



January 25 – February 25, 2021

VIRTUAL RENTAL RALLY TRADESHOW

CRA's 2021 Equipment and Party Rental Tradeshow is now virtual only....

Stay Home... Stay Safe... and Participate!



We are excited to provide Exhibitors and Attendees the opportunity to participate in the CRA Virtual Rental Rally Tradeshow!

Even though Exhibitors and Attendees will not be able to get together in person, the Virtual Rental Rally Tradeshow has many exciting opportunities!

Virtual Booth – \$485 each (CRA Members only)

Renter Center Attendees – No Charge!

Engage Your Audience!

Make your statement to the world about your company and products with a **Promo Video** or **Slideshow!** *Other options are available too...*

- Video Chat Room
- Appointment Scheduler
- Contest with Lead Capture
- Your Website Featured
- Demo Video
- Your Company Brochure

Sponsorship Opportunities

CRA extends an invitation to individuals and businesses to support our exciting event through sponsorship. All sponsors will be acknowledged on the CRA website, in the eJournal, and in marketing materials.

- **Virtual Lobby Rotating Banner Ad – \$300 each ad**
Two rotating banners, each with up to 10 ads (200 wide x 500 high, in pixels) will be displayed in the Virtual Lobby.
- **Virtual Rental Rally Contest Gift Card Sponsorship – \$1000 \$500 \$250 Other _____**
Attendees receive an entry into the contest when they register and receive additional entries by visiting exhibitor booths. The more booths an attendee visits, the more chances to win prizes—gift cards in varying amounts.
- **CRA Diamond Jubilee Sponsor Opportunities – \$2000 \$1000 \$500 Other _____**
CRA will be celebrating our 75th Anniversary throughout the year with a Special Diamond Jubilee Edition of Rental Rally Magazine, the Diamond Jubilee Gala, and Commemorative Gifts! Sponsorships will be acknowledged on CRA's website, in marketing pieces, on table tents at the Gala and with sponsor logos included in Commemorative Gift packaging.

Contact California Rental Association for more information.