



Heartland of America *Regional RTO* Trade Show



February 2024

Dear Prospective Exhibitor:

The Missouri Rental Dealers Association (MRDA) is pleased to invite you to participate in the 2024 Heartland of America Regional Trade Show and Seminar, April 29-May 1, at the Lodge of the Four Seasons in Lake Ozark, Missouri. By exhibiting at this trade show 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. Just FYI, although we do advertise the show as a selling show, there is typically now over one million in product sales at the annual shows.

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 1st booth purchased. Any additional meal and function packages may be purchased at \$100.00 per package. See the link [HERE](#) to sign up. The fee will be \$600 for the 1st booth, \$500 for the 2nd booth, and \$400 for the 3rd or more booths if one registers before the regular deadline date. Also, please review the sponsorship opportunities. We are asking for attendance prizes to be used during the Vendor Showcase on Tuesday. Any help in this area will be greatly appreciated.

GOLF AND BASS TOURNEY: (this year you have the ability to do BOTH!) Another benefit to attending this trade show is that we have a lot of FUN! On Monday, you will have the opportunity to join our bass fishing tournament in the afternoon. The "Tiger" John Cleek/Ben Neuharth Memorial Bass Fishing Tournament will begin at 1pm (beverages at 12:45pm at the Wharf) and you will need access to a boat and a fishing license to participate (guides may be hired at your own expense). Then on Tuesday morning, The Mark Windsor Annual 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 44 golfers! The format will be a 4-person scramble with a shotgun start at 7:30am (breakfast at 6:45am at pro shop). There are several levels of sponsorship available for both fun events and we would appreciate your support. See registration and sponsorship pages online.

We anticipate a busy exhibit hall this year. If you wish to exhibit, your application and fee(s) MUST be received before April 15, 2024. Booths will be assigned on a first come, first served basis. For hotel reservations, call 888/265-5500 or register online. Rates are \$149 for 1 or 2 persons per room. When calling the hotel, remember to mention the conference for these rates. You can make your reservations online by clicking here: <https://reservations.travelclick.com/17336?groupID=4156803>

The resort expects a sellout, so we suggest making your reservation NOW. Cancellations must be done before 72 hours of arrival to avoid a charge.

We sincerely hope you will be joining us. We plan on keeping our vendors up-to-date via email blast on a consistent basis. More information on our website at www.morentaldealers.com. Thank you for your consideration.

Sponsorship opportunities HERE!! <https://morentaldealers.com/heartland-trade-show-sponsorship-information/>

John Cleek, Jr.
President, MRDA



SPONSORSHIP OPPORTUNITIES

Listed below are several sponsorship opportunities, including Exhibit Booth, Social Activities, and Golf and Fishing Tournament Sponsorship.

EXHIBIT BOOTH (\$600 1st Booth, \$500 2nd Booth, \$400 3rd or more Booths—not applicable for multiple companies)

There will be 70 booths available. This opportunity provides you:

- A 10' X 10' booth with a 6' draped table, 2 chairs, a trash can, and an identification sign for booth price
- Admission to all activities held in the Exhibit Hall
- One Free Complete Meal/Function Package for 1st
- Recognition in Final Program

VENDOR RECEPTION (\$500 – Gold Sponsor, \$250 – Silver Sponsor, \$100 – Bronze Sponsor (April 30th)

Wednesday night's reception is held in the Exhibit Hall. On Wednesday, a full bar will be available as well as cheese and fruit trays.

Gold - Silver - Bronze sponsorships provide:

- If exhibiting, signage for your booth
- Your company's name announced over the P.A. system as a sponsor
- Your company's name displayed in the program as a reception sponsor
- Signage by the refreshments
- Recognition of your company at the reception

DINNER (\$500 – Gold Sponsor, \$250 – Silver Sponsor, \$100 – Bronze Sponsor (April 30th)

This event is available to the participants at the meeting. Sponsors are welcome to help defray a portion of the cost of this event. Sponsorship would include:

- If exhibiting, signage at your booth
- Signage at the room entrance
- Your company's name announced at the event
- Your company's name printed in the final program
- Recognition of your company at the dinner

BUFFET BREAKFAST (\$500 – Gold Sponsor, \$250 – Silver Sponsor, \$100 – Bronze Sponsor (May 1st)

There is one breakfast held during the Trade Show. Coffee, juices, etc., are served. Sponsorship in a breakfast provides:

