

# 2018 United Rentals Supplier Show Sponsorship Opportunities

January 6-7, 2018 - America's Center - St. Louis, MO

## TITLE SPONSORSHIP

- Premium location within the supplier show– 60x60 booth
- 8 company representatives to attend
- Company logo displayed at registration
- Ability to customize sponsorship to your needs
- Booth package included
- Recognition during General Session
- Equipment displayed at the America's Center

## SATURDAY SHOW SPONSOR

- Premium location within the supplier show - 40x40 booth
- Recognition during General Session
- 4 company representatives invited to attend
- Wait staff to wear aprons with your logo

## SUNDAY SHOW SPONSOR

- Premium location with the supplier show 40x40 booth
- Recognition during General Session
- 4 company representatives invited to attend
- Wait staff to wear aprons with your logo

## DINNER SPONSORSHIP (2)

- Premium location within supplier show - 40x40 booth
- 4 company representatives invited to attend
- Logo displayed during Dinner & General Session
- Wait staff will wear aprons with your logo

## LUNCH SPONSOR (2)

- Premium location within the supplier show - 40x40 booth
- Recognition during Lunch & General Session
- 4 company representatives invited to attend
- Wait staff will wear aprons with your logo

## BREAKFAST SPONSORSHIP (2)

- Premium location within the supplier show - 40x40 booth
- Recognition during Breakfast & General Session
- 4 company representatives invited to attend
- Wait staff will wear aprons with your logo

## SNACK BREAK SPONSORSHIP (4)

- Premium location within the supplier show - 20x20 booth
- Recognition during General Session
- 4 company representatives to attend
- Coffee cups with your company logo

## TRANSPORTATION SPONSORSHIP (3)

- Premium location within the supplier show - 20x20 booth
- Recognition during General Session
- 4 company representatives to attend
- 2 buses wrapped with the UR logo and your company logo that will transfer attendees to and from the airport

## PENS

- Premium location in the Supplier Show – 20x20 booth
- Recognition during General Session
- 4 company representatives invited to attend the Supplier Show
- Your company logo on a pen handed out

## COLUMN WRAPS

- Premium location in the Supplier Show – 20x20 booth
- Recognition during General Session
- 4 company representatives invited to attend the Supplier Show
- Your company logo placed on top panel of column wraps placed throughout the America's Center

All suppliers must submit a space application form by October 6, 2017. Send all forms to [suppliershow@ur.com](mailto:suppliershow@ur.com)

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## HOTEL SPONSORSHIP (4)

- Premium location within the supplier show - 40x40 booth
- Recognition during General Session
- 4 company representatives invited to attend
- Signage in the lobby of the hotel
- Key cards for that hotel with your logo and the UR logo

## BILLBOARD ON INTERSTATE (2)

- Premium location in the supplier show – 20x20 booth
- Recognition during General Session
- 4 company representatives invited to attend the Supplier Show
- Your company logo welcoming United Rentals to St. Louis on a billboard viewable on the ride from the St. Louis International Airport

## LANYARDS

- Premium location within the supplier show - 20x20 booth
- Recognition during General Session
- 4 company representatives to attend
- All United Rentals employees will wear a lanyard with your logo

## ICE CREAM BARS (SUNDAY) (2)

- Premium location in the Supplier Show – 20x20 booth
- Recognition during General Session
- 4 company representatives invited to attend the Supplier Show
- Ice Cream Bars located in your booth on Sunday (time TBD)

## NAME BADGE

- Premium location within the supplier show - 20x20 booth
- Recognition during General Session
- 4 company representatives to attend
- Company's picture to be displayed on United Rentals employees name badges

## CHARGING STATIONS (2)

- Premium location within the supplier show - 40x40 booth
- Recognition during General Session
- 4 company representatives to attend
- Charging stations located throughout the Supplier Show with your company's logo.

## TRADESHOW BAGS

- Premium location within the supplier show - 20x20 booth
- Recognition during General Session
- 4 company representatives to attend
- Company logo on the tradeshow bag handed out to all attendees

## HAND SANITIZER

- Premium location in the Supplier Show – 20x20 booth
- Recognition during General Session
- 4 company representatives invited to attend the Supplier Show
- Your company logo on hand sanitizer located at registration.

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## BOOTH PACKAGE

### 10'x10' Booth – \$6,500 includes:

- 2 company representatives

### 10'x20' Booth – \$13,000 includes:

- 3 company representatives

### 20'x20' Booth – \$21,500 includes:

- 4 company representatives

Included in booth package:

- Carpeting (grey). Padding and visqueen can be ordered separately through the Arata Expositions exhibitor kit.
- Meals and Events:
  - Saturday, January 6 – Breakfast, Lunch & Dinner
  - Sunday, January 8 - Breakfast, Lunch & Dinner
- All United Rentals attendees contact information

Should your booth require additional staffing, company representatives can be registered at \$500 per person.

