are continuing to plan for The ARA Show 2021 in New Orleans as scheduled.

The ARA Show is your place to look forward and set a course for what's next. You'll not only find the education, products and technology you need to position your business for the future; you'll also find community.

We are monitoring all the leading sources of health information and working closely with our convention center partners, the city of New Orleans and many others to ensure that we provide a show that is clean, safe and essential to your business. While the show may look different for 2021, you can still count on ARA for the resources you need to meet your customers' changing demands. We're committed to providing an event that delivers relevant value for the world we're in now.

A special message from New Orleans

 [Book your New Orleans hotel now](#)

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Hotel rooms are now available to be booked for The ARA Show 2021 in New Orleans. Book yours now and save!

 [The ARA Show ranks on the Trade Show News Network List](#)

The ARA Show ranks on the Trade Show News Network List

The Trade Show News Network recently released the top trade show list of 2019. The ARA Show™ is proud to rank #61 in the nation based on net...

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The ARA Show

The ARA Show is the **American Rental Association's** annual convention and trade show for the equipment and event rental industry. It features equipment for construction/industrial, general tool/light construction and party/special event rental segments.

Why attend?

- More than 700 exhibitors
- Exclusive Show-Only Specials
- Networking events with your peers
- Rental-specific education

NOTE: The ARA Show is a closed show, meaning only those involved in the equipment and event rental industry are eligible to register and attend.

The ARA Show News

-  Show-Only Specials from The ARA Show are still available
-  The ARA Show ranks among top U.S. trade shows
-  Extended Show-Only Specials from The ARA Show available through Aug. 31
-  Find exhibitors that are extending their Show-Only Specials from The ARA Show

