

# 2012 Heartland of America Regional Trade Show and Seminar

We would like to invite dealers to attend the Eighth 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 dealer requests. It will allow more time in the exhibit hall after the product trainings the day before. **MRDA is celebrating its 25<sup>th</sup> Anniversary as an association this year** and is dedicated to making the 2012 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 Wednesday, June 13, 2012 from 6:00 PM to 7:30 PM. with dinner to follow at 8:00 PM. The Trade Show will continue on Thursday, June 14, 2012 from 8:00 a.m. until 2:00 p.m. with a box lunch starting at 11:45 a.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. 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.**

**PRODUCT TRAINING TOPICS** – There will be four (4) product trainings on Wednesday, June 13, 2012. 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 four sessions and each product training. The companies that will have product trainings and a description of their trainings are: (1) **Pioneer Music Company:** This training will mainly focus on building profit through audio add on sales. We will train your salespeople properly so they are comfortable with demonstrating the products to your customers. We will also focus on why our products, Yamaha, Boston and our Stereo Rack Systems can set you apart because of your flexibility in ordering and being able to offer your customer more desirable products. We will be demonstrating the product so you can see and hear how it can not only increase your sales in audio, but in video as well.

(2) **O'Rourke Sales - 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) **Simmons Company:** This training will consist of discussing the new Living Life Fully Charged National ad campaign. Just like you plug in and must recharge different items around your home, The Simmons Beautyrest is the item that Recharges the Human Battery-----you! This training will also consist of the features, benefits and advantages of a Simmons Beautyrest mattress and how to get the consumer to understand the Better Sleep of a Beautyrest. (4) **Whirlpool:** This session will consist of sales tips and information on how to present value when leasing a bottom freezer refrigerator vs a top-mount or a self-clean range vs a manual clean option. In addition, information regarding warranties and service contacts will be presented. New HE laundry product will be on display in the Whirlpool booth on the show floor.

## 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 13, 2012. Starting time is 8:00 a.m. Cost is \$73 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. 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 13, 2012 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 \$250.00 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 Ad Pro Advertising 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 Thursday, 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 5, 2012. 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 14, 2011. After May 14, 2011, rooms will be reserved on a space available basis only. The room rate is \$107 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: [https://reservations.ihotelier.com/crs/g\\_reservation.cfm?groupID=732419&hotelID=17336](https://reservations.ihotelier.com/crs/g_reservation.cfm?groupID=732419&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 26, 2012. 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 2, 2012 in order to receive a full refund. After this date, NO refunds will be given as per the golf club.

## *← Tentative Itinerary →*

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

Noon to 8:00 PM Vendor booth set-up  
Early Registration for Dealers

### Wednesday, June 13<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 PM to 3:10 PM Product Training – 1st Session  
3:20 PM to 4:00 PM Product Training – 2nd Session  
4:10 PM to 4:50 PM Product Training – 3rd Session  
5:00 PM to 5:40 PM Product Training – 4th Session  
6:00 PM to 7:30 PM Vendor Showcase in Exhibit Hall \*\*\* Casual Dress\*\*\*  
8:00 PM Dinner - Granada Ballroom BC\*\* Casual Dress\*\*  
9:00 PM Awards Presentation - Granada Ballroom BC

After dinner party continues in the Mist lounge or lobby bar.

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

7:30 AM to 8:30 AM Buffet Breakfast – (Casual Dress) – Marbella Ballroom  
8:00 AM to 2:00 PM Vendor Showcase - Drawing for attendance prizes  
11:45 AM to 1:00 PM Box Lunch in exhibit Hall  
2:00 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 checkout before 9:00 AM on Thursday



**2012 Heartland of America Regional Trade Show & Seminar Registration Form**  
**June 12-14 • 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 5, 2012, 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 25, 2012</b>	<b>May 25, 2012 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 ONLY	<input type="checkbox"/> FREE	<input type="checkbox"/> FREE
Wednesday Reception – ONLY	<input type="checkbox"/> \$ 15.00	<input type="checkbox"/> \$ 15.00
Wednesday dinner – ONLY	<input type="checkbox"/> \$ 55.00	<input type="checkbox"/> \$ 55.00
Thursday Breakfast – ONLY	<input type="checkbox"/> \$ 25.00	<input type="checkbox"/> \$ 25.00
Thursday Box Lunch – ONLY	<input type="checkbox"/> \$ 20.00	<input type="checkbox"/> \$ 20.00

Golf Tournament: "2012 Heartland of America Golf Tournament" Wednesday, June 13, 2012. Starting time 8:00 AM at "The Cove" golf course at the Resort. Cost is \$73.00/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 13, 2012.
- Yes, I have indicated the number of dealers and guests above and will send in their names by June 5, 2012.
- Check enclosed. Mail completed application with payment to: **Missouri Rental Dealers Association**, 501 S. Cedar Lake Drive, Columbia, Missouri 65203.

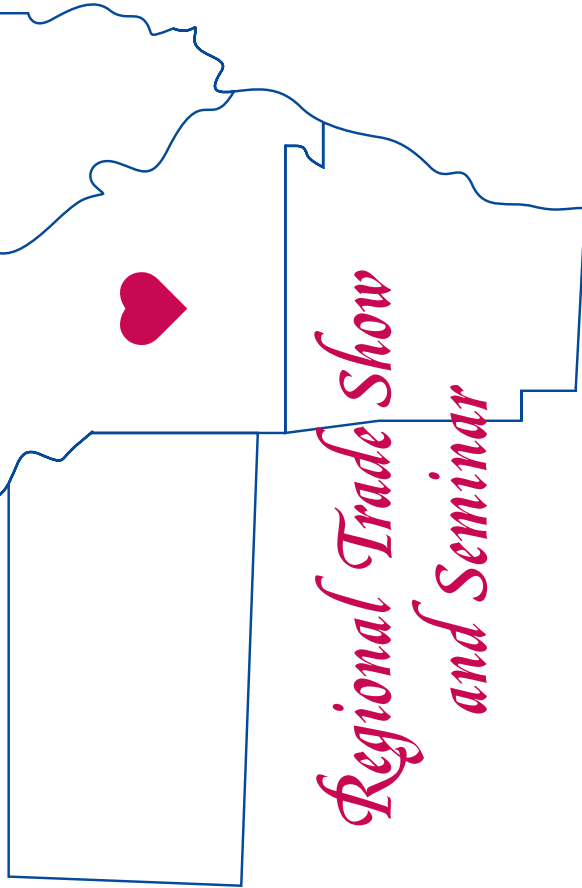
CREDIT CARD PAYMENT: Please charge my  VISA  MASTERCARD  DISCOVER  AMERICAN EXPRESS  
 Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 Signature \_\_\_\_\_ Verification Code (3 or 4 digits) \_\_\_\_\_

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 6/5/2012.

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 12-14, 2012*

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