*Note: Overnight accommodations are not included in the booth package. All confirmed exhibitors will receive a registration link which will include the opportunity to reserve a sleeping room.*

## SUPPLIER SHOW TIMES\*

### Show Setup:

Thursday, January 4, 2018

8:00am – 5:00pm

Friday, January 5, 2018

8:00am – 5:00pm

Saturday, January 6, 2018

8:00am – 1:00pm

### Show Times:

Saturday, January 6, 2018

3:00pm – 10:00pm

Sunday, January 7, 2018

11:00am – 7:00pm

*\*Times subject to change*

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\_\_\_ 10' x 10' Booth - \$6,500 - 2 company representatives

\_\_\_ 10' x 20' Booth - \$13,000 - 3 company representatives

\_\_\_ 20' x 20' Booth - \$21,500 - 4 company representatives

## Additional Attendee(s)

\_\_\_ at \$500 = \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Marketing Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Company (will appear on booth sign): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# 2018 United Rentals Supplier Show Rules & Regulations

January 6-7, 2018 - America's Center - St. Louis, MO

These rules and regulations govern exhibit displays within the 2018 United Rentals Supplier Show held at the America's Center, St. Louis on January 6-7, 2018. This agreement may be terminated by URI, without recourse, if the exhibitor violates the rules or regulations set forth herein.

## GENERAL CONDUCT

No exhibit should be set up so its arrangement or manner of presentation will obstruct or interfere with the general view or rights of any other display. No exhibit shall extend beyond the official floor plan dimensions or into an aisle. Verbal announcements, phonograph or tape recordings, radios, closed circuit or videotape TV, sound-slide presentations, motion pictures, or other attention-getting devices must not be objectionable, and may be discontinued at the direction of Supplier Show management.

## SECURITY OF EXHIBITORS PROPERTY

URI shall have no responsibility for the loss of property of the Exhibitor, or that of its officers, agents or employees, from any cause, including theft, damage, disappearance, accident or other causes. Occupants are encouraged to insure their booth materials at their own expense and have representatives in attendance at all times when the exhibits are open and especially when exhibits are being set up or dismantled, to protect against loss.

## APPLICATION FOR BOOTH SPACE

All completed applications for booth space must be e-mailed to [suppliershow@ur.com](mailto:suppliershow@ur.com). Applications must be received no later than October 6, 2017.

## PAYMENT OF BOOTH

Suppliers that submit invoices to URI accounts payable will have a debit memo issued for the full amount due upon receipt of the completed booth application. A copy of the debit memo will be e-mailed to the primary contact as listed on the booth application. Suppliers that do not submit invoices through the URI accounts payable system will have the option of paying for the booth space with a credit card. A credit card authorization form will be sent out to exhibitors not debited directly through UR AP for good or services upon receipt of the booth application. A receipt will be e-mailed to the primary contact listed on the booth application. No booth assignments will be made without payment received by either credit card or debit memo. Checks and credit memos will not be accepted.

## CANCELLATION

In the event that an Exhibitor must cancel their participation, a 50% refund will be returned if written notice is received by December 8, 2017. There will be no refunds after December 8, 2017.

## EXHIBIT SERVICES COMPANY

Arata Expositions Inc.  
4104 LB McLeod Road  
Orlando, FL 32811  
(p) 407-422-3636 (f) 407-839-5929  
Exhibitor service manuals containing detailed instructions and order forms will be emailed to exhibitors by Arata Expositions Inc. 45 days prior to the show.

## EQUIPMENT LIST APPROVAL

All Exhibitors shall submit for approval by URI a list of proposed equipment they intend to bring and/or exhibit at the event. Equipment lists must be submitted for approval via e-mail, no later than November 10, 2017, to TJ Mahoney at [tj@ur.com](mailto:tj@ur.com). URI shall have the right, in its sole discretion to accept, reject or otherwise modify the equipment lists to best suit the needs of URI.

## NO-SHOWS

If the Exhibitor fails to install a product or display in assigned space, or fails to staff the space, URI shall have the right, without notice to the Exhibitor, to take possession and control of the assigned space.

## FORCE MAJEURE

URI shall not be held responsible for any loss, damage, or delay due to strikes, lockouts, Acts of God, governmental actions or restrictions, enemy action, riots, civil commotion or other unavoidable casualty.

## INDEMNITY

The Exhibitor agrees to protect, save and hold URI harmless for any damages or charges imposed for violations of any law or ordinance. Exhibitors shall at all times protect, indemnify, save and hold harmless URI against and from any and all losses, costs (including attorney fees), damages, liability, or expense arising from or out of or by reason of any accident or bodily injury or other occurrence to any person or persons, including the Exhibitor, its agents, employees and business invitees, arising from or related to said Exhibitor's occupancy and the use of the Exhibition premises or part thereof, including but not limited to set up, operation, use or possession of equipment. Exhibitor shall not be obligated to indemnify URI for that part of any loss, damage or liability caused solely by the intentional misconduct or sole negligence of URI.

## INSURANCE

Exhibitor shall maintain a minimum of \$2 million in commercial general liability and \$1 million in automobile liability during the term of this agreement, and shall name United Rentals, Inc. as an additional insured on said policies. Said policies will be primary and noncontributory to any coverage provided by URI.