

2010 Heartland of America Regional Trade Show and Seminar

We would like to invite dealers to attend the Sixth 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 2010 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 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 15, 2010 from 6:00 PM to 8:00 PM. The official Trade Show will be on Wednesday, June 16, 2010 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 and "**Hot Specials**" will be sent to all dealers about 10 days before this event.

PRODUCT TRAINING TOPICS – There will be six (6) product trainings on Thursday, June 17, 2010. Dealers will have color-coded nametags so they know which sessions they will be attending during which time period. Each dealer will attend all six sessions and each product training. The companies that will have product trainings and a description of their trainings are: (1) **Archbrook Laguna**: This training will focus on the features and benefits of HP products, the HP Tech Zone, which is HP's online training website and how to get more out of your warranty. The training will also include a look at how memory affects the speed of the computer, the benefits of the different processor types and how much information can actually fit on the hard drive. (2) **LG Electronics**: Their training will focus on plasma and LCD product categories. In addition, the core features of the plasma and LCD/LED TVs will be discussed and demonstrated as well as Blu-ray players and Blu-ray home theater surround sound systems. (3) **Moneris Solutions**: Their training will consist of a discussion of the different types of fees and how the business is affected by them, how to decipher your statement, pinned debit transactions and how to be PCI DSS Compliant. (4) **O'Rourke Sales**: Their training focus will focus on Mitsubishi home theater DLP and LCD/LED TV's and their differences and immersive sound technology. The core features of these TVs as well as the 3-D TV will be discussed and demonstrated. (5) **Simmons Company**: This training will consist of the features of a Simmons Beautyrest mattress and how to get the consumer to understand the Better Sleep of a Beautyrest. (6) **Whirlpool**: This session will consist of installation tips and precautions for delivering, installing appliances and picking up items. Also, the training will discuss how to qualify service issues and how to recognize the symptoms and perform simple tests instead of changing the unit out and what are common issues seen in appliances. They will also discuss the features and benefits of the new top load laundry line.

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 15th. 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 16, 2010. Starting time is 8:00 a.m. Cost is \$71 per player which includes cart. We thank the Whirlpool Corporation for sponsoring the trophies and Imagery Marketing Group for sponsoring the golf balls. 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 16, 2010 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 AdPro 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, MASTERCARD 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 8, 2010.

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 15, 2010. After May 15, 2010, rooms will be reserved on a space available basis only. The room rate is \$104 per night, plus tax for one to two persons per room. This year, 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 Attendee Code:11719. (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 29, 2010. 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 5, 2010 in order to receive full refund. After this date, **NO** refunds will be given as per the golf club.

← Tentative Itinerary →

Tuesday, June 15th

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 16th

7:00 AM Bass Fishing Tournament – Lodge of Four Seasons Resort Boat Dock (*Fishing License and 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 17th

7:45 AM to 8:35 AM Buffet Breakfast – (Casual Dress)
8:45 AM to 9:25 AM Product Training – 1st Session
9:35 AM to 10:15 AM Product Training – 2nd Session
10:25 AM to 11:05 AM Product Training – 3rd Session
11:15 AM to 11:55 AM Product Training – 4th Session
12:05 PM to 12:45 PM Product Training – 5th Session
12:55 PM to 1:35 PM Product Training – 6th Session
1:45 PM to 2:15 PM Box Lunch, PAC raffle drawings and adjournment
2:30 PM – 3:30 PM Optional State Association Meetings

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

You may wish to check out before 8:45 AM on Thursday



2010 Heartland of America Regional Trade Show & Seminar Registration Form June 15-17 • 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 8, 2010, 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 or mrdarto@aol.com or go to www.missourirentaldealers.org

FULL REGISTRATION

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

If your registration is postmarked:

	BEFORE May 27, 2010	May 27, 2010 OR AFTER
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
Monday Preview Reception – ONLY	<input type="checkbox"/> \$ 25.00	<input type="checkbox"/> \$ 25.00
Tuesday dinner – ONLY	<input type="checkbox"/> \$ 55.00	<input type="checkbox"/> \$ 55.00
Wednesday Breakfast – ONLY	<input type="checkbox"/> \$ 20.00	<input type="checkbox"/> \$ 20.00

Yes, I (we) will be attending the Tuesday night Preview Reception, June 15th.

Golf Tournament: "2010 Heartland of America Golf Tournament" Wednesday, June 16, 2010. Starting time 8:00 AM at "The Cove" golf course at the Resort. Cost is \$71.00/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 16, 2010.

Yes, I have indicated the number of dealers and guests above and will send in their names by June 8, 2010.

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 AMERICAN EXPRESS

Account Number _____ Expiration Date _____

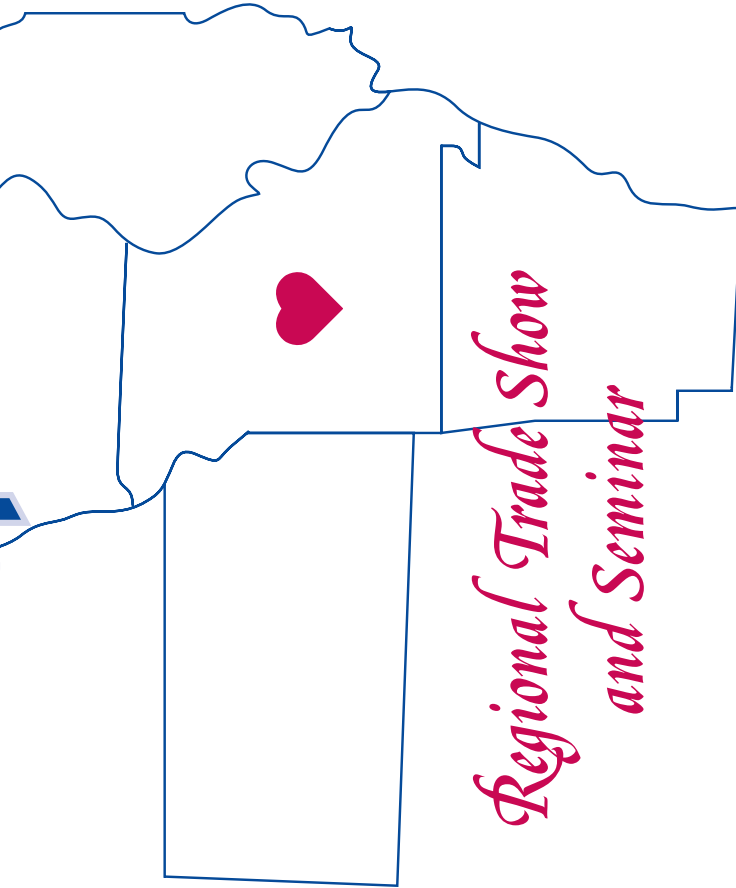
Signature _____

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 6/8/2010.

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 15-17, 2010

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