

# Heartland of America *Regional RTO* Trade Show



March 31, 2014

Dear Prospective Exhibitor:

The Missouri Rental Dealers Association (MRDA) is pleased to invite you to participate in the 2014 Heartland of America Regional Tradeshow and Seminar, June 10th-12th at the Lodge of the Four Seasons in Lake Ozark, Missouri. MRDA and our board of directors are dedicated to making the 2014 tradeshow the biggest and best ever. By exhibiting at this tradeshow you will have an excellent opportunity to make new contacts with rental dealers in the region and be able to showcase your company's products and services.

**BE SURE TO READ THESE POLICIES & PROCEDURES CLOSELY.** As many representatives as you wish may be present in your booth (NO Limit). One complete meal and function package will be provided for one (1) exhibitor for the 1<sup>st</sup> & 2<sup>nd</sup> booths purchased. Any additional meal and function packages may be purchased at \$90.00 per package. See the registration form to sign up. The fee will be \$550 for the 1<sup>st</sup> booth, \$450 for the 2<sup>nd</sup> booth and \$350 for the 3<sup>rd</sup> or more booths if one registers before the regular deadline date. After May 23<sup>rd</sup>, the fee will increase. Also, please review the sponsorship opportunities. We are asking for attendance prizes to be used during the Vendor Showcase on Tuesday & Wednesday. Any help in this area will be greatly appreciated. An additional benefit of attending the trade show is that we plan to advertise to **all dealers in the region** the pages of trade show specials of the exhibiting vendors that are available on orders placed at the trade show **ONLY**. We will advertise those companies offering specials in the dealer's emails. MRDA is also rewarding vendors for recruiting new dealers to join MRDA. A reward of \$100 per new dealer company will be given to vendors who recruit new members. These new members can not have been members within the past 2 years. Keep in mind that the show is a Tuesday to Thursday format & we are returning to the old agenda. (See Tentative Itinerary)

Another benefit to attending this tradeshow is that we have a lot of FUN! On Wednesday, we will start the day off with your choice of a golf or bass tournament. The golf tournament will be played at the "The Cove" golf course at the Lodge of the Four Seasons Resort and space is limited to the first 54 golfers! The format will be a 4-person scramble with a shotgun start at 8 A.M. The Ben Neuharth Memorial Bass Fishing Tournament will begin at 7 A.M. and you will need access to a boat and a fishing license to participate (guides may be hired at your own expense). There are several levels of sponsorship available for both of these fun events and we would appreciate your support. See registration and sponsorship forms.

We anticipate a very busy exhibit hall this year. If you wish to exhibit, your application and fee(s) **MUST** be received before May 23, 2014. On May 23<sup>rd</sup>, the fee per booth increases by \$100 per booth. Booths will be assigned on a first come, first served basis. For hotel reservations, call 888/265-5500 or 573/365-3000 or register on line. Rates are \$114 for 1 or 2 persons per room. When calling the hotel, remember to mention the conference for these rates. You can make your reservations on line by using the online link as follows: <http://bookings.ihotelier.com/bookings.jsp?groupID=1196992&hotelID=17336> The resort expects a sellout, so we suggest making your reservation NOW. Cancellations must be done before 72 hours of arrival to avoid a charge. All sleeping rooms will be in the Resort Complex if you make your reservation by May 9, 2014.

We sincerely hope you will be joining us. We plan on keeping our vendors up-to-date via email blast on a consistent basis. More information on our web site at [www.morentaldealers.com](http://www.morentaldealers.com).. Thank you for your consideration.

John Cleek, Jr.  
President, MRDA

## SPONSORSHIP OPPORTUNITIES

Listed below are a number of sponsorship opportunities, which include Exhibit Booth, Social Activities and Golf Tournament Sponsorship.

### **EXHIBIT BOOTH (\$550-1<sup>st</sup> Booth, \$450-2<sup>nd</sup> Booth, \$350-3<sup>rd</sup> or more Booths) (ON MAY 23, 2014, BOOTH FEE INCREASES BY \$100 per BOOTH)**

There will be 70 booths available. This opportunity provides you:

- \* An 10' X 10' booth with a 6' draped table, 2 chairs, trash can and an identification sign for booth price.
- \* Admission to all activities held in the Exhibit Hall.
- \* One Free Complete Meal/Function Package for 1<sup>st</sup> & 2<sup>nd</sup> booth.
- \* Recognition in Final Program

### **WELCOME RECEPTION OR VENDOR RECEPTION (\$500 – Gold Sponsor, \$250 – Silver Sponsor, \$100 – Bronze Sponsor (June 10<sup>th</sup> or 11<sup>th</sup>))**

Tuesday night's reception & Wednesday night's receptions are held in the Exhibit Hall. Beer, soda and hors d'oeuvres will be served on Tuesday. On Wednesday, a full bar will be available as well as cheese and fruit trays.

