



A Rush Computer Rentals Case Study

Rush Provides Technology Support for Smart Manufacturing Fair

Each year, a prominent Rush client hosts an annual fair to showcase the latest automated manufacturing technologies and share thought leadership trends across industries.

To support more than 93 breakout rooms and 129 exhibitors, the client needed experienced computer and audio-visual support. This included 176 wireless microphones and 116 speaker systems. They also needed a turnkey solution with installation, set-up and onsite technical and service support. The event spanned a major convention center and three overflow hotels simultaneously.

The breakout rooms featured labs to provide training on software and hardware applications for factory automation and IoT applications. A total of 547 laptops and 1,278 monitors/displays were required to support the event. Rush managed all video screens, projectors, AV equipment, and software. In addition, Rush managed equipment set-up and installation with local electrical, projection and trade unions.

Signage included more than 65 digital signs that were updated in real time to guide visitors and communicate event schedules. Rush managed the setup, connection and programming. In addition, 49-inch to 65-inch portrait displays were created to provide product videos and branding messages throughout the event.

The event included more than 129 exhibits and breakout rooms where more than 400 hours of industrial automation instruction and education took place.

division of ElectroRent Corp



On the show floor, 42 client booths with 2 to 30 large displays and a 17 ft. x 10 ft. video tile wall were featured. For the CEO kickoff prior to the event, Rush managed all the audio-visual equipment, including four 98-inch displays.

With a nationwide network of local offices and partners in most major convention destinations, Rush can support the entire process, from pre-planning and preparation to delivery, set-up, support and post-show review. RUSH is ready to deliver reliable conference equipment when and where you need it.

- Laptops and Notebooks
- Audio Visual Equipment
- Networked Desktops & Workstations
- Tradeshow Internet
- Displays, LCD Flat Screens & Plasma
- Sound and Mixing Equipment