

Construction & General Tool

Market Size

- **Construction**
US = \$25.5 billion
Canada = \$4.3 billion
 - **General Tool**
US = \$8.8 billion
Canada = \$1.4 billion
- Source: 2007 State of the Equipment Rental Industry report



The Rental Show 7

Regular Editorial Content

- Asset Management
- B2B Sales Management
- Competitive Management
- Counter and Yard Management
- Equipment and Products
- Financial Management
- Human Resources Management
- Risk Management
- Strategic Management
- Technology Management

Special Opportunities

July issue

- Tab dividers

December issue

- Tab dividers
- Enhanced listings
- Logos
- Corporate Profiles

ISSUE	THEME	PRODUCT FOCUS	ADS CLOSE	MATERIAL DUE
January	<i>The Rental Show</i> pre-show issue RM Fieldbook coverage of Green Industry and Equipment Expo	<i>The Rental Show</i> exhibitor products Concrete equipment and products	Nov. 28	Dec. 5
The Hot List		New products introduced by <i>The Rental Show</i> exhibitors between Feb. 15, 2008, and March 5, 2009	Nov. 28	Dec. 5
February	<i>The Rental Show</i> at-show issue	<i>The Rental Show</i> exhibitor products	Dec. 26	Jan. 2
<i>The Rental Show</i> Directory			Jan. 7	Jan. 14
<i>The Rental Show</i> Daily	Daily coverage of news and events at <i>The Rental Show</i>		Jan. 23	Jan. 23
March	RM Fieldbook coverage of World of Concrete	<i>The Rental Show</i> exhibitor products Lawn, garden and landscaping equipment and attachments	Jan. 23	Jan. 30
April	RM Fieldbook complete coverage of <i>The Rental Show</i>	<i>The Rental Show</i> fieldbook coverage	Feb. 27	March 6
May		Job-site and delivery equipment such as generators, air compressors, light towers, climate control, trucks, trailers, security systems, fleet management systems and theft-prevention equipment	March 27	April 3
June		Home improvement, building renovation, plumbing tools, pumps and floor and carpet care equipment for installation, removal, cleaning, polishing, sanding and refinishing	April 24	May 1
July	<i>Who's Who in the Rental Industry</i> , ARA's Annual Membership Directory		May 29	June 5
August		Heavy construction, earthmoving equipment and attachments	June 26	July 3
September		Aerial, access, material handling, lifting, warehouse and yard equipment	July 31	Aug. 7
October		Underground, utility and landscape equipment, trenchless technology and equipment, excavators, mini-excavators, compact equipment and attachments	Aug. 28	Sept. 4
November		Engines, filters, emission controls, dust control, air quality management equipment, office, computer hardware, software, environmental and technology tools	Sept. 25	Oct. 2
December	ARA Management Sourcebook and 2010 Buying Guide	ARA associate member products	Oct. 30	Nov. 6