Gold - Silver - Bronze sponsorships provides:

- \* If exhibiting, signage for your booth and a special recognition ribbon for badge.
- \* Your company's name announced over the P.A. system as sponsor.
- \* Your company's name printed in the program as a reception sponsor.
- \* Signage at entrance and by the refreshments.
- \* Recognition of your company at the reception.

### **DINNER (\$500 – Gold Sponsor, \$250 – Silver Sponsor, \$100 – Bronze Sponsor (June 11<sup>th</sup>))**

This event is available to the participants at the meeting. Sponsors are welcomed to help defray a portion of the cost of this event. Sponsorship would include:

- \* If exhibiting, signage at your booth and a special recognition ribbon for badge.
- \* Signage at room entrance.
- \* Your company's name announced at the event.
- \* Your company's name printed in the final program.
- \* Recognition of your company at the dinner.

### **BUFFET BREAKFAST (\$500 – Gold Sponsor, \$250 – Silver Sponsor, \$100 – Bronze Sponsor (June 12<sup>th</sup>))**

There is one breakfast held during the Trade Show. Coffee, juices, etc. are served. Sponsorship in a breakfast provides:

- \* If exhibiting, signage for your booth and a special recognition ribbon for badge.
- \* Your company's name printed in the program as a breakfast sponsor.
- \* Signage at entrance and by the refreshments.
- \* Recognition of your company at the breakfast.

### **GOLF TOURNAMENT (\$75/PLAYER includes fees and cart)**

- \*\$1,000 –Platinum Sponsor \$500 – Gold Sponsor, \$250 – Silver Sponsor, \$100 – Bronze Sponsor
- \*\$1,000 –Platinum Sponsor - includes organization name on trophies and in final program (**ONLY 1 Sponsor**)-**TAKEN**
- \* \$500 - Gold Sponsor- includes signage by golf lunch & in program acknowledgment
- \* \$250 – Silver Sponsor - includes signage by golf breakfast & in program acknowledgment
- \* \$100 – Bronze Sponsor - includes advertising at (1) tee or green and program acknowledgment

### **BASS FISHING TOURNAMENT (\*\$1,000 –Platinum Sponsor, \$500 – Gold Sponsor, \$250 – Silver Sponsor, \$100 – Bronze Sponsor)**

(Boat and fishing license NEEDED to participate)

MRDA is seeking assistance in Gold, Silver and/or Bronze sponsorship of this tournament. Organization(s) may supply prizes. If interested, contact John Cleek (573/449-1010)

- \*\$1,000 –Platinum Sponsor - includes organization name on trophies and in final program (**ONLY 1 Sponsor**)-**TAKEN**
- \* \$500 - Gold Sponsor – includes company logo on sleeve of fishing shirt & recognition at the dinner. (**ONLY 2 Sponsors**)**1 taken**
- \* \$250 - Silver Sponsor – includes signage by breakfast & recognition of your company at the dinner.
- \* \$100 – Bronze Sponsor - includes signage on the dock and in program

**CONTRACT FOR EXHIBIT SPACE**  
Heartland of America Regional Trade Show & Seminar  
June 10-12, 2014  
Lodge of Four Seasons Resort, Lake Ozark, Missouri

**Please print or type legibly:**

Company Name For Sign: \_\_\_\_\_

Address: \_\_\_\_\_  
Street City State Zip

Telephone: (\_\_\_\_\_) \_\_\_\_\_ Fax #: (\_\_\_\_\_) \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

\_\_\_\_ Exhibit Booth-\$550 each(10'X10') (Indicate the # of Booths) \_\_\_\_\_ ELECTRICITY NEEDED (\$35 per dual receptacle)

\_\_\_\_ Exhibit Booth-\$450 each(10'X10') (Indicate the # of Booths)-2<sup>nd</sup> booth or \$350 3<sup>rd</sup> booth \_\_\_\_\_

\_\_\_\_ Annual membership fee - \$100 (If already paid, please disregard. **MUST BE A MEMBER TO EXHIBIT.**)