- If exhibiting, signage for your booth
- Your company's name printed in the program as a breakfast sponsor
- Signage by the buffet food
- Recognition of your company at the breakfast

BOX LUNCH (\$500 – Gold Sponsor, \$250 – Silver Sponsor, \$100 – Bronze Sponsor (May 1st)

- If exhibiting, signage for your booth
- Your company's name printed in the programs as a lunch sponsor
- Signage by the box lunches & refreshments
- Recognition of your company at the lunch

GOLF TOURNAMENT (\$80/PLAYER includes fees and cart if registered before 4/15/24)

***For details, contact Rick Rineberg at 785.633.6501 or rick_rineberg@msn.com**

\$1,000 –Platinum Sponsor, \$500 - Gold Sponsor, \$250 – Silver Sponsor, \$100 – Bronze Sponsor

- \$1,000 –Platinum Sponsor - includes organization name on trophies and in the final program (**ONLY 1 Sponsor**)
- \$500 - Gold Sponsor - includes signage by golf lunch & in program acknowledgment
- \$250 – Silver Sponsor - includes signage by golf breakfast & in program acknowledgment
- \$100 – Bronze Sponsor - includes advertising at (1) tee or green and program acknowledgment

BASS FISHING TOURNAMENT *\$1,000 –Platinum Sponsor, \$500 – Gold Sponsor, \$250 – Silver Sponsor, \$100 – Bronze Sponsor (register by 4/15/24)

***For details, contact John Cleek, Jr at 573.449.1010 or jcleekjr@cleeks.com**

(Boat and fishing license NEEDED to participate)

MRDA is seeking assistance in Gold, Silver, and/or Bronze sponsorship of this tournament. Organization(s) may supply prizes.

- \$1,000 –Platinum Sponsor - includes organization name on trophies and in the final program (**ONLY 1 Sponsor**)
- \$500 - Gold Sponsor – includes company logo on fishing shirt & recognition at the dinner (**ONLY 1 Sponsor**)
- \$250 - Silver Sponsor – includes signage by breakfast & recognition of your company at the dinner
- \$100 – Bronze Sponsor - includes signage on the dock and in the program

Pay online **HERE:** <https://morentaldealers.com/shop/>



EXHIBITORS POLICIES AND PROCEDURES

1. **BOOTH ASSIGNMENTS:** Complete the contract for exhibit space. List 4 space choices in order of preference. Booth assignments will be assigned after the April 15th deadline. Confirmation will be made as quickly as possible. The number of booth spaces is limited and assignments will be made on a first come, first served basis. A company that has not settled all previous accounts with the MRDA will not be assigned booth space. The MRDA determines the eligibility of any company or product to be exhibited at this meeting, either before or after proper execution of the contract. **NOTE: If you do not receive confirmation from MRDA, then you are NOT registered for booth space(s).**

NO RESERVATIONS FOR BOOTH SPACE WILL BE ACCEPTED OVER THE TELEPHONE.

2. **EXHIBITOR'S FEE & RENTAL POLICY:** The rental fee is \$600 for 1st booth (10'X10'), \$500 for 2nd booth and \$400 for 3rd or more booths, if you register before April 15, 2024. **To reserve your booth(s), THE FULL FEE MUST BE ENCLOSED WITH THE APPLICATION.** The balance per booth must be paid to the MRDA before April 15, 2024, for the fee of \$600 for 1st booth, \$500 for 2nd booth & \$400 for 3rd booth or more to be in effect. Non-payment of space after April 15, 2024, will be interpreted to mean that the exhibiting organization no longer wishes to reserve space and the booth reservation will be CANCELLED. The Association reserves the right to resell this space to another organization.

Written notice of cancellation received in the MRDA Administrative Office by April 15, 2024, will receive a refund of monies submitted minus \$100. No refunds will be allowed for cancellations made after April 15, 2024. **All cancellations must be received on the company's letterhead.** FULL PAYMENT MUST BE RECEIVED BEFORE SPACE CAN BE OCCUPIED.

3. **REGISTRATION AND BADGES:** Pre-registration of exhibit personnel is mandatory. Each exhibiting company is entitled to one (1) complimentary meal/function package for 1st booth only, which includes admittance to all meals and functions. No meal packages for 2nd or more booths. Other representatives may register to attend and work the booth. Any additional meal and function packages may be purchased at \$100.00 per package.

