

# 2017 Heartland of America Regional Trade Show and Seminar

We would like to invite dealers to attend the Thirteenth 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 celebrating its 30<sup>th</sup> Anniversary as an association this year and is dedicated to making the 2017 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 27, 2017 from 5:00 PM to 7:00 PM. The official Trade Show will be on Wednesday, June 28, 2017 from 2:00 p.m. until 7:00 p.m. with the Welcome Cocktail Reception starting at 4:30 P.M. and the dinner to follow at 7:30 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** – Spencer Conley has discovered his calling. Spencer is a former professional athlete and a Top 100 motivational speaker. His life's journey consists of experience in organized sports, coaching, ministry, and mentoring. Spencer is a motivator that conveys a life altering experience that always leaves the audience ready to believe and better themselves!

He will be presenting two (2) presentations on Thursday, June 29, 2017 on Leadership and on Customer Service (see itinerary on times). Following are the descriptions: **LEADERSHIP** – People in companies are always wondering what it takes to get promoted and become a leader. How do you move up the ranks and take on a more leadership role. During this session, Spencer will have a candid discussion on what leadership really means and how do people accomplish this. A lot has to do with having good team members and even better communications. He will also give a candid look in the mindset of leadership. **CUSTOMER SERVICE** - The mission for a lot of companies is to improve customer satisfaction through better customer service. Employee must be trained in different attitudes and philosophies to insure good, effective customer service. Spencer will explain how to determine a program for effective customer service and how to evaluate that program.

## 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 28, 2017. Starting time is 8:00 a.m. Cost is \$75 per player which includes cart. We thank the RentDirect Nationwide for sponsoring the trophies. 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 28, 2017 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, 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 Central File Marketing 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) 489-0622 (cell) or scan and email your registration form to steineraa@aol.com 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**. **You may also indicate and pay for a specific number of dealers and guests, but submit their names by June 9, 2017. 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 27, 2017. After May 27, 2017, rooms will be reserved on a space available basis only. The room rate is \$129 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://reservations.travelclick.com/17336?groupID=1777156>.

## Refunds

Full refund of fees minus a \$15 processing fee will be made if **WRITTEN** notice of cancellation of registration is received by June 2, 2017. 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 14, 2017 in order to receive a full refund. After this date, NO refunds will be given as per the golf club.

## ← Tentative Itinerary →

### Tuesday, June 27<sup>th</sup>

9:00 AM to 5:00 PM	Vendor booth set-up Early Registration for Dealers
5:00 PM to 7:00 PM	Welcome Reception – Exhibit hall

### Wednesday, June 28<sup>th</sup>

7:00 AM	Bass Fishing Tournament – Lodge of Four Seasons Resort Boat Dock ( <i>Fishing License &amp; access to boat NEEDED</i> )(See “ <i>Bass Fishing Tournament</i> ” 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
2:00 to 7:00 PM	Vendor Showcase with Cocktail Reception in Exhibit Hall *** Casual Dress*** Drawing for attendance prizes
7:30 PM	Dinner - Marbella Ballroom B** Casual Dress**
8:30 PM	Awards Presentation – Marbella Ballroom B

After dinner party continues in the HK's lounge or Fire & Ice Patio bar.

### Thursday, June 29<sup>th</sup>

7:30 AM to 8:30 AM	Buffet Breakfast – (Casual Dress) – Marbella Ballroom
8:45 AM to 10:00 AM	Take Ownership of Becoming a Leader (see description in brochure)
10:00 AM to 10:15 AM	Break
10:15 AM to 11:30 AM	Effective Customer Service (see description in brochure)
11:30 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



**2017 Heartland of America Regional Trade Show & Seminar Registration Form**  
**June 27-29 • 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 16, 2017, 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: \_\_\_\_\_

If 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) 489-0622 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 and box lunch 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 23, 2017</b>	<b>May 23, 2017 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 Vendor Showcase <b>ONLY</b>	<input type="checkbox"/> FREE	<input type="checkbox"/> FREE

Golf Tournament: "2017 Heartland of America Golf Tournament" Wednesday, June 28, 2017. 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 27, 2017. (Please indicate for food purpose)
- Yes, I (we) will attend the Box Lunch on June 29, 2017. (Please indicate for food purpose)
- Yes, sign me up for the Bass Fishing Tournament on June 28, 2017. SHIRT SIZE: \_\_\_\_\_
- Yes, I have indicated the number of dealers and guests above and will send in their names by June 9, 2017.
- Check enclosed. Mail completed application with payment to: **Missouri Rental Dealers Association**, 224 Rotonda Blvd. North, Rotonda West, Florida 33947. (**NOTE: NEW MAILING ADDRESS**)

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

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

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

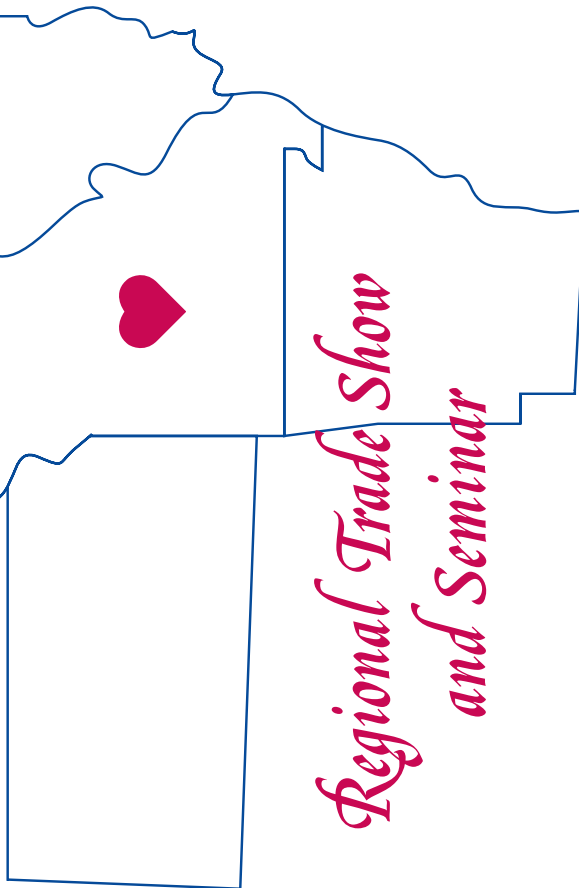
You may register by calling 573-489-0622 or scan registration form and email to [steineraa@aol.com](mailto:steineraa@aol.com) and charging the fee to your VISA, MASTERCARD, DISCOVER or AMERICAN EXPRESS.

Each registrant **MUST** fill out a separate registration form or pay for a certain number of people & submit names by 6/9/2017.

Heartland of America  
Regional Trade Show and Seminar  
224 Rotonda Blvd. North  
Rotonda West, Florida 33947

*Register  
Now!*

**Heartland  
of America**



*Regional Trade Show  
and Seminar*



*June 27-29, 2017*

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