\_\_\_\_ Additional meal/function package(s): \$90 X \_\_\_\_\_ # of packages

\_\_\_\_ Our company will be offering Trade Show Specials. \_\_\_\_\_ YES \_\_\_\_\_ NO **Included** : \_\_\_ YES \_\_\_ NO

\_\_\_\_ Sign me up for the Fishing Tournament. List names \_\_\_\_\_

Booth preferences: 1st Choice \_\_\_\_\_ / 2nd Choice \_\_\_\_\_ / 3rd Choice \_\_\_\_\_ /4th Choice \_\_\_\_\_

If possible, please place our booth near the following companies: \_\_\_\_\_

If possible, please DO NOT place our booth near the following companies: \_\_\_\_\_

**RENTAL POLICY: A nonrefundable deposit of \$100 PER BOOTH MUST BE ENCLOSED WITH THIS CONTRACT to reserve your booth(s).** The balance per booth must be paid to the MRDA before May 23, 2014 in order for the discounted fee to be in effect. **On May 23rd full payment of \$650 per booth space requested must be mailed with this contract. Please transfer amount to Registration/Sponsorship Form.**

**Written notice of cancellation received in the MRDA contracted office by May 23rd will receive a refund of monies submitted minus a \$100 Deposit. No refunds will be allowed for cancellations made after May 23rd, 2014.**

**POLICIES AND PROCEDURES:** Exhibitor agrees to observe all policies and procedures set forth by the MRDA and The Lodge of Four Seasons Resort. The undersigned has read and hereby agrees to the Exhibitor Policies and Procedures for exhibiting at the 2014 Heartland of America Regional Trade Show and Seminar, hosted by Missouri Rental Dealers Association.

\_\_\_\_\_  
(Approved Signature) (Date)

\*\*\*\*\***Fo**  
**r Office Use Only:** Deposit: \_\_\_\_\_ Date: \_\_\_\_\_ Balance/Rec.: \_\_\_\_\_ Date: \_\_\_\_\_

Booth(s): \_\_\_\_\_ Date: \_\_\_\_\_ copy sent to: organization \_\_\_\_\_

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

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

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

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

**COMPLETE BOTH SIDES**

**REGISTRATION/SPONSORSHIP AGREEMENT**

Heartland of America Regional  
2014 Trade Show and Seminar  
June 10-12, 2014

Please print or type legibly:

Company Name For Sign: \_\_\_\_\_

Address: \_\_\_\_\_  
Street City State Zip

Telephone: (\_\_\_\_\_) \_\_\_\_\_ Fax #: (\_\_\_\_\_) \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Email address \_\_\_\_\_

**Our Company Would Like To Take Advantage Of The Following Opportunities:**

\_\_\_\_ Exhibit Booth-\$550-1<sup>st</sup> booth, \$450-2<sup>nd</sup> booth, \$350-3<sup>rd</sup> or more-(10'X10')  
**(On 5-23-14, booth price is \$100 higher)**  
(Contract for Exhibit Space must be completed) X \_\_\_\_\_ (# of Booths) = \_\_\_\_\_  
\* (\$100 deposit reserves your space with balance due before May 23, 2014)

\_\_\_\_ Annual membership fee-\$100 (If already paid, please disregard.  
**MUST BE A MEMBER TO EXHIBIT**) = \_\_\_\_\_

\_\_\_\_ Exhibitors Requesting Extra Meal/Function Package: \$90 X \_\_\_\_\_ (# of Reps) = \_\_\_\_\_

\_\_\_\_ ELECTRICITY NEEDED (\$35 per dual receptacle) = \_\_\_\_\_

\_\_\_\_ Golf Tournament: \_\_\_\_\_ # of golfers X \$75 (Fill out golf form & return) = \_\_\_\_\_

<b><u>Sponsorships:</u></b>	<b><u>Platinum Level</u></b>	<b><u>Gold Level</u></b>	<b><u>Silver Level</u></b>	<b><u>Bronze Level</u></b>	
Golf Tournament	\$1,000_TAKEN__	\$500_____	\$250_____	\$100_____	=_____
Bass Tournament	\$1,000_TAKEN__	\$500_____	\$250_____	\$100_____	=_____
Vendor Reception		\$500_____	\$250_____	\$100_____	=_____
Dinner		\$500_____	\$250_____	\$100_____	=_____
Breakfast- Thursday		\$500_____	\$250_____	\$100_____	=_____
Golf balls			\$250_____		=_____
Trade Show Lanyards		\$500_____			=_____