Each exhibitor is expected to staff each booth adequately during exhibit hours. EACH REPRESENTATIVE OF AN EXHIBITING ORGANIZATION MUST WEAR AN OFFICIAL BADGE AT ALL TIMES IN THE EXHIBIT AREA.

4. **SIZE/FURNISHINGS:** Each booth is 10 feet wide by 10 feet deep. Rental fee includes drapery background (8 feet high), side dividers (3 feet high), a 7 by 44-inch sign with the name of the firm and a 6-foot table and 2 chairs. **Electricity must be secured prior to the start of the Trade Show. Please indicate on your registration if electricity is needed.**

5. **EQUIPMENT SHIPMENT:** Large equipment should be clearly marked with the following: 1) Your company name, 2) Heartland of America Regional Trade Show, 3) booth number, and 4) Lodge of Four Seasons Resort, Lake Ozark, Missouri.

ALL SHIPMENTS MUST BE PREPAID AND SENT DIRECTLY TO:

Page & Brown Convention Services (Fees for warehousing & delivery to resort will be sent with confirmation)
5744 Chapel Drive (Fees are exhibitor's responsibility)
Osage Beach, MO 65065
573-348-5176

6. **SETTING UP & DISMANTLING:** The exhibit area will be open for installation work beginning at 9am on Monday, April 29th, 2024. **During the Vendor Showcase on Tuesday, NO exhibitor will be allowed to set-up.** The exhibit hall will reopen at 9:00am on Tuesday, April 30, 2024. Installation should be completed by 1:00pm on Tuesday, April 30th. This extra time is allowed for those vendors wishing to play golf Tuesday morning. Dismantling may begin at 7:00pm on Tuesday, April 30 and MUST be completed by noon on Wednesday, May 1. (Arrangements must be made with the hotel if your exhibit will take longer to set up or dismantle than the time allowed). Vendor/Dealer registration will begin at 12pm on Monday in the exhibit area.

Each booth must be ready for final inspection by 1:00pm on Tuesday. All exhibits must remain intact until the show closes at 6:30pm on Tuesday, April 30, 2024. The Exhibit Hall will be close from 7:00pm to 9:00pm for the dinner.

7. **FAILURE TO OCCUPY SPACE:** Unless previously arranged, booth space not occupied by the exhibiting organization by 2:00pm on Tuesday, April 30, 2024, will be forfeited without refund to the exhibitor and the space may be resold or used by the MRDA.



8. **EXHIBIT HOURS:** The Vendor Showcase will be from 1:30pm to 6:30pm on Tuesday, April 30th. Participants will be encouraged to visit during this time period. Refreshments will be served in the exhibit area to help increase exhibitor exposure. Drawings for attendance prizes will be conducted during this time also.
9. **INSURANCE:** Exhibitors are urged to take out a portal rider, which is available at a nominal cost on their own insurance policy, to protect them against loss through theft, fire, damage, etc.
10. **LIABILITY:** It is agreed that individual exhibitors will protect, save, and keep the Missouri Rental Dealers Association, Mitchell, and The Lodge of Four Seasons Resort from any damage or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, as well as to strictly comply with the applicable terms regarding the exhibition premises; and further, exhibitor shall at all times protect, identify, save, and keep harmless the above parties against and from any and all loss, cost, damage, liability of expense arising from or out of or by reason of accident or other occurrence to anyone, including the exhibitor, its agents employees and business invites, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or part thereof.
11. **CONVENTION FACILITY RESTRICTIONS:** 1) Volatile or flammable fluids, substances or materials of any nature prohibited by city fire regulations or insurance carriers may not be used in any booth. 2) All construction in a booth shall be substantial and fixed in position for the duration of the show. 3) All aisles and exits must be kept clear, clean and free from obstruction to comply with fire restrictions. 4) All business activity, circulars, and advertising matters may be conducted and/or distributed ONLY within the booth(s) assigned to the exhibitor.

COOPERATION: IT IS REQUIRED THAT EXHIBITS BE INSTALLED WITHIN THE ASSIGNED SPACE AND NOT INTERFERE WITH OTHER EXHIBITS. IT IS ALSO REQUIRED THAT EXHIBITS BE MANNED DURING DESIGNATED EXHIBIT HOURS.

The following practices are prohibited: 1) Use of noisy electrical or mechanical apparatus interfering with other exhibits. 2) Canvassing or distributing any material outside the exhibitor's own space. 3) **Equipment outside assigned booth space.** 4) Subleasing of exhibit space. 5) The use of billboard advertisement and/or display of signs outside of the exhibit area without prior approval from the Missouri Rental Dealers Association's Trade Show Chairman.

