

**CONTRACT FOR EXHIBIT SPACE**  
Heartland of America Regional Trade Show & Seminar  
June 14-16, 2011  
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-\$500 each(10'X10') (Indicate the # of Booths) \_\_\_\_\_ ELECTRICITY NEEDED (\$30 per dual receptacle)

\_\_\_\_\_ Exhibit Booth-\$400 each(10'X10') (Indicate the # of Booths)-2<sup>nd</sup> booth or \$300 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): \$80 X \_\_\_\_\_ # of packages

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

\_\_\_\_\_ Our company will be offering "HOT 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 27, 2011 in order for the discounted fee to be in effect. **On May 27th full payment of \$600 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 27th will receive a refund of monies submitted minus a \$100 Deposit. No refunds will be allowed for cancellations made after May 27th, 2011.**

**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 2011 Heartland of America Regional Trade Show and Seminar, hosted by Missouri Rental Dealers Association.

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

\_\_\_\_\_  
(Date)

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

Booth(s): \_\_\_\_\_ Date: \_\_\_\_\_ Approved By: \_\_\_\_\_

copy sent to: organization \_\_\_\_\_

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

**REGISTRATION/SPONSORSHIP AGREEMENT**

Heartland of America Regional  
2011 Trade Show and Seminar  
June 14-16, 2011

**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-\$500-1<sup>st</sup> booth, \$400-2<sup>nd</sup> booth, \$300-3<sup>rd</sup> or more-(10'X10')  
**(On 5-27-11, 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 27, 2011)

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

\_\_\_\_ Exhibitors Requesting Extra Meal/Function Package: \$80 X \_\_\_\_\_ (# of Reps) = \_\_\_\_\_

\_\_\_\_ ELECTRICITY NEEDED (\$30 per dual receptacle) = \_\_\_\_\_

\_\_\_\_ Golf Tournament: \_\_\_\_\_ # of golfers X \$72 (Fill out golf form & return) = \_\_\_\_\_

<b><u>Sponsorships:</u></b>	<b><u>Gold Level</u></b>	<b><u>Silver Level</u></b>	<b><u>Bronze Level</u></b>	
Golf Tournament	\$500 _____	\$250 _____	\$100 _____	= _____
Bass Tournament	\$500 _____	\$250 _____	\$100 _____	= _____
Tuesday's Reception	\$500 _____	\$250 _____	\$100 _____	= _____
Vendor Reception	\$500 _____	\$250 _____	\$100 _____	= _____
Dinner	\$500 _____	\$250 _____	\$100 _____	= _____
Breakfast-Thursday	\$500 _____	\$250 _____	\$100 _____	= _____
Lunch- Thursday	\$500 _____	\$250 _____	\$100 _____	= _____

\_\_\_\_ 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

## SPONSORSHIP OPPORTUNITIES

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

### **EXHIBIT BOOTH (\$500-1<sup>st</sup> Booth, \$400 2<sup>nd</sup> Booth, \$300 3<sup>rd</sup> or more Booths) (ON MAY 27, 2011, 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

### **TUESDAY'S RECEPTION OR VENDOR RECEPTION (\$500 – Gold Sponsor, \$250 – Silver Sponsor, \$100 – Bronze Sponsor (June 14<sup>th</sup> or 15<sup>th</sup>))**

Tuesday night's & 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 15<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 16<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 announced over the P.A. system as sponsor.
- \* 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.

### **LUNCH (\$500 – Gold Sponsor, \$250 – Silver Sponsor, \$100 – Bronze Sponsor (June 16<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.

