

# 2014 Heartland of America Regional Trade Show and Seminar

We would like to invite dealers to attend the Tenth Annual, Heartland of America Regional Trade Show and Seminar at the Lodge of Four Seasons Resort in Lake Ozark, Missouri. This trade show is for the dealers in Arkansas, Illinois, Iowa, Kansas, Kentucky, Oklahoma, Tennessee and Missouri. Of course, dealers in other states are more than welcome to attend. The states planning this trade show want to make this trade show a fun and successful investment for those attending. This show is directed at the store management level and will let owners and managers alike see all of the latest products. This year will feature a new format based on the past vendor requests. It will allow more time in the exhibit hall. MRDA is dedicated to making the 2014 trade show the biggest and best ever. Please join us in that celebration. We want to thank APRO for helping to sponsor this trade show.

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## ⇐ Trade Show ⇒

This year's show will include up to 70 booths with an opportunity to meet factory representatives and talk to your local and regional distributors. Come and see what is new and exciting in the Rent-To-Own Industry. A Vendor Showcase Reception will be held on Tuesday, June 10, 2014 from 6:00 PM to 8:00 PM. The official Trade Show will be on Wednesday, June 11, 2014 from 2:30 p.m. until 7:30 p.m. with the Welcome Cocktail Reception starting at 4:30 P.M. and the dinner to follow at 8:00 PM.. An additional benefit of attending is trade show specials by the exhibiting vendors that will be available on orders placed at the trade show ONLY. Be certain to look for the signage in the booths of the vendors offering these "specials". **Check out the sign that will be posted during events for the sponsors of those events and go by their booth to thank them.**

**KEYNOTE PRESENTATIONS** – Tim Connor is the President and CEO of Connor Resource Group and Peak Performance Institute. He has been a full time professional speaker, trainer, coach, consultant and best-selling author for over 30 years. During his career he has given over 4000 presentations in twenty-three countries around the world to a wide variety of audiences.

He will be presenting two (2) presentations on Thursday, June 12, 2014 on Sales and on Management (see itinerary on times). Following are the descriptions: **SALES** - Increasing sales in a competitive and uncertain economy must be the major focus of any organization today. During this session Tim will discuss the critical components that every business must embrace if they want sustained sales growth. Topics like – the traits and attitudes of successful salespeople, how to avoid common sales mistakes and increasing repeat and referral new clients plus much more. **MANAGEMENT** - Every organization is driven by a unique management style and philosophy. Thousands of organizations fail every year and for very common reasons such as a lack of relevance, out of touch with reality and mindsets that are stuck in the past. Thinking outside the box is no longer an effective approach – you need to throw the box away and embrace change and adjust to current and future trends. During this session Tim will share the common reasons why business fail and how to avoid these costly mistakes.

## 4 Man Golf Scramble

Register now for the 4-man golf scramble to be played at "The Cove" golf course at the Lodge of Four Seasons Resort on Wednesday, June 11, 2014. Starting time is 8:00 a.m. Cost is \$75 per player which includes cart. We thank the Whirlpool Corporation for sponsoring the trophies, Imagery Marketing Group for sponsoring the golf balls and Pioneer Music for being a hole sponsor. A lunch ticket will be given to each golfer to be used at the golf course.

## Bass Fishing Tournament

Interested in catching that big bass. Then consider entering the bass fishing tournament at 7:00 a.m. on June 11, 2014 at the Resort Boat Dock. The only requirements are having a fishing license and access to a boat. If you don't have a boat, consider hiring a fishing guide. To hire a guide, contact Hawg Stump Guide Service at 573-216-6567, if no answer, leave a message. You will receive a call back within one day. The cost is \$275.00 per boat including fishing gear, whether it is one or two anglers. Two anglers is the maximum per boat. It is recommended that if you are interested in hiring a fishing guide, that you should do it as soon as possible as fishing guides are very limited. You can cancel later if necessary. Information will be sent later to those who sign up for the fishing tournament. We thank Ad Pro Advertising for sponsoring the trophies and Ashley Furniture for helping to sponsor the fishing shirts.

