



2010 OMEDA CONVENTION

CROWNE PLAZA COLUMBUS NORTH • COLUMBUS, OHIO

SUPPLIER INFORMATION KIT

For Advertisers, Sponsors, Exhibitors, and Attendees

ADVERTISING: SPECIAL CONVENTION ISSUE

The Special Convention & Power Show Issue of the *Front Office Facts* newsletter in January provides a very cost-effective medium to get your message out to members just prior to these events. Your ad in this issue alerts **every member** to your participation in the Convention or Power Show and the products and/or services that you will have on display. Details are listed on page 3.

SPONSORSHIPS AT THE CONVENTION

Sponsorships at the Convention abound. And they are a good investment. Not only do the dealers attending the Convention know that you help defray the cost of Convention activities, but **every member** knows, too. That's because the Association makes your valuable contribution known in the monthly *Front Office Facts* newsletters as well – before *and* after the Convention. And to help you weigh the benefits and features of various sponsorship levels, a convenient chart is listed on page 3.

CONVENTION SCHEDULE OF EVENTS

Wednesday, January 27, 2010

- 2:00pm Convention Registration and Exhibits open
- 2:30 **Welcome from the OMEDA President**
George H. Fackler III, Fackler Country Gardens, Granville OH
- Securing Your Vital Information from Technology's Vulnerabilities**
Chris Housden, Infoguard Corporation, Columbus OH
- Effective Risk Management Can Reduce Losses**
Mark Love, Federated Insurance, Owatonna, MN
- 4:00 **Annual Business Meeting**
OMEDA President George H. Fackler III presiding
- Statehouse Reports**
Ohio - Gordon Gough, Ohio Council of Retail Merchants, Columbus, OH
Michigan - Derek Dalling, Kindsvatter & Associates, Lansing, MI
- Make Your Safety Program a Profit Center**
John Lanning, CompManagement Risk Services, Dublin OH
- 7:00 **Grand Reception — "Jimmy Buffet Style"**
featuring *Street Players*

Thursday, January 28

- 8:00am "GOOD MORNING" BREAKFAST
- 9:00 **Break the Rules and Close More Sales in a Down Economy**
Aaron Prickel, Lushin & Associates, Indianapolis IN
- 10:00 **FOR THE LADIES!**
A Day of Shopping at the Polaris Fashion Place
- 11:00 **Helping Dealers Succeed: A Report from NAEDA**
Lester Killebrew, First Vice Chairman, NAEDA, Abbeville, AL
- 12:30pm **INDUSTRY LUNCHEON**
Duty, Honor, Country
Tony Rose, Elizabethtown KY
- 2:30 **"Best Practices" Dealer Panel**
- 4:00 Exhibitor Door Prize Drawing
- 4:30 **In-Line Dealer Round Table Discussions and OPE Industry Focus**
AGCO, Case IH, John Deere, Kubota, New Holland, and OPE dealers
- 6:30 The Association "Friends & Fellowship" Hospitality Hour
- 7:30 **BANQUET AND ENTERTAINMENT**
featuring *It's Clear on Top* with Ralph Hood, Erwin TN

Friday, January 29

- 8:00am **POWER SHOW BREAKFAST** with prizes galore!
Voinovich Center, Ohio Expo Center
- 9:00 **POWER SHOW OHIO** grand opening
Ohio Expo Center



EXHIBITS AT THE CONVENTION

Introducing a new product or service? Looking to add retail distribution locations through dealers? Want to keep your company name at the top of the list? Then, the table-top exhibits at the Convention are a cost-effective method to convey your specific message to dealers in face-to-face contact. In addition, dealers who visit exhibits will be eligible to win one of several door prizes. Details about exhibiting at the Convention are listed on page 3.

LAST YEAR'S SPONSORS AND EXHIBITORS

Here is a list of the companies represented at the 2009 OMEDA Dealers Convention. Please feel free to contact any of them for their opinion. A satisfied sponsor and/or exhibitor is worth a thousand words...

- | | |
|------------------------------|----------------------------------|
| Agricredit Acceptance | HBS Systems |
| American Hardware Mutual | Hayward Distributing |
| Association Benefit Planners | Iron Solutions |
| Bryan Equipment | John Deere |
| Burns Industrial Supply | Kasco Manufacturing |
| Case IH | Kubota Tractor Corp. |
| Cellution Group | National City Merchant Services |
| CompManagement Inc. | New Holland |
| Cummings & Bricker | Northwest Fuel Injection Service |
| Farm & Dairy | Partnership Freight Program |
| Farm Credit of MidAmerica | Power Equipment Distributors |
| Farm Eq. Mfrs. Association | Prevention Benefits |
| Farm Science Review | Recovery One |
| Farmco Distributing | Remlinger Manufacturing |
| Fastline Publications | SISCO |
| FC Mason | SuperFleet Fuel Program |
| Federated Insurance | Tractor House |
| Gingerich Clean Burn | Toolchex |

Shouldn't you consider participating in the
2010 OMEDA Annual Dealers Convention?

