

Party & Event

Market Size

Party and Event

US = \$2.2 billion

Canada = \$157 million

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 Opportunitites

July issue

- Tab dividers

December issue

- Tab dividers
- Enhanced listings
- Logos
- Corporate Profiles

January	<i>The Rental Show</i> pre-show issue Events & Tents preview	<i>The Rental Show</i> exhibitor 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	Initial coverage of <i>The Rental Show</i>	<i>The Rental Show</i> exhibitor products Life events for consumers: birthdays, anniversaries, graduations, funerals, engagements, weddings and more.	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		Tents, food preparation and servers, grills, outdoor equipment, storage, portable sanitation	March 27	April 3
June		Linens and disposables	April 24	May 1
July	<i>Who's Who in the Rental Industry</i> , ARA's Annual Membership Directory		May 29	June 5
August		Structures, props, furniture, storage, climate control and power generation for consumer and corporate events	June 26	July 3
September	Annual party and event issue	All event and party products	July 31	Aug. 7
October		Entertainment equipment such as tents, amusements, games, casino equipment, sound, lighting, stages, flooring, cooking and serving	Aug. 28	Sept. 4
November		Tables, chairs and tabletops	Sept. 25	Oct. 2
December	ARA Management Sourcebook and 2010 Buying Guide	ARA associate member products	Oct. 30	Nov. 6

