

# *2011 Heartland of America Regional Trade Show and Seminar*

We would like to invite dealers to attend the Seventh 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. MRDA is dedicated to making the 2011 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 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 14, 2011 from 6:00 PM to 8:00 PM. The official Trade Show will be on Wednesday, June 15, 2011 from 3:00 p.m. until 7:30 p.m. with the Welcome Cocktail Reception starting at 4:30 p.m. 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. We will also be offering some "Hot Specials" that can only be purchased in the vendor's booth, have a greater discount and may be limited. A list of the vendors offering the trade show specials and "Hot Specials" will be sent to all dealers about 10 days before this event.

**PRODUCT TRAINING TOPICS** – There will be five (5) product trainings on Thursday, June 16, 2011. Dealers will have nametags with a number so they know which sessions they will be attending during which time period from the chart provided. Each dealer will attend all five sessions and each product training. The companies that will have product trainings and a description of their trainings are: (1) **Classic Flame:** This training will focus on how to educate consumers to understand how to use infrared heaters to save them money and provide them the benefits of using these heaters. The training will focus on the operation and construction of this type of heater. The goal will be to have an educated sales staff that will provide their customers a product that they will be satisfied with. (2) **LG Electronics:** This training will focus on the features and benefits of LED, Plasma and LCD TV. The new technologies to be discussed are SMART TV and 3D TV. We will also demonstrate new Sound Bars, Home Theater Systems and Blue Ray Players with SMART TV and 3D features built in. (3) **O'Rourke Sales:** Their training will focus on new Tablets to compete with iPad as well as Dell's newer more powerful notebooks. (4) **Serta Mattress:** With all of news coverage and legislative activity in the states, the public is being over-run with information about the condition of their mattress. Has it been sanitized and properly stored? Are they protected from bed bugs? This session will provide a procedure that will ensure your customer with a clean, safe and sanitary product. This process will protect your business from frivolous tort actions while assuring your customer the product they expect. (5) **Whirlpool:** This session will focus on how/why to step customers up the line. Training will mainly be on refrigeration and laundry, highlighting the features and benefits of the new Whirlpool top mount lineup as well as Maytag Bravos laundry. After the trainings, there will be a box lunch available and then we will have round table discussions of various RTO Industry issues before adjournment.

## *Vendor Showcase Reception*

Want to get together with co-workers and associates the night before the official Trade Show? Now, you have something you can do and don't have to leave the resort... We would like to invite you to an informal preview of the vendor showcase at a reception on Tuesday, June 14th. This reception is for ALL registered Trade Show and Seminar participants, registered Dealers and Vendors. Join your friends and associates for a casual evening of networking, hors d'oeuvres and refreshments and an opportunity to preview the vendor showcase. Reception starts at 6 p.m. and will be held in the Exhibit Hall. **Check out the sign that will be posted by the hors d'oeuvres table for the sponsors of this event and go by their booth to thank them.**

## *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 15, 2011. Starting time is 8:00 a.m. Cost is \$72 per player which includes cart. We thank the Whirlpool Corporation for sponsoring the trophies and Imagery Marketing Group for helping to sponsor the continental breakfast and golf hats. 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 15, 2011 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 \$225.00 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 Ashley Furniture for sponsoring the trophies.

## 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 7, 2011. 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 5 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 14, 2011. After May 14, 2011, rooms will be reserved on a space available basis only. The room rate is \$106 per night, plus tax for one to two persons per room. You can make your reservations on line by using the online link & attendee code as follows: [http://reservations.ihotelier.com/crs/g\\_login.cfm?hotelID=17336](http://reservations.ihotelier.com/crs/g_login.cfm?hotelID=17336) Attendee Code:24040. (Attendees: Please disregard group coordinator box & request for group code when registering on line)

## Refunds

Full refund of fees minus a \$15 processing fee will be made if **WRITTEN** notice of cancellation of registration is received by May 28, 2011. 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 4, 2011 in order to receive a full refund. After this date, **NO** refunds will be given as per the golf club.

## ⇐ Tentative Itinerary ⇒

### Tuesday, June 14<sup>th</sup>

9:00 AM to 6:00 PM Early Registration for Dealers and Vendor booth set-up  
6:00 PM to 8:00 PM Preview of Vendor Showcase Reception for Dealers and Vendors – Exhibit Hall

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

### Wednesday, June 15<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  
3:00 to 7:30 PM Vendor Showcase with Cocktail Reception in Exhibit Hall  
\*\*\* Casual Dress\*\*\* Drawing for attendance prizes  
8:00 PM - Dinner Granada Ballroom \*\* Casual Dress\*\*  
9:00 PM Awards Presentation