2010 OMEDA CONVENTION REGISTRATION, SPONSOR, EXHIBITOR APPLICATION & CONTRACT

Wednesday, January 27 • Thursday, January 28 • Friday, January 29 • Crowne Plaza Hotel Columbus North

Firm Name _____ Address _____
 City _____ State _____ Zip _____ Phone _____ Fax: _____
 Contact person: _____ Email: _____

ADVERTISING: SPECIAL CONVENTION ISSUE

We would like to place an advertisement in the January 2009 Special Convention and Power Show Ohio issue of the *Front Office Facts*. \$ _____
 Full Page, 7-1/2" x 10" \$310
 One-half Page, horizontal: 7-1/2" wide x 4-7/8" \$195
 One-half Page, vertical: 3-1/2" wide x 10" \$195
 One-fourth Page, 3-1/2" wide x 4-7/8" \$115

Closing Date: December 3, 2009
Copy Due Date: December 10, 2009
Publication Date: January 6, 2010

CONVENTION SPONSORSHIP

We would like to provide sponsorship toward Convention activities and costs. **Due by December 10** for inclusion in January newsletter.
 Please sign me up for the following sponsorship level: Diamond Platinum Gold Silver Bronze General \$ _____
 I would like to sponsor a particular function. Please give me a call to discuss this option.

CONVENTION EXHIBIT SPACE

The Ohio-Michigan Equipment Dealers Association is pleased to rent one (1) 72" x30" table-top space for the purpose of display during the 2010 DEALER CONVENTION to be held at the Crowne Plaza Columbus North in Columbus, Ohio. This form will become an official exhibit space rental contract once space assignment is made and it is signed by show management. This application/contract is subject to the accompanying Rules of the Show.
BOOTH FEE: \$425.00, due by December 10, 2009 \$ _____
 Set-up privileges will *not* be granted unless full payment is received. Applications not signed or not accompanied by a payment will be returned.

This application/contract entered by and between the Ohio-Michigan Equipment Dealers Association, hereinafter designated as the Party of the First Part, and the exhibitor, hereinafter designated as the Party of the Second Part, is fully consummated with the signing of the application/contract by both parties and receipt of full payment. With the signing of this application/contract, the Party of the Second Part is also in full understanding and agreement of the Rules of the Show as stated on the following page, and which are incorporated herein by reference.

X _____
Authorized signature of exhibitor *Date* *Ohio-Michigan Equipment Dealers Association*

CONVENTION REGISTRATION

All suppliers attending the Convention must register and wear badge for admittance to the educational and social activities. List names below for badges. Badges and tickets will be waiting for you at the Convention registration desk. Substitutions accepted, but no refunds, if canceled after January 10.

List names to be printed on badges	Registration	Wednesday	Thursday	Thursday	Thursday	Friday	
	Fee	Reception	Breakfast	Luncheon	Banquet	Breakfast	
	\$50	\$45	\$15	\$20	\$45	\$15	
Name _____	\$50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
Name _____	\$50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
Name _____	\$50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
Name _____	\$50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
Name _____	\$50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
Name _____	\$50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____

PAYMENT METHOD (Except for Advertising and Sponsorships, prepayment is required.) **Total** \$ _____
 Check enclosed, payable to "OMEDA".
 Please charge to: MasterCard Visa Amer. Exp. Acct # _____ Exp. Date ____ / ____
 Cardholder (printed) _____ Cardholder Signature _____

**ADVERTISING DATA:
SPECIAL CONVENTION ISSUE**

Newsletter Specifications

Format: 8½" x 11" overall page size; No edge-bleeds are permitted.
Discounts: No agency commissions are allowed.

Material Requirements: Color laser printing is used in production.

Acceptable format: Color or B&W digital files, saved as PDF, TIFF, or in native applications InDesign, Illustrator, PageMaker, or Freehand. Include all screen and printer fonts, and all linked files (.eps., tif). Pantone color must be CMYK mode.

Closing Date: December 3, 2009

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Publication Date: January 6, 2010

Rates:

- Full Page, 7-1/2" x 10" \$310
- Half Page, horizontal: 7-1/2" x 4-7/8" \$195
- Half Page, vertical: 3-1/2" x 10" \$195
- Quarter Page, 3-1/2" x 4-7/8" \$115