\_\_\_\_ Attendance Prize Item(s) - List Items- \_\_\_\_\_

Total Enclosed - Please Find Our Check For \$ \_\_\_\_\_

Make checks payable to: **MRDA- Heartland of America Regional Trade Show**

Please return to: Heartland of America Regional Trade Show/MRDA  
501 South Cedar Lake Dr.  
Columbia, Missouri 65203-9183

**COMPLETE BOTH SIDES**

**EXHIBITORS  
POLICIES AND PROCEDURES**

1. **BOOTH ASSIGNMENTS:** Complete and return the enclosed contract for Exhibit space. List 4 space choices in order of preference. Booth assignments will be assigned after the May 23rd deadline. Confirmation will be made as quickly as possible. The number of booth spaces is limited and assignments will be made on a first come, first served basis. A company that has not settled all previous accounts with the MRDA will not be assigned booth space. The MRDA determines the eligibility of any company or product to be exhibited at this meeting, either before or after proper execution of the contract. **NOTE: If you do not receive confirmation from MRDA, then you are NOT registered for booth space(s).**

NO RESERVATIONS FOR BOOTH SPACE WILL BE ACCEPTED OVER THE TELEPHONE.

2. **EXHIBITOR'S FEE & RENTAL POLICY:** The rental fee is \$550 for 1st booth (10'X10'), \$450 for 2<sup>nd</sup> booth and \$350 for 3<sup>rd</sup> or more booths, if you register before May 23, 2014. **To reserve your booth(s), a nonrefundable deposit of \$100 PER BOOTH OR THE FULL FEE MUST BE ENCLOSED WITH THE APPLICATION.** The balance per booth must be paid to the MRDA before May 23, 2014 for the fee of \$550 for 1<sup>st</sup> booth, \$450 for 2<sup>nd</sup> booth & \$350 for 3<sup>rd</sup> booth or more to be in effect. If the balance is not paid before May 23, 2014, the higher fee of \$650 or \$100 extra per booth becomes the price. **On May 23rd, full payment of \$650 or \$100 extra per booth space requested must be mailed with the application.** Non-payment of space after June 1st will be interpreted to mean that the exhibiting organization no longer wishes to reserve space and the booth reservation will be CANCELED. The Association reserves the right to resell this space to another organization.

Written notice of cancellation received in the MRDA Administrative Office by May 23, 2014 will receive a refund of monies submitted minus the \$100 deposit. No refunds will be allowed for cancellations made after May 23, 2014. All cancellations must be received on the company's letterhead. **FULL PAYMENT MUST BE RECEIVED BEFORE SPACE CAN BE OCCUPIED.**

3. **REGISTRATION AND BADGES:** Pre-registration of exhibit personnel is mandatory. Each exhibiting company is entitled to one (1) complimentary meal/function package for 1<sup>st</sup> & 2nd booths only, which included admittance to all meals and functions. No meal packages for 3<sup>rd</sup> or more booths. Other representatives may register to attend and work the booth. Any additional meal and function packages may be purchased at \$90.00 per package.

Each exhibitor is expected to staff each booth adequately during exhibit hours. **EACH REPRESENTATIVE OF AN EXHIBITING ORGANIZATION MUST WEAR AN OFFICIAL BADGE AT ALL TIMES IN THE EXHIBIT AREA.**

4. **SIZE/FURNISHINGS:** Each booth is 10 feet wide by 10 feet deep. Rental fee includes drapery background (8 feet high), side dividers (3 feet high), a 7 by 44-inch sign with the name of the firm and a 6-foot table and 2 chairs. **Electricity must be secured prior to the start of the Trade Show. Please indicate on your form if electricity is needed.**
5. **EQUIPMENT SHIPMENT:** Large equipment should be clearly marked with the following: 1) Your company name, 2) Heartland of America Regional Trade Show, 3) booth number and 4) Lodge of Four Seasons Resort, Lake Ozark, Missouri.

ALL SHIPMENTS MUST BE PREPAID AND SENT DIRECTLY TO:

Page & Brown Convention Services      (Fees for warehousing & delivery to resort will be sent with confirmation)  
5744 Chapel Drive                              (Fees are exhibitor's responsibility)  
Osage Beach, MO 65065  
573-348-5176

6. **SETTING UP & DISMANTLING:** The exhibit area will be open for installation work beginning 9:00 a.m. to 5:30 p.m. on Tuesday, June 10th. **During the Vendor Showcase, NO exhibitor will be allowed to set-up.** The exhibit hall will reopen at 9:00 a.m. on Wednesday, June 11th. Installation should be completed by 2:30 p.m. on Wednesday, June 11th. This extra time is allowed for those exhibitors wishing to play golf or fish Tuesday morning. Dismantling may begin at 7:30 p.m. on Thursday, June 12th and **MUST** be completed by noon. (Arrangements must be made with the hotel if your exhibit will take longer to set up or dismantle than the time allowed). Exhibitor registration will begin at 10:00 am on Tuesday in the exhibit area.