## Registration and Fee

Advance registration is requested and suggested. This will help avoid unnecessary delays upon arrival. Fees may be paid by check or by using your VISA, MASTER CARD, DISCOVER or AMERICAN EXPRESS. If paying by check, make check payable to **MISSOURI RENTAL DEALERS ASSOCIATION**. You may also register by calling 573/442-2963 or (573) 489-0622 (cell) and charging the registration fee to any of the above-mentioned credit cards. **Each dealer member company of their state's RTO Association will be given a free registration for one (1) dealer. Dealers must be a member of their state's RTO Association to also receive the registration discount fee.** Those dealers that just want to attend the Vendor Showcase on

Wednesday, may do so for **FREE**. Meal tickets for the other functions may be purchased individually. You may also indicate and pay for a specific number of dealers and guests, but submit their names by June 4, 2014. **In addition, the MRDA is offering to first time member companies and/or member companies that have not been in attendance at the MRDA trade show within the past 2 years, one (1) free hotel room night per company.**

## *Lodging*

Participants should make their own hotel arrangements. The Lodge of Four Seasons Resort (888/265-5500 or 573/365-3000) is holding a limited block of rooms for the Heartland of America Regional Trade Show and Seminar until May 9, 2014. After May 9, 2014, rooms will be reserved on a space available basis only. The room rate is \$114 per night, plus tax for one to two persons per room. You can make your reservations on line by using the online link as follows:  
<https://bookings.ihotelier.com/bookings.jsp?groupID=1196992&hotelID=17336>

## *Refunds*

Full refund of fees minus a \$15 processing fee will be made if **WRITTEN** notice of cancellation of registration is received by May 23, 2014. Half of the registration fee minus the processing fee will be made after this date. No refunds will be made unless **WRITTEN** notice of cancellation is received prior to the opening date of the trade show. **FOR GOLF:** Cancellations must be received prior to June 3, 2014 in order to receive a full refund. After this date, **NO** refunds will be given as per the golf club.

## *⇐ Tentative Itinerary ⇒*

### **Tuesday, June 10<sup>th</sup>**

10:00 AM to 6:00 PM Vendor booth set-up  
Early Registration for Dealers  
6:00 PM to 8:00 PM Welcome Reception – Exhibit hall

*(Please indicate, on the registration form, if you plan on attending this Welcome Reception)*

### **Wednesday, June 11<sup>th</sup>**

7:00 AM Bass Fishing Tournament – Lodge of Four Seasons Resort Boat Dock (*Fishing License & access to boat NEEDED*) (*See “Bass Fishing Tournament” for fishing guide information*)  
8:00 AM Golf Tournament, “The Cove” at Lodge of Four Seasons Resort (Shotgun Start)  
9:00 AM to 2:00 PM Additional Vendor set-up time  
1:00 PM to 6:00 PM Registration - Exhibit Hall - Rooms will not be available until after 4:00 PM  
2:30 to 7:30 PM Vendor Showcase with Cocktail Reception in Exhibit Hall  
\*\*\* Casual Dress\*\*\* Drawing for attendance prizes  
8:00 PM Dinner - Marbella Ballroom B\*\* Casual Dress\*\*  
9:00 PM Awards Presentation – Marbella Ballroom B

*After dinner party continues in the Thirst lounge or lobby bar.*

### **Thursday, June 12<sup>th</sup>**

7:45 AM to 8:45 AM Buffet Breakfast – (Casual Dress) – Marbella Ballroom  
9:00 AM to 10:00 AM Presentation on Sales (see description in brochure)  
10:00 AM to 10:15 AM Break  
10:15 AM to 11:15 AM Presentation on Management (see description in brochure)  
11:15 AM to Noon PAC raffle drawings and adjournment – Marbella Ballroom  
12:30 PM – 1:30 PM Optional State Association Meetings

**\*\*\* Hotel Checkout is by 11:00 A.M. \*\*\*  
You may wish to checkout before 9:00 AM on Thursday**



**2014 Heartland of America Regional Trade Show & Seminar Registration Form**  
**June 10–12 • Lodge of Four Seasons Resort • Lake Ozark, Missouri**

Please print or type-one (1) form per registrant & spouse/guest. (Please note: personal guest is defined as “significant other” or immediate family member) You may photocopy this form. A written confirmation will be sent to you prior to the Trade Show. If your registration is received after June 4, 2014, it will be treated as an on-site registration and no confirmation will be sent.

Last Name: \_\_\_\_\_ First name (for badge): \_\_\_\_\_

Spouse/Guest-Last Name: \_\_\_\_\_ First name (for Badge): \_\_\_\_\_

Company name: \_\_\_\_\_

Company address: \_\_\_\_\_

Business phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Member e-mail address: \_\_\_\_\_

Do you have any special need(s) including dietary? (Explain): \_\_\_\_\_

**NOTE:** Exhibitors should not use this form, as they will receive a special badge form with exhibitor information. No soliciting will be allowed at any social function or on the trade show floor by non-exhibiting vendors. For information on exhibiting at the trade show call (573) 442-2963 or e-mail [steineraa@aol.com](mailto:steineraa@aol.com) or go to [www.morentaldealers.com](http://www.morentaldealers.com)

**FULL REGISTRATION**

**Full registration** includes Tuesday Reception & Dinner Wednesday and drink tickets, Breakfast Thursday and breaks, keynote presentations, and entrance to exhibit hall. Golf Tournament NOT INCLUDED. Tickets will be issued for all meal events.