The use of open audio systems is allowed. However, the exhibitor must agree to discontinue its use of the sound level if deemed to be objectionable to the convention participants or adjacent exhibitors.

The character of the exhibits is subject to the approval of the Trade Show Chairman, MRDA. The right is reserved to refuse the application of concerns not meeting standards required or expected, as well as the right to curtail or to close exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct, and attire of persons, etc.

12. **ATTENDANCE:** Based on past years, approximately 135 dealers and spouses are expected to attend this meeting. Ten to fifteen companies, in and outside of state, were represented, as well as sold-out exhibitor space.
13. **SUBLETTING OF SPACE:** Exhibitors may not assign, sublet, or apportion the whole or any part of the space allocated. Exhibitors may not display or advertise products of any kind other than those manufactured or sold by them in the regular course of their business.
14. **SECURITY:** The Missouri Rental Dealers Association will provide security within the Exhibit Hall for the protection of the exhibitor's property in the exhibit hall after exhibit hall hours. The MRDA shall not be held responsible for the loss of, or damage to, any material for any cause and encouraged the exhibitor to exercise normal precautions to prevent loss or damage.
15. **EXHIBIT HALL FURNISHINGS:** The exhibit hall is entirely carpeted. The draping will be burgundy and white. Furniture, electrical connections, and other needs may be ordered through the Lodge of Four Seasons Resort (800/711-8983).
16. **CANCELLATION OF EXPOSITION:** Should any situation beyond the control of the Missouri Rental Dealers Association arise to prevent the 2024 Trade Show, MRDA will not be held liable for any expenses incurred by the exhibitor except the rental cost of booth space.
17. **SHOW SPECIALS:** MRDA recommends that the exhibiting vendors offer trade show specials that are available on orders placed at the trade show ONLY.



CONTRACT FOR EXHIBIT SPACE
Heartland of America Regional Trade Show & Seminar
April 29th-May 1, 2024
Lodge of Four Seasons Resort, Lake Ozark, Missouri

Please complete all info:

Company Name For Sign: _____

Address: _____
Street City State Zip

Telephone: (____) _____ Fax#: (____) _____

Contact Name: _____ Email Address: _____

____ Exhibit Booth - \$600 each (10'X10') (Indicate the # of Booths) _____ ELECTRICITY NEEDED (\$35 per dual receptacle)

____ Exhibit Booth - \$500 each (10'X10') (Indicate the # of Booths) - 2nd booth or \$400 3rd booth _____

____ Annual membership fee - \$100 (If already paid, please disregard. **MUST BE A MEMBER TO EXHIBIT.**)

____ Additional meal/function package(s): \$100 X _____ # of packages

____ Our company will be offering Trade Show Specials. _____ YES _____ NO **Included:** ____ YES ____ NO

____ Sign me up for the Fishing Tournament (link here)

____ Sign me up for the Golf Tournament (link here)

Booth preferences: 1st Choice _____ / 2nd Choice _____ / 3rd Choice _____ /4th Choice _____

If possible, please place our booth near the following companies: _____

If possible, please DO NOT place our booth near the following companies: _____

RENTAL POLICY: The total must be paid to reserve your booth.

Written notice of cancellation received in the MRDA contracted office by April 15, 2024, will receive a refund of monies submitted minus \$100. No refunds will be allowed for cancellations made after April 15, 2024.

POLICIES AND PROCEDURES: Exhibitor agrees to observe all policies and procedures set forth by the MRDA and The Lodge of Four Seasons Resort. The undersigned has read and hereby agrees to the Exhibitor Policies and Procedures for exhibiting at the 2024 Heartland of America Regional Trade Show and Seminar, hosted by Missouri Rental Dealers Association.

For Link to Heartland Trade Show here: <https://mortaldealers.com/heartland-trade-show/>



Heartland of America Regional 2024 Trade Show

Company or organization name _____

To whom should we send additional information about the meeting?

Name _____

Street address _____

City, State, Zip _____

Please list below names of all representatives who will be attending the meeting, **if not done on the checkout form on the website**. We will use this information to prepare name tags and packets for them. One free complete meal/function package is given for the 1st booth ONLY. Additional meal/function packages may be purchased for \$100 per package. (See Policies and Procedures) - If not yet paid please visit <https://morentaldealers.com/product/additional-meal-function-package/>

By providing us with this information now, you will avoid delays when checking in at the registration desk.

