



The ARA Show™ Suggested Email Messaging

Email Subject Lines

Before the Show:

- We'll Be at The ARA Show 2024 in New Orleans—Will You?
- Join Us at The ARA Show 2024 in New Orleans, Feb. 19–21
- Don't Miss the World's Largest Equipment and Event Rental Trade Show!
- Meet Us at Booth [XXXX] at The ARA Show 2024
- We're exhibiting at The ARA Show 2024 and want to see you there!

After the Show:

- Thanks for Stopping by Our Booth at The ARA Show 2024!
- It Was Great to Meet You at The ARA Show 2024!



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Before the Show:

Message 1:

Registration is open for The ARA Show 2024 in New Orleans, Feb. 19–21! If it is happening in the world of equipment and events, it is happening at The ARA Show—where rental industry professionals will come together in one place.

From the latest innovations in rental products and services to dozens of hours of education, it will be an event to remember! [EXHIBITOR] will be there to be part of Shaping the Future of Rental. Will you? Register today! www.ARAshow.org

Message 2:

Visit us in person at The ARA Show 2024 in New Orleans, Feb. 19–21, where we'll have our expert staff on hand to answer questions, discuss new opportunities, and provide product demonstrations. Come see us at booth [XXXX]!



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Before the Show:

Message 3:

The ARA Show 2024 will once again bring the equipment and event rental industry together at the most anticipated gathering and showcase of new products and services that will Shape the Future of Rental.

At The ARA Show, you'll get to learn about our new products, talk about your customers' needs, and learn the latest rental industry trends from industry experts. We can't wait to see you there!

Message 4:

[EXHIBITOR] will exhibit at The ARA Show 2024! We'd like to extend a personal invitation for you to join us in New Orleans, Feb. 19-21, and visit us at booth [XXXX], where we will showcase our latest [insert highlight of the products, technologies, and services you will showcase].

Everything you need to grow your rental business is waiting for you at The ARA Show. To learn more and register, visit www.ARAshow.org.