Each booth must be ready for final inspection by 2:30 p.m. on Wednesday. All exhibits must remain intact until the show closes at 7:30 p.m. on Wednesday, June 11, 2014. The Exhibit Hall will be close from 7:30 p.m. to 9:30 p.m. for the dinner.

7. **FAILURE TO OCCUPY SPACE:** Unless previously arranged, booth space not occupied by the exhibiting organization by 2:30 p.m. on Wednesday, June 11, 2014, will be forfeited without refund to the exhibitor and the space may be resold or used by the MRDA.

**SEE OTHER SIDE**

8. **EXHIBIT HOURS:** Vendor Showcase and Welcome Reception will be from 6:00 p.m. to 8:00 p.m. on Tuesday, June 10th. The Vendor Showcase will be from 3:00 p.m. to 7:30 p.m. on Wednesday, June 11th. Participants will be encouraged to visit during this time period. Refreshments will be served in the exhibit area to help increase exhibitor exposure. Drawings for attendance prizes will be conducted during this time also.
9. **INSURANCE:** Exhibitors are urged to take out a portal rider, which is available at a nominal cost on their own insurance policy, to protect them against loss through theft, fire, damage, etc.
10. **LIABILITY:** It is agreed that individual exhibitors will protect, save and keep the Missouri Rental Dealers Association, Steiner and Associates and The Lodge of Four Seasons Resort from any damage or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, as well as to strictly comply with the applicable terms regarding the exhibition premises; and further, exhibitor shall at all times protect, identify, save and keep harmless the above parties against and from any and all loss, cost, damage, liability of expense arising from or out of or by reason of accident or other occurrence to anyone, including the exhibitor, its agents employees and business invites, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or part thereof.
11. **CONVENTION FACILITY RESTRICTIONS:** 1) Volatile or flammable fluids, substances or materials of any nature prohibited by city fire regulation or insurance carriers may not be used in any booth. 2) All construction in a booth shall be substantial and fixed in position for the duration of the show. 3) All aisles and exits must be kept clear, clean and free from obstruction to comply with fire restrictions. 4) All business activity, circulars and advertising matter may be conducted and/or distributed ONLY within the booth(s) assigned to the exhibitor.

**COOPERATION:** IT IS REQUIRED THAT EXHIBITS BE INSTALLED WITHIN THE ASSIGNED SPACE AND NOT INTERFERE WITH OTHER EXHIBITS. IT IS ALSO REQUIRED THAT EXHIBITS BE MANNED DURING DESIGNATED EXHIBIT HOURS AND NOT BE BROKEN DOWN UNTIL 7:30 P.M. ON WEDNESDAY.

The following practices are prohibited: 1) Use of noisy electrical or mechanical apparatus interfering with other exhibits. 2) Canvassing or distributing any material outside the exhibitors own space. 3) **Equipment outside assigned booth space.** 4) Subleasing of exhibit space. 5) The use of billboard advertisement and/or display of signs outside of the exhibit area without prior approval from the Missouri Rental Dealers Association's Trade Show Chairman.

**The use of open audio systems is allowed. However, the exhibitor must agree to discontinue its use of the sound level if deemed to be objectionable to the convention participants or adjacent exhibitors.**

The character of the exhibits is subject to the approval of the Trade Show Chairman, MRDA. The right is reserved to refuse the application of concerns not meeting standards required or expected, as well as the right to curtail or to close exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct and attire of persons, etc.