If your registration is postmarked:

	<b>BEFORE May 24, 2014</b>	<b>May 24, 2014 OR AFTER</b>
Member Dealers/Employees	<input type="checkbox"/> \$ 35.00	<input type="checkbox"/> \$ 50.00
Member/Employee’s Spouse/Guest	<input type="checkbox"/> \$ 35.00	<input type="checkbox"/> \$ 50.00
One (1) Free Member Dealer per Organization	<input type="checkbox"/> FREE	<input type="checkbox"/> FREE
Non-Member Dealers/Employees	<input type="checkbox"/> \$100.00	<input type="checkbox"/> \$150.00
Non-Member Dealers/Employee’s Spouse/Guest	<input type="checkbox"/> \$100.00	<input type="checkbox"/> \$150.00
Attending: Wednesday Vendor Showcase ONLY	<input type="checkbox"/> FREE	<input type="checkbox"/> FREE
Tuesday Reception – ONLY	<input type="checkbox"/> \$ 20.00	<input type="checkbox"/> \$ 20.00
Wednesday dinner – ONLY	<input type="checkbox"/> \$ 60.00	<input type="checkbox"/> \$ 60.00
Thursday Breakfast – ONLY	<input type="checkbox"/> \$ 25.00	<input type="checkbox"/> \$ 25.00

Golf Tournament: “2014 Heartland of America Golf Tournament” Wednesday, June 11, 2014. Starting time 8:00 AM at “The Cove” golf course at the Resort. Cost is \$75.00/player, which includes cart.

Player’s Name \_\_\_\_\_ Handicap or Average Score \_\_\_\_\_

**ADD ALL FEES DUE AND ENTER TOTAL HERE:** TOTAL \$ \_\_\_\_\_

- Yes, I (we) will attend the Welcome Reception on June 10, 2014. (Please indicate for food purpose)
- Yes, sign me up for the Bass Fishing Tournament on June 11, 2014. SHIRT SIZE: \_\_\_\_\_
- Yes, I have indicated the number of dealers and guests above and will send in their names by June 4, 2014.
- Check enclosed. Mail completed application with payment to: **Missouri Rental Dealers Association**, 501 S. Cedar Lake Drive, Columbia, Missouri 65203.

CREDIT CARD PAYMENT: Please charge my  VISA  MASTERCARD  DISCOVER  AMERICAN EXPRESS

Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Verification Code (3 or 4 digits) \_\_\_\_\_

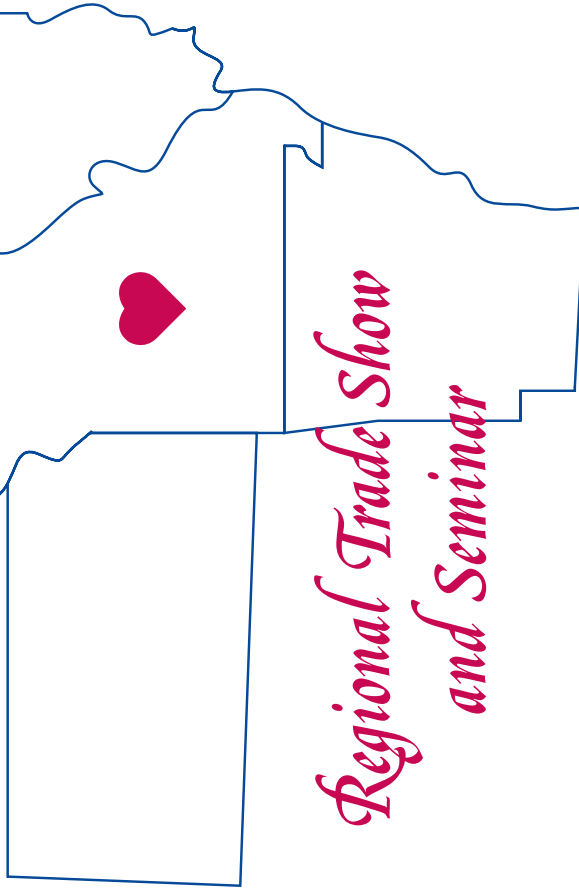
You may register by calling 573-442-2963 or 573-489-0622 or FAX to 573-875-8158 and charging the fee to your VISA, MASTERCARD, or AMERICAN EXPRESS.

Each registrant **MUST** fill out a separate registration form or pay for a certain number of people & submit names by 6/4/2014.

Heartland of America  
Regional Trade Show and Seminar  
501 South Cedar Lake Dr.  
Columbia, MO 65203

*Register  
Now!*

# Heartland of America



*Regional Trade Show  
and Seminar*

*June 10-12, 2014*

*The Lodge of Four Seasons Resort  
Lake Ozark, Missouri*