

Brussels, 28 April 2021

Rescheduled ERA Convention will bring the European rental industry together for the first time in two years

The ERA Convention will bring the European rental industry together in September for the first time in over two years following the cancellation of last year's event due to the COVID-19 pandemic.

This year's event, originally scheduled to take place on 16 and 17 June and postponed to enable a physical meeting, will take place on 29 and 30 September at the Postillion Hotel in Amsterdam, with the European Rental Awards ceremony scheduled for the evening of 29 September at the same venue.

ERA Secretary General, Michel Petitjean, said:

"It is very important for the rental industry to meet physically after a challenging time during the pandemic and more than two years after we last gathered in Madrid in 2019. The ERA Convention and European Rental Awards are a great occasion to learn from each other and celebrate the great work that we are doing as an industry, and we look forward to bringing together leading figures from the European rental industry."

The theme of this year's Convention will be 'Smart Rental', which will look at ways in which rental companies are using digitalisation and data to transform their businesses and provide additional value to customers. The event will further showcase ERA's key deliverables on digitalisation and sustainability.

Find the full programme and more information about the ERA Convention [here](#). If you are interested in sponsorship opportunities, please contact the ERA Secretariat at era@erarental.org.

For more information about the European Rental Awards, please visit [our website](#).

Registrations for the ERA Convention and European Rental Awards ceremony will be open soon. Please note that registrations from the 2020 Convention remain valid.

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About ERA

The European Rental Association was created in 2006 to represent national rental associations and equipment rental companies in Europe. Today, the membership includes over 5,000 rental companies, either directly or through 15 rental associations. ERA is active through its committees in the fields of Promotion, Sustainability, Statistics and Technical, and through its working groups, including the Future Group and the Cybersecurity Working Group.

Extensive information on ERA's activities, reports, and publications is available on the ERA website at <https://www.erarental.org>

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