

# *2016 Heartland of America Regional Trade Show and Seminar*

We would like to invite dealers to attend the Twelfth 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 dedicated to making the 2016 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 21, 2016 from 5:00 PM to 7:00 PM. The official Trade Show will be on Wednesday, June 22, 2016 from 2:30 p.m. until 7:30 p.m. with the Welcome Cocktail Reception starting at 4:30 P.M. and the dinner to follow at 8:00 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.

**PRODUCT TRAINING TOPICS** – There will be four (4) product trainings on Thursday, June 23, 2016. 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) Ashley Furniture:** Do you want to see how to bring more money to your bottom line with a few simple furniture tips? Do you want to increase your opportunities to make a bigger bonus by applying a few simple suggestions from the furniture industry? What is working? What is not working? What are the trends in the industry? **(2) O'Rourke Sales - LG Electronics:** This updated 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. There will also be a demonstration of new Sound Bars, Home Theater Systems and Blu Ray Players with SMART TV and 3D features built in. **(3) Symbol Mattress:** Bedding rental has become one of the most profitable categories in RTO; Learn why and how you can implement the changes necessary to making bedding #1 in your operation. Learn the 3 simple steps to dramatically and profitably reduce the amount of pre-leased bedding in your back room. A 70-80% keep-rate in RTO; is it really possible? It is with the right bedding program and how to insure that you have the right bedding program. **(4) Whirlpool:** Training will cover the step up features/benefits of a good, better, best laundry lineup, highlighting the recent enhancements to the Amana value line washer. This step up lineup will move from the value brand Amana, to the #1 brand, Whirlpool Cabrio, and finish with the dependable Maytag Bravos XL Pair. Kitchen products will also be covered, illustrating the high end feature package on the refrigeration lineup, including some new additions to the Amana lineup. Finally the enhanced Whirlpool and Amana ranges will also be highlighted.

## *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 22, 2016. 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 22, 2016 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**. 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 9, 2016. 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 20, 2016. After May 20, 2016, rooms will be reserved on a space available basis only. The room rate is \$125 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://bookings.ihotelier.com/bookings.jsp?groupID=1326242&hotelID=17336>

## Refunds

Full refund of fees minus a \$15 processing fee will be made if **WRITTEN** notice of cancellation of registration is received by May 27, 2016. 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, 2016 in order to receive a full refund. After this date, NO refunds will be given as per the golf club.

## ← Tentative Itinerary →

### Tuesday, June 21<sup>st</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 22<sup>nd</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 to 7:30 PM Vendor Showcase with Cocktail Reception in Exhibit Hall  
\*\*\* Casual Dress\*\*\* Drawing for attendance prizes  
8:00 PM Dinner - Marbella Ballroom B\*\* Casual Dress\*\*  
9:00 PM Awards Presentation – Marbella Ballroom B

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

### Thursday, June 23<sup>rd</sup>

7:30 AM to 8:30 AM Buffet Breakfast – (Casual Dress) – Marbella Ballroom  
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  
12:00 PM to 1:15 PM Box lunch, PAC raffle drawings and adjournment – Granada Ballroom A  
1:30 PM – 2:30 PM Optional State Association Meetings

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

You may wish to checkout before 9:00 AM on Thursday



**2016 Heartland of America Regional Trade Show & Seminar Registration Form**  
**June 21-23 • 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 2, 2016, 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 on Thursday and breaks, product training sessions, 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, 2016</b>	<b>May 23, 2016 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: "2016 Heartland of America Golf Tournament" Wednesday, June 22, 2016. 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 21, 2016. (Please indicate for food purpose)
- Yes, sign me up for the Bass Fishing Tournament on June 22, 2016. SHIRT SIZE: \_\_\_\_\_
- Yes, I have indicated the number of dealers and guests above and will send in their names by June 9, 2016.
- 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, or AMERICAN EXPRESS.

**Each registrant MUST fill out a separate registration form or pay for a certain number of people & submit names by 6/9/2016.**

# Heartland of America



*Regional Trade Show  
and Seminar*

*June 21-23, 2016*

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

*Register  
Now!*

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