SPONSORSHIP LEVELS AND THEIR BENEFITS

Level	Amount	Benefits and Features
Diamond	\$5,000 and up	4 complimentary registrations (including meals) Complimentary exhibit booth Complimentary advertising insertion in newsletter Personal recognition during the Convention Option of including pre-printed catalog sheet in registration packets Contact information in registration packets Recognition in the Convention program Recognition in the <i>Front Office Facts</i> newsletter
Platinum	\$3,500 - \$4,999	3 complimentary registrations (including meals) Complimentary exhibit booth Personal recognition during the Convention Option of including pre-printed catalog sheet in registration packets Contact information in registration packets Recognition in the Convention program Recognition in the <i>Front Office Facts</i> newsletter
Gold	\$2,500 - \$3,499	2 complimentary registrations (including meals) Verbal recognition during the Convention Contact information in registration packets Recognition in the Convention program Recognition in the <i>Front Office Facts</i> newsletter
Silver	\$1,500 - \$2,499	2 complimentary registrations (including meals) Verbal recognition during the Convention Recognition in the Convention program Recognition in the <i>Front Office Facts</i> newsletter
Bronze	\$1,000 - \$1,499	1 complimentary registration (including meals) Recognition in the Convention program Recognition in the <i>Front Office Facts</i> newsletter
General	\$500 - \$999	Recognition in the Convention program Recognition in <i>Front Office Facts</i> newsletter
If you don't find something that fits your requirements, contact Bill Garling in the Association office, call toll-free at 800.606.6332, or send an email to bgarling@amgllcusa.com .		

EXHIBITOR INFORMATION -- "Rules of the Show"

The exhibit area is the Crowne Plaza Columbus North's Foyer 1 and Foyer 2 just outside the Ballroom near the south entrance. Convention registration, meal functions, and breaks take place in and adjacent to the exhibit area. Refreshments and breaks are also in the exhibit area.

REGISTRATION FOR EXHIBITORS:

Each person working the exhibit during the Convention must be registered for the Convention. Meal functions are optional, but provide an excellent way of networking with dealers in attendance.

EXHIBIT VIEWING TIMES:

Suggested times for staffing your display:

Wednesday: 1:00pm-5:00pm.

Thursday are 8:45am-4:30pm.

Most of the traffic is usually at break times.

The Convention Management reserves the right to decline and prohibit any exhibit or part of an exhibit which in its opinion is not proper, or in accord with the purpose of the Convention. No exhibitor will be permitted to allow anyone to solicit or take orders for goods other than those handled by their firm.

TERMS FOR SPACE - Cost: \$425.00. This includes one (1) 72" (wide)x30"(deep) covered table top display and access to 120V electric outlets. Extension cords and power strips may be necessary to reach your exhibit booth. Free wireless high-speed internet is available at no charge. The hotel charges \$150 per day for wired service. Payment in full for all fees is required with the contract. Set-up privileges will not be granted unless full payment is received by December 10, 2008. Booths not paid for in full by December 10, 2009 can be reassigned. There will be no refunds for exhibits after December 10, 2009, and no refunds for Convention registration and meals after January 10, 2010.

ARRANGEMENT OF EXHIBIT - Exhibit set-up may begin at 10:00am Wednesday, January 27, 2010, and completion of the exhibit set-up is required by 2:00pm Wednesday, January 27. (Convention activities begin at 2:00pm.) Set-up privileges will not be granted unless full payment has been received. All aisle space is strictly under control of Convention Management and must not be used for displays. No exhibit may be created which will cause congestion in the aisles. Any drapery set by the Exhibit Contractor must remain in place. Management reserves the right to reassign any space not occupied. Reassignment does not relieve the original exhibitor of obligation to pay rent as agreed.

REGISTRATION - Each person working the exhibit during the Convention **must be registered** for the CONVENTION with payment in advance. Convention Exhibitors who will need lodging during the Convention should make reservations as soon as possible. A Convention Registration form is on page 2 and Hotel reservation information is on page 4.

REMOVAL OF EXHIBITS - Exhibits are to remain intact through closing time on Thursday. Dismantlement may begin after 5:00 pm on Thursday, January 28, and must be completed by 11:00 pm, Thursday, January 28.

SAFETY & SECURITY- The Ohio-Michigan Equipment Dealers Association, Association Management Group, LLC, and its Staff or the Crowne Plaza Hotel Columbus North shall not be responsible for any loss, damage or bodily injury that may occur to the exhibitor or to the exhibitor's employees or exhibitor's property or exhibitor's employees' property from any cause whatsoever, prior to, during or subsequent to the period covered by the exhibit contract; and the exhibitor, on signing of contract, expressly releases the Ohio-Michigan Equipment Dealers Association from and agrees to indemnify same against any and all claims for such loss, damage or injury. Any damage to the buildings or grounds due to the actions of the exhibitor must be paid for by exhibitor causing same.

OTHER POINTS - Ohio-Michigan Equipment Dealers Association and Association Management Group, LLC, assume no responsibility for the clearance of copyrighted material. It is the responsibility of the Party of the Second Part for any and all licensing agreements for use of copyrighted material. Convention Management reserves the right to utilize a substitute location in case of disaster. All other points not specifically covered by these rules will be subject to the decision of the Convention Management, which is final.

ADMISSION - This is a dealer convention. Only bonafide construction, agricultural, and outdoor power equipment dealers will be in attendance.



OHIO-MICHIGAN EQUIPMENT DEALERS ASSOCIATION
PO Box 68
Dublin, Ohio 43017

Annual Dealers Convention Material Enclosed
Advertising placement order
Exhibit application
Sponsorship request
Registration