



EUROPEAN  
RENTAL  
ASSOCIATION



# ERA CONVENTION 2026

## WOMEN IN RENTAL AMBASSADOR PACKAGE

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ERA CONVENTION 2026 | MAASTRICHT

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# Women in Rental at ERA Convention 2026

At the ERA Convention 2026 in Maastricht, the Women in Rental initiative will shine a spotlight on **gender diversity and inclusion** in the equipment rental industry.

Its centrepiece is the **"Girls Wanted"** shipping container, illuminated with red neon letters spelling "GIRLS WANTED", a bold symbol of **the call for more women, valuing talent over gender, in our industry.**

The Women in Rental Ambassador Package is a high-visibility sponsorship built around this iconic container, offering companies a unique platform for branding and engagement as **leading supporters of the Women in Rental programme.**

This package positions companies collectively as **role models**, highlighting that advancing diversity is a shared responsibility across the industry.



## How the Ambassador Package Works

The Ambassador Package is built around three interactive components designed to attract attendees to the Girls Wanted container and showcase the ambassadors' united commitment to diversity and inclusion.

1. **Social Media Photo Hub**
2. **Inclusion Pledge Wall**
3. **Ambassador Voices Display**

Together, these elements create a highly visible, values-driven activation at the heart of the ERA Convention.

## 1. Social Media Photo Hub

The Girls Wanted container will function as a high-impact **selfie station**, inviting attendees to take photos in front of its striking neon signage and share them on social media using a dedicated event hashtag **#GirlsWantedERA.**



# 1. Social Media Photo Hub

## Value

As an ambassador company, your organisation’s logo and messaging can be integrated into this experience, for example through nearby signage or a co-branded digital photo frame or filter.

Each shared photo generates organic social media buzz, extending the ambassador’s brand visibility while associating it with championing women in the rental industry. This demonstrates that the company is part of a **united industry effort advocating for inclusion**.

# 2. Inclusion Pledge Wall

Next to the container, an interactive pledge wall will invite attendees to write and display **personal commitments supporting diversity and inclusion**.

Ambassador company branding will appear on the wall and on the pledge cards. For example, a header may be: “[Ambassador Companies] Support Women in Rental – Add Your Pledge.”

As the wall fills with pledges, it becomes a powerful visual **representation** of an industry-wide commitment to change and a focal point for photos and media attention.



## Value

The ambassador gains **meaningful exposure** by framing the conversation around diversity. Each pledge appears under the banner of company support, reinforcing its role as a proactive champion of cultural change.



# 3. Ambassador Voices Display

To make the message even more authentic, we will incorporate **voices from within the ambassador organisation itself**. The ambassador company can invite a few employees to share short **personal quotes** on why they believe “talent over gender” is important. These inspiring statements will be displayed on screens or signage throughout the convention.

## Value

Featuring **real employee perspectives** shows that commitment to diversity comes from all levels of the organisation. These authentic voices engage attendees on a personal level and position ambassador companies as collective role models living their values.



## Ambassador Package Benefits

Are you interested?  
Contact: [era@erarental.org](mailto:era@erarental.org)

| Ambassador Package Element          | Ambassador Involvement & Benefits   |
|-------------------------------------|---|
| Official Women in Rental Ambassador | Prominent recognition as a leading supporter of the Women in Rental programme at ERA 2026<br>Acknowledgement in the ERA Convention programme and opening remarks, enhancing corporate reputation as a diversity champion    |
| Branded Social Media Photo Hub      | Company logo displayed on signage at the Girls Wanted container photo area<br>Event hashtag linked to the company’s own campaign, amplifying brand reach<br>High online visibility through participants’ social media posts |
| Inclusion Pledge Wall               | Company branding featured on the pledge wall and pledge cards<br>Opportunity to include a short welcome message or slogan<br>Visibility in event photography and media coverage   |
| Ambassador Voices Display           | Employee quotes displayed during the convention<br>Demonstrates internal commitment to diversity and inclusion<br>Adds authenticity and emotional resonance to the initiative   |
| On-site Branding at Convention      | Logo included on Women in Rental signage and in the container activation area<br>Opportunity to provide branded materials or giveaways  |
| Digital & Media Exposure            | Mention in ERA promotional communications<br>Inclusion in post-event coverage and case studies<br>Right to use the Women in Rental Ambassador title in the company’s own PR   |