Thank you for your cooperation!

NAME TAG INFORMATION

Rep name (for name badge) _____

Title _____ City, State _____

Rep name (for name badge) _____

Title _____ City, State _____

Rep name (for name badge) _____

Title _____ City, State _____

Rep name (for name badge) _____

Title _____ City, State _____

Rep name (for name badge) _____

Title _____ City, State _____

Rep name (for name badge) _____

Title _____ City, State _____

Email Completed Form to: info@morentaldealers.com



"TIGER" JOHN CLEEK/BEN NEUHARTH MEMORIAL BUDDY BASS TOURNAMENT

Heartland of America Regional Trade Show

WHEN – Monday, April 29th, 2024

WHERE – Lodge of 4 Seasons Main Boat Dock

TIME – 12:45pm beverages on dock

TAKE-OFF – 1pm

WEIGH-IN – 5pm

ENTRY FEE – Free to any registered participant of the Heartland of America Regional Trade Show.

OPTIONAL - \$10.00 per participant ante for biggest bass! Winner takes all, security available on request.

RULES – This is for fun and trophies worth a whole lot less than they look like.

MRDA is not responsible for accidents, fights, divorces, or other trivia caused by fishing this event. Enter at your own risk! You must have a valid Missouri fishing license or if you are ancient and don't need one, have proof of that!

RULES – Include the following plus anything else I think of later on:

- 1) You must fish from a boat with an aerated live well.
- 2) Life vests required when running your big motor.
- 3) Only artificial baits or lures allowed.
- 4) No trolling allowed – this ain't no carp tournament.
- 5) Eligible Fish – only legal bass: largemouth and smallmouth must be a minimum of 15"; Kentucky bass 12 " minimum. Illegal fish weighed in – you will be penalized 1 pound for each fish under the legal minimum brought to the weigh-in. Maximum 6 fish per boat. **Maximum 2 anglers per boat not including the guide.** To hire a guide, contact John Blankenkemper at Blanksbass Guide Service at blanksbass@usmo.com, phone(573-280-1455), if no answer, leave a message. You will receive a call back within one day. The cost is \$400.00 for 1 or 2 anglers, tip extra. Guides furnish tackle and lures as needed. While guides may net your fish, they cannot cast, hook, or play a fish or your team will be disqualified. **Again, a maximum of 2 anglers plus guide allowed per boat.**
- 6) **NOTICE :If you hire a guide thru anyone other than Blanks bass-you will be disqualified! Period! NO EXCEPTIONS!!**
- 7) Protests – a total waste of time.

TIE BREAKERS:

- 1) Biggest bass will decide ties
- 2) Order of Entry
- 3) Anything else I think of.

Scan or mail this entry form to: Contact: John Cleek, Jr – email: jcleekjr@cleeks.com

Sincerely, "Tiger" John Cleek, Jr. Tournament Director - 573-881-0922 (cell)

(Supply shirt size if you didn't previously)

Name: _____ Contestant Buddy Name: _____

Please include shirt size: _____ Shirt size _____

Signature _____

(If "X" need a witness)



**HEARTLAND OF AMERICA REGIONAL
2024 Trade Show and Seminar
* The Cove Golf Course * Lake Ozark, Missouri
GOLF TOURNAMENT**

TO: DEALERS AND EXHIBITORS

RE: The MARK WINDSOR ANNUAL GOLF TOURNAMENT

DATE: TUESDAY, April 30, 2024

TEE TIMES: 6:45am - BREAKFAST 7:30am - SHOTGUN START

FEEES; \$80.00 PER PERSON - INCLUDES CART before 4/15/24

COURSE: "The Cove" at the Lodge of Four Seasons Resort

Dear Dealer or Exhibitor:

Register now for the 4-man golf scramble to be played at "The Cove" golf course at the Lodge of Four Seasons Resort on Tuesday, April 30, 2024. Starting time is 7:30am and limited to 44 players. After limit is reached, players will be placed on a waiting list. Cost is \$80 per player if registered before 4/15/24, which includes cart. Payment must be received before considered registered to play. 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. **(Cancellations must be received prior to April 15th in order to receive a refund, but substitutions for the cancelled player is allowed.)**

PAY HERE: <https://morentaldealers.com/product/mark-windsor-annual-golf-tournament/>

