

2018 Heartland of America Regional Trade Show and Seminar

We would like to invite dealers to attend the 14th 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 2018 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.

⇐ 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 12, 2018 from 5:00 PM to 7:00 PM. The official Trade Show will be on Wednesday, June 13, 2018 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.**

PRODUCT TRAINING TOPICS – There will be three (3) product trainings on Thursday, June 14, 2018. 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 three product training sessions. The companies that will have product trainings and a description of their trainings are: **(1) Ashley Furniture:** This training session will consist of information on trends in the Rental business, features and benefits, and touch up and repair demonstrations like fixing leather, changing recliner mechanisms and other service issues as well as show stores how they can dress up their products with some basic accessories. **(2) O'Rourke Sales - LG Electronics:** This updated training will focus on the features and benefits of LG products like OLED, Super UHD, UHD, Shelf Systems and Sound Bars. **(3) Whirlpool:** Learn how to merchandise your stores using a new product mix that will increase your average rental sales price. Training session will feature key topics around: our new top load laundry lineup, how to utilize our new flat pricing approach and learn about our new learnwhirlpool.com training resource site.

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, 2018. Starting time is 8:00 a.m. Limited to 44 players. After limit is reached, players will be placed on a waiting list. Cost is \$75 per player if registered before 5/15/18, which includes cart. On and after 5/15/18, the price is \$85. We would like to thank the RentDirect Nationwide for sponsoring the trophies. A lunch ticket will be given to each golfer to be used at the golf course. Anyone needing to rent golf clubs should do so early to make certain they are available by calling the Golf Shop at 573-365-8532. They can answer your questions about availability, reserving them and pricing.

Bass Fishing Tournament

Interested in catching that big bass. Then consider entering the bass fishing tournament at 7:00 a.m. on June 13, 2018 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 Blanksbass Guide Service at 573-280-1455, if no answer, leave a message. You will receive a call back within one day. The cost is \$300.00 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 would like to thank Central File Marketing for sponsoring the trophies and Ashley Furniture and Expert Warehouse 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 May 29, 2018. **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.** Please call Ken Steiner at (573) 489-0622 regarding this.

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 12, 2018. After May 12, 2018, rooms will be reserved on a space available basis only. The room rate is \$130 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=2083229>.

Refunds

Full refund of fees minus a \$15 processing fee will be made if **WRITTEN** notice of cancellation of registration is received by May 22, 2018. 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 May 16, 2018 in order to receive a full refund. After this date, NO refunds will be given as per the golf club.

⇐ Tentative Itinerary ⇒

Tuesday, June 12th

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 13th

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
2:00 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**
9:00 PM Awards Presentation – Marbella Ballroom B

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

Thursday, June 14th

7:45 AM to 8:45 AM Buffet Breakfast – (Casual Dress) – Marbella Ballroom
9:00 AM to 9:40 AM Product Training – 1st Session
9:50 AM to 10:30 AM Product Training – 2nd Session
10:40 AM to 11:20 AM Product Training – 3rd Session
11:30 AM to 12:40 PM Box lunch, PAC raffle drawings and adjournment – Granada Ballroom A
12:45 PM to 1:00 PM MRDA Annual Business Meeting (By-law Revision)
1:15 PM – 2:15 PM Optional State Association Meetings

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

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



2018 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 4, 2018, 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 or go to www.morentaldealers.com

FULL REGISTRATION

Full registration includes Tuesday Reception & Dinner Wednesday and drink tickets, Breakfast Thursday and breaks, product training presentations, and entrance to exhibit hall. Golf Tournament NOT INCLUDED. Tickets will be issued for all meal events.

If your registration is postmarked:	BEFORE May 15, 2018	May 15, 2018 OR AFTER
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
Golf Tournament	<input type="checkbox"/> \$ 75.00	<input type="checkbox"/> \$ 85.00

Golf Tournament: "2018 Heartland of America Golf Tournament" Wednesday, June 13, 2018. Starting time 8:00 AM at "The Cove" golf course at the Resort. Cost is \$75.00/player before May 15, 2018 or \$85 after, 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 12, 2018. (Please indicate for food purpose)
- Yes, sign me up for the Bass Fishing Tournament on June 13, 2018. SHIRT SIZE: _____
- Yes, I (we) will attend the Box Lunch on June 14, 2018. (Please indicate for food purpose)
- Yes, I have indicated the number of dealers and guests above and will send in their names by May 29, 2018.
- 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) _____

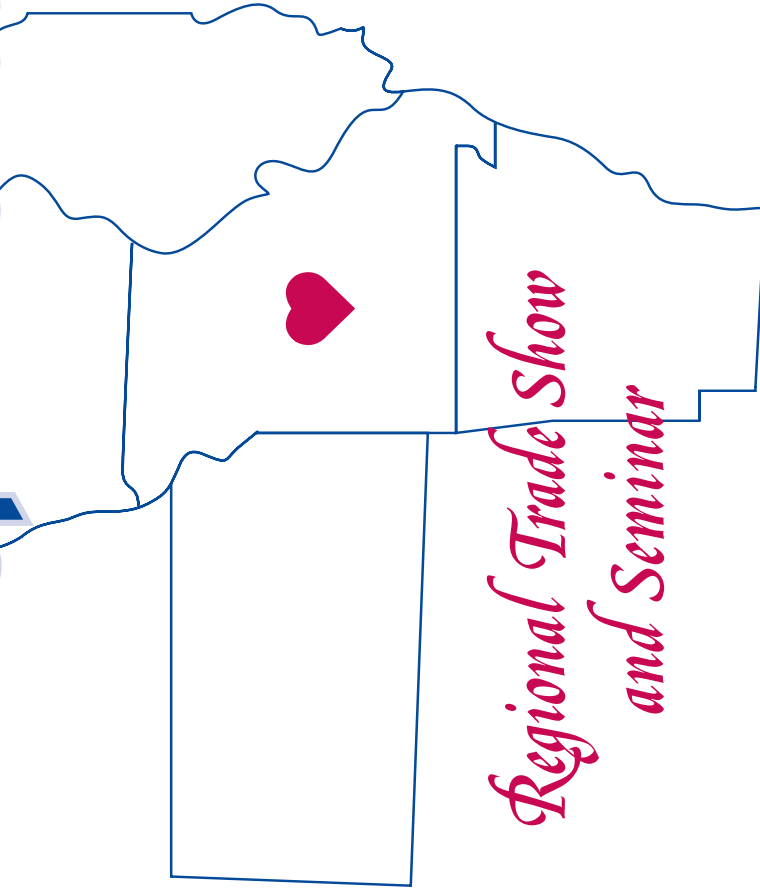
You may register by calling 573-489-0622 or scan registration form and email to steineraa@aol.com and charging the fee to your VISA, MASTERCARD, DISCOVER or AMERICAN EXPRESS.

Each registrant MUST fill out a separate registration form or pay for a certain number of people & submit names by 5/29/2018.

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

*Register
Now!*

**Heartland
of America**



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and Seminar*

June 12-14, 2018

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