*After dinner party continues in the lounge.*

### Thursday, June 16<sup>th</sup>

7:45 AM to 8:35 AM Buffet Breakfast – (Casual Dress)  
8:45 AM to 9:25 AM Product Training – 1<sup>st</sup> Session  
9:35 AM to 10:15 AM Product Training – 2<sup>nd</sup> Session  
10:25 AM to 11:05 AM Product Training – 3<sup>rd</sup> Session  
11:15 AM to 11:55 AM Product Training – 4<sup>th</sup> Session  
12:05 PM to 12:45 PM Product Training – 5<sup>th</sup> Session  
12:55 PM to 1:25 PM Box Lunch - Granada Ballroom A  
1:30 PM to 2:15 PM Round Table Discussion of RTO Topics – Granada Ballroom A  
2:15 PM to 2:30 PM PAC raffle drawings and adjournment  
2:40 PM – 3:30 PM Optional State Association Meetings

\*\*\* Hotel Checkout is by 11:00 A.M. \*\*\*

You may wish to check out before 9:00 AM on Thursday



## 2011 Heartland of America Regional Trade Show & Seminar Registration Form June 14–16 • 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 7, 2011, 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 [mrdarto@aol.com](mailto:mrdarto@aol.com) or go to [www.missourirentaldealers.org](http://www.missourirentaldealers.org)

### FULL REGISTRATION

**Full registration** includes Reception (Tuesday) & Reception & Dinner Wednesday and drink tickets, Breakfast & Box Lunch Thursday and breaks, product trainings, 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 28, 2011</b>	<b>May 28, 2011 OR AFTER</b>
Member Dealers/Employees	<input type="checkbox"/> \$ 25.00	<input type="checkbox"/> \$ 40.00
Member/Employee’s Spouse/Guest	<input type="checkbox"/> \$ 25.00	<input type="checkbox"/> \$ 40.00
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 ONLY	<input type="checkbox"/> FREE	<input type="checkbox"/> FREE
Tuesday Preview Reception – ONLY	<input type="checkbox"/> \$ 25.00	<input type="checkbox"/> \$ 25.00
Wednesday dinner – ONLY	<input type="checkbox"/> \$ 55.00	<input type="checkbox"/> \$ 55.00
Thursday Breakfast – ONLY	<input type="checkbox"/> \$ 20.00	<input type="checkbox"/> \$ 20.00
Thursday Box Lunch – ONLY	<input type="checkbox"/> \$ 15.00	<input type="checkbox"/> \$ 15.00

Yes, I (we) will be attending the Tuesday night Preview Reception, June 14<sup>th</sup>.

Golf Tournament: “2011 Heartland of America Golf Tournament” Wednesday, June 15, 2011. Starting time 8:00 AM at “The Cove” golf course at the Resort. Cost is \$72.00/player, which includes cart.

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

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

Yes, sign me up for the Bass Fishing Tournament on June 15, 2011.

Yes, I have indicated the number of dealers and guests above and will send in their names by June 7, 2011.

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 \_\_\_\_\_

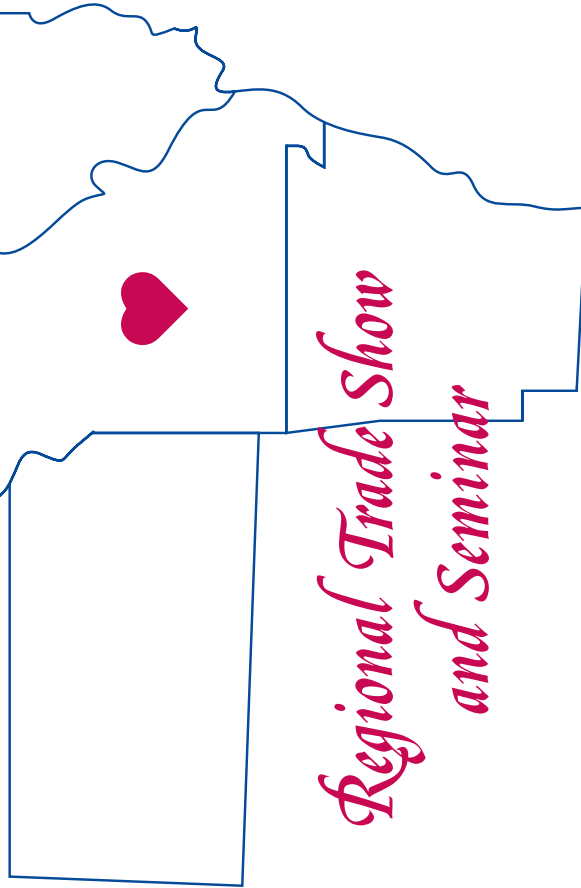
Signature \_\_\_\_\_ Verification Code (3 or 4 digits) \_\_\_\_\_

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, DISCOVER or AMERICAN EXPRESS.

Each registrant **MUST** fill out a separate registration form or pay for a certain number of people & submit names by 6/7/2011.

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

# Heartland of America



*Regional Trade Show  
and Seminar*

*June 14-16, 2011*

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