



ARA - logo

IMAGE SOURCE: American Rental Association

ARA cancels Rental Innovation Conference & Exhibits

25 January 2022 by American Rental Association (ARA)

Variety of factors contribute to ARA's decision not to hold Rental Innovation Conference & Exhibits

The American Rental Association (ARA) has decided to cancel its Rental Innovation Conference & Exhibits event scheduled for March 9 and 10, 2022 in Grapevine, Texas.

The decision was made due to a variety of factors. These include the continued spread of the omicron variant of the coronavirus (COVID-19), and both transmission and positivity rates in Dallas County currently being categorized as "High." Other factors in the decision were the return of essential travel only restrictions for many large organizations, equipment availability issues, as well as parts and staff shortages.

The ARA is evaluating options to deliver the education program portion of the conference at a future event. Those who had already registered for the Rental Innovation Conference & Exhibits will receive a full refund.

About ARA: *The American Rental Association, Moline, Ill., is an international trade association for owners of equipment and event rental businesses and the manufacturers and suppliers of construction/industrial, general tool, and party/event rental equipment. ARA members, which include more than 11,000 rental businesses and more than 1,000 manufacturers and suppliers, are located in every U.S. state, every Canadian province, and more than 40 countries worldwide. Founded in 1955, ARA is the source for information, advocacy, education, networking, and marketplace opportunities for the equipment and event rental industry throughout the world.*

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