



REGISTER TODAY

2026 Rental Rally
January 11 – 14, 2026
Las Vegas, NV

Honoring Our 80-Year Legacy with \$80 Registration for the First 80

The California Rental Association will celebrate its 80th anniversary in 2026. In honor of this legacy, the entry fee for the first 80 companies to register for the 2026 Rental Rally will be \$80.

***\$50,000... Be One of the Three Lucky Rental Centers
to Split \$50,000 in Show Floor Cash!***

Three Rental Centers will be selected to split \$50,000 in Show Floor spending. The best part—you don't have to go any further than the Rental Rally show floor!

That means exclusive buying power, incredible deals, and the chance to turn prize money into real value for your business.

Celebrity Keynote Speaker



Tony Hawk

Legendary Skateboarder & Entrepreneur,
Founder, The Skatepark Project

Highlights

Rental Bootcamp

Hands-on Education

Opening Night Cocktail Party

Exciting ***California Young Rental
Professional (CYRP)*** Events —

Monday Night Event, Breakfast, & More...

Keynote Speaker

Tuesday Night Party @ 1923 Prohibition Bar

Easy Two-Day Format Packed with Fun

Exhibits and Much, Much More...