

Strategic Plan 2022-2025

Core Purpose:

To support the success of members and advance the equipment and event rental industry.

Core Values:

Support community and networking. • Embracing diversity through education and networking.
• Develop leadership through volunteerism. • Demonstrate integrity and a professional image. •
Embrace change and continuous improvement.

Shaping the **equipment** and **event** rental industry

Defining the Future: Rental will be the preferred solution for equipment and event needs. ARA and its members will deliver unique solutions for their customers by embracing technology and analytics, and ensuring the safest work practices.

2022 – 2025

Strategic Initiatives



Market Intelligence

Goal: ARA is the leader in providing market intelligence to equipment and event rental operators.

- Improve Event and DIY segment forecasting.
- Expand ARA's capability to identify industry trends and improve OEM product forecasting.
- Bolster the ability of members to transform their business data into actionable intelligence.



Education

Goal: ARA is utilized as the primary source for education and training in the equipment and event rental industry.

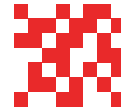
- Lead the development of industry standards and safety best practices.
- Provide bilingual training materials for the most utilized content.
- Support employee retention through continuing education resources and structured career paths.



Industry Awareness

Goal: Rental is top of mind for current and future job seekers and consumers.

- Promote economic and environmental benefits of rental.
- Forge relationships with youth development organizations and schools at all levels to promote career opportunities.
- Develop recruiting solutions for rental business owners.



Technology

Goal: Members are effectively utilizing technology to increase operational performance.

- Increase collaboration between technology providers and rental businesses.
- Improve the rental experience for customers.
- Support members in understanding and adapting to present and future technology.