

Dealers! We would like to invite dealers to attend the 19th 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 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 2024 trade show the biggest and best ever. Please join us in that celebration.

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. The itinerary is shown below and throughout the Heartland Registration pages. 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.

PRODUCT TRAINING/KEYNOTE SPEAKER

There will be two (2) product training sessions on Wednesday, May 1, 2024. Each dealer will get to attend both product training sessions. The companies that will have product trainings are **(1) C&L Supply (2) Vox-Pop-Uli** followed by panel of social media experts and attending regional managers.

4 MAN GOLF SCRAMBLE (may do both Golf and Bass if desired this year)

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. Look for details at this link and throughout the Heartland registration links.

REGISTER HERE!

[Mark Windsor Annual Golf Tournament - MRDA \(morentaldealers.com\)](#)

Any questions, contact Rick Rineberg at rick_rineberg@msn.com and 785.633.6501

BASS FISHING TOURNAMENT (may do both Bass and Golf if desired this year)

Interested in catching that big bass. Then consider also entering the bass fishing tournament on Monday, April 29, 2024, at the Resort Boat Dock. No cost. 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. 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.

Any questions, contact John Cleek, Jr at jcleekjr@cleeks.com and 573.449.1010

REGISTRATION AND FEE

Advance registration is requested and suggested. This will help avoid unnecessary delays upon arrival. Fees may be paid by checking out at the link by adding to your cart. **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 April 15, 2024. **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 April 5, 2024. The room rate is \$149 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=4156803>

REFUNDS

Full refund of fees minus a \$15 processing fee will be made if WRITTEN notice of cancellation of registration is received by April 15, 2024. 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 April 15, 2024, in order to receive a full refund. After this date, NO refunds will be given as per the golf club.

Tentative Itinerary
MRDA Heartland of America Trade Show and Seminar
April 29-May 1, 2024
Lodge of the Four Seasons Resort, Lake Ozark, MO

Friday, April 5th	Deadline for Block of Rooms Cancellation Received for Refund of Room (-\$15) Cancellation for Golf/Bass Tournaments
Monday, April 15th	Deadline for Vendor/Dealer Registration and Fee Deadline Booth Cancellation

Heartland of America Trade Show

Monday, April 29th

4pm	Vendors/Dealers Lodge Check-in
12pm - 5pm	Vendor Set-up/Early Registration in Exhibit Hall
12:45pm - 1pm	Beverages for fishing
1pm - 5pm	Fishing (then dinner on own)
8pm - 10pm	“The Tiger Social” in Thirst (after party in Cleek’s Presidential Suite)

Tuesday, April 30th

6:45am	Golfing Tournament Breakfast at the Pro Shop (must check in by 7:15am)
7:30am	Golfing Tournament Begins (shotgun start)
9am - 1pm	Additional Vendor Set-up
4pm	Room Check-in
1:30pm - 6:30pm	Registration/Vendor Showcase/Attendance Prizes (be present to win)
4:30pm	Cocktail Reception in Exhibit Hall
6:30pm	Exhibit Hall Closed
7pm - 8:30pm	Dinner Buffet (casual dress)
8:30pm	After Party at The Rooftop Bar (live music) (Vendors Dismantle by Noon Thursday)

Wednesday, May 1st

7:15am - 8am	Breakfast Buffet (casual dress)
8:15am - 9am	Product Training (Session One)
9:15am - 10am	Product Training (Session Two)
10:15am - 11:30am	Social Media Expert Panel
11:45am - 12:15pm	Box Lunch/PAC Raffle/Adjournment
12:15pm - 1:00pm	Annual MRDA Meeting (election of officers/board)
1:00pm - 2:00pm	Optional State Meeting
By 11am	Hotel Check-out
By Noon	Vendors Dismantle

2024 Heartland of America Regional Trade Show & Seminar Registration Form
April 29-May 1 * Lodge of Four Seasons Resort * Lake Ozark, Missouri

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 (417)818-9438 or e-mail info@morentaldealers.com or go to www.morentaldealers.com

FULL REGISTRATION

Full registration includes Monday “Tiger” Social, Dinner Tuesday and drink tickets, Breakfast Wednesday and breaks, product training presentations, and entrance to exhibit hall. Golf and Bass Tournament NOT INCLUDED.

By April 15, 2024

Member Dealers/Employees	() \$ 35.00
Member/Employees'-Spouse/Guest	() \$ 35.00
One (1) Free Member Dealer per Organization	() FREE
Non-Member Dealers/Employees	() \$100.00
Non-Member Dealers/Employees'-Spouse/Guest	() \$100.00
Attending Vendor Showcase ONLY	() FREE
Golf Tournament	() \$80.00

Golf Tournament: "2024 Heartland of America Mark Windsor Memorial Golf Tournament" Tuesday, April 30, 2024. Starting time 7:30am at “The Cove” golf course at the Resort. Cost is \$80.00/player before 4/30/24, which includes cart.

Player's Name _____ Handicap or Average Score _____

ADD ALL FEES DUE AND ENTER TOTAL HERE: TOTAL\$ _____

Please respond to these statements:

- [] Yes, I (we) will attend the “Tiger” Social on April 29th, 2024.(Please indicate for food/drink purpose)
- [] Yes, I (we) will attend the Box Lunch on April 30, 2024.(Please indicate for food/drink purpose)
[] Turkey Sandwich or [] Ham Sandwich
- [] Yes, I have indicated the number of dealers and guests above & will send in their names by April 15, 2024.