### **GOLF TOURNAMENT (\$72/PLAYER includes fees and cart)**

**\$500 – Gold Sponsor, \$250 – Silver Sponsor, \$100 – Bronze Sponsor**

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

### **BASS FISHING TOURNAMENT (\$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 or trophies. GOLD sponsor needs to notify MRDA 30 days in advance for trophies engraving. If interested, contact John Cleek (573/449-1010)

- \* \$500 - Gold Sponsor - includes organization name on trophies and in final program (ONLY 1 Sponsor)-TAKEN
- \* \$250 - Silver Sponsor – includes signage by bass breakfast & in program
- \* \$100 – Bronze Sponsor - includes signage on the dock and program acknowledgment

**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 27th 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 \$500 for 1st booth (10'X10'), \$400 for 2<sup>nd</sup> booth and \$300 for 3<sup>rd</sup> or more booths, if you register before May 27, 2011. **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 27, 2011 for the fee of \$500 for 1<sup>st</sup> booth, \$400 for 2<sup>nd</sup> booth & \$300 for 3<sup>rd</sup> booth or more to be in effect. If the balance is not paid before May 27, 2011, the higher fee of \$600 or \$100 extra per booth becomes the price. **On May 27th, full payment of \$600 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 27, 2011 will receive a refund of monies submitted minus the \$100 deposit. No refunds will be allowed for cancellations made after May 27, 2011. 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 \$80.00 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 14th. **During the Welcome Reception and Vendor Showcase, NO exhibitor will be allowed to set-up.** The exhibit hall will reopen at 9:00 a.m. on Wednesday, June 15th. Installation should be completed by 2:30 p.m. on Wednesday, June 15th. This extra time is allowed for those exhibitors wishing to play golf or fish Wednesday morning. Dismantling may begin at 7:00 a.m. on Thursday, June 16th 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 9:00 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 15, 2011. 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 15, 2011, will be forfeited without refund to the exhibitor and the space may be resold or used by the MRDA.

8. **EXHIBIT HOURS:** Vendor Showcase and Welcome Reception will be from 6:00 p.m. to 8:00 p.m. on Tuesday, June 14th. The Vendor Showcase will be from 3:00 p.m. to 7:30 p.m. on Wednesday, June 15th. 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 2010 meeting, 132 dealers and spouses representing 24 member companies were in attendance. There were 70 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 2011 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 OR "HOT 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  
2011 Trade Show and Seminar  
\* The Cove Golf Course \* Lake Ozark, Missouri  
GOLF TOURNAMENT

TO: EXHIBITORS  
RE: ANNUAL GOLF TOURNAMENT  
DATE: WEDNESDAY, JUNE 15, 2011  
TEE TIMES: 8:00 A.M. - SHOTGUN START  
FEES: \$72.00 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 60 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 9th. (PLEASE **do not** contact The Cove Golf Course at the Lodge of Four Seasons Resort) Players canceling after June 6, 2011 will not receive a refund, but can substitute for the canceled player.

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

\*\*\* PLEASE RETURN THIS FORM WITH YOUR APPLICATION \*\*\*

PLEASE PRINT LEGIBLY OR TYPE

Heartland of America Regional 2011 Trade Show

Company or organization name \_\_\_\_\_

To whom should we send additional information about the meeting?

Name \_\_\_\_\_

Street address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Please list below names of all representatives who will be attending the meeting. We will use this information to prepare name tags and packets for them. One free complete meal/function package is given for the 1<sup>ST</sup> & 2nd booth. Additional meal/function packages may be purchased for \$80 per package. (See Policies and Procedures)

By providing us with this information now, you will avoid delays when checking in at the registration desk.

Thank you for your cooperation!

NAME TAG INFORMATION

Rep name (for name badge) \_\_\_\_\_

Title \_\_\_\_\_ City, State \_\_\_\_\_

Rep name (for name badge) \_\_\_\_\_

Title \_\_\_\_\_ City, State \_\_\_\_\_

Rep name (for name badge) \_\_\_\_\_

Title \_\_\_\_\_ City, State \_\_\_\_\_

Rep name (for name badge) \_\_\_\_\_

Title \_\_\_\_\_ City, State \_\_\_\_\_

Rep name (for name badge) \_\_\_\_\_

Title \_\_\_\_\_ City, State \_\_\_\_\_

Rep name (for name badge) \_\_\_\_\_

Title \_\_\_\_\_ City, State \_\_\_\_\_