12. **ATTENDANCE:** Approximately 150 dealers and spouses are expected to attend this meeting. At the 2013 meeting, 130 dealers and spouses representing 18 member companies were in attendance. There were 69 exhibits.
13. **SUBLETTING OF SPACE:** Exhibitors may not assign, sublet, or apportion the whole or any part of the space allocated. Exhibitors may not display or advertise products of any kind other than those manufactured or sold by them in the regular course of their business.
14. **SECURITY:** The Missouri Rental Dealers Association will provide security within the Exhibit Hall for the protection of the exhibitor's property in the exhibit hall after exhibit hall hours. The MRDA shall not be held responsible for the loss of, or damage to, any material for any cause and encouraged the exhibitor to exercise normal precautions to prevent loss or damage.
15. **EXHIBIT HALL FURNISHINGS:** The exhibit hall is entirely carpeted. The draping will be burgundy and white. Furniture, electrical connections, and other needs may be ordered through the Lodge of Four Seasons Resort (800/711-8983).
16. **CANCELLATION OF EXPOSITION:** Should any situation beyond the control of the Missouri Rental Dealers Association arise to prevent the 2014 Trade Show, MRDA will not be held liable for any expenses incurred by the exhibitor except the rental cost of booth space.
17. **SHOW SPECIALS:** MRDA recommends to the exhibiting vendors to offer trade show specials that are available on orders placed at the trade show ONLY. These specials should be sent in by April 1<sup>st</sup> in order to be included in mailings to dealers or later, but later will limit the number of mailing they will be included in. MRDA will send to all exhibiting vendors a list of dealers registered, as it becomes available, for the Trade Show so they can personally market their specials to them.

HEARTLAND OF AMERICA REGIONAL  
2014 Trade Show and Seminar  
\* The Cove Golf Course \* Lake Ozark, Missouri  
GOLF TOURNAMENT

TO: EXHIBITORS  
RE: ANNUAL GOLF TOURNAMENT  
DATE: WEDNESDAY, JUNE 11, 2014  
TEE TIMES: 8:00 A.M. - SHOTGUN START  
FEES: \$75.00 PER PERSON - INCLUDES CART  
COURSE: "The Cove" at the Lodge of Four Seasons Resort

Dear Exhibitor:

We look forward to your participation in our annual golf tournament. Tee times are limited to 54 players, so please sign up early. Times will start at 8:00 a.m. A member of the association will be assigning the tee times and we will inform you by June 6th. (PLEASE **do not** contact The Cove Golf Course at the Lodge of Four Seasons Resort) **(Cancellations must be received by June 2nd in order to receive a refund, but substitutions for the canceled player is allowed)**

Golfer's Name	Handicap	Amount Paid
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
TOTAL		_____

Transfer total to Registration/Sponsorship Form.

ORGANIZATION: \_\_\_\_\_

**Send form to:** Heartland of America Golf Tournament  
501 South Cedar Lake Drive  
Columbia, Missouri 65203  
phone-(573) 442-2963  
fax-(573) 875-8158

**TRADE SHOW 2014 ITINERARY ON REVERSE SIDE**

# Heartland of America *Regional RTO* Trade Show



**Heartland of America Regional  
2014 Trade Show and Seminar**  
June 10-12 \* Lodge of Four Seasons Resort \* Lake Ozark, Missouri

## TENTATIVE ITINERARY

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

- 9:00 AM to 5:30 PM - Vendor booth set-up - **Exhibit Hall**  
- Early Registration for Dealers - **Exhibit Hall**  
6:00 PM to 8:00 PM - Vendor Showcase Reception – **Exhibit Hall**  
(No vendor set-up during this time)

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

- 7:00 AM - Bass Fishing Tournament – **Lodge of Four Seasons Resort Boat Dock**  
(Access to boat NEEDED)- **Breakfast at dock at 6:15 AM**  
8:00 AM - Golf Tournament, "**The Cove**" at **Lodge of Four Seasons Resort**  
(Shotgun Start) **Breakfast & Check-in starts at 7:15 AM-MUST check-in by**  
**:45 AM**  
9:00 AM to 2:30 PM - Additional Vendor set-up time - **Exhibit Hall**  
1:00 PM to 6:00 PM - Registration - **Exhibit Hall** - Rooms are not available until after 4:00 PM  
2:30 to 7:30 PM - Vendor Showcase with the Welcome Cocktail Reception. Attendance Prizes  
will be during the Vendor Showcase with a few at the dinner. ***All participants' names will be put in a bowl for the drawings. Names will be drawn at the Vendors' booths that donated that prize. The winner will have five (5) minutes to claim the prize. Must be present to win! Exhibit Hall \*\*\* Casual Dress\*\*\****  
8:00 PM - Dinner - **\*\* Casual Dress\*\* Marbella Ballroom B**  
9:00 PM - Awards Presentation - **Marbella Ballroom B**  
After dinner party continues – **The Mist Lounge/Lobby Bar**

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

- 8 00 AM to 9:00 AM - Buffet Breakfast – (Casual Dress) –  
9:15 AM to 11:15 AM – Keynote Speaker  
11:15 AM to Noon - Box lunch, PAC raffle drawings and adjournment – Granada Ballroom A  
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