

April 26, 2010

Dear Prospective Exhibitor:

By now, you should have received the initial email inviting you to participate in the 2010 Heartland of America Regional Tradeshow and Seminar, June 15th-17th at the Lodge of the Four Seasons in Lake Ozark, Missouri. MRDA and our board of directors are dedicated to making the 2010 tradeshow the biggest and best ever. By exhibiting at this tradeshow you will have an excellent opportunity to make new contacts with rental dealers in the region and be able to showcase your company's products and services.

**BE SURE TO READ THESE POLICIES & PROCEDURES CLOSELY.** As many representatives as you wish may be present in your booth (NO Limit). One complete meal and function package will be provided for one (1) exhibitor for the 1<sup>st</sup> & 2<sup>nd</sup> booths purchased. Any additional meal and function packages may be purchased at \$80.00 per package. See the registration form to sign up. The fee will be \$500 for the 1<sup>st</sup> booth, \$400 for the 2<sup>nd</sup> booth and \$300 for the 3<sup>rd</sup> or more booths if one registers before the regular deadline date. After this date, the fee will increase. Also, please review the sponsorship opportunities. We are asking for attendance prizes to be used during the Vendor Showcase on Wednesday. Any help in this area will be greatly appreciated. An additional benefit of attending the trade show is that we plan to send to **all dealers in the region** the pages of trade show specials of the exhibiting vendors that are available on orders placed at the trade show **ONLY**. We will advertise those companies offering specials in the dealer's mailings starting in April. MRDA is also rewarding vendors for recruiting new dealers to join MRDA. A reward of \$100 per new dealer company will be given to vendors who recruit new members. These new members can not have been members within the past 2 years. Keep in mind that the show is a Tuesday to Thursday format. (See Tentative Itinerary)

Another benefit to attending this tradeshow is that we have a lot of FUN! On Wednesday, we will start the day off with your choice of a golf or bass tournament. The golf tournament will be played at the "The Cove" golf course at the Lodge of the Four Seasons Resort and space is limited to the first 60 golfers! The format will be a 4-person scramble with a shotgun start at 8 A.M. The Ben Neuharth Memorial Bass Fishing Tournament will begin at 7 A.M. and you will need access to a boat and a fishing license to participate (guides may be hired at your own expense). There are several levels of sponsorship available for both of these fun events and we would appreciate your support. See registration and sponsorship forms.

We anticipate a very busy exhibit hall this year. If you wish to exhibit, your application and fee(s) MUST be received before May 28, 2010. On May 28th, the fee per booth increases by \$100 per booth. Booths will be assigned on a first come, first served basis. For hotel reservations, call 888/265-5500 or 573/365-3000 or register on line. Rates are \$104 for 1 or 2 persons per room. When calling the hotel, remember to mention the conference for these rates. 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: 11719.(Attendees: Please disregard group coordinator box & request for group code when registering on line). All sleeping rooms will be in the Resort Complex if you make your reservation by May 15, 2010.

We sincerely hope you will be joining us. Thank you for your consideration.

"Tiger" John Cleek, Jr.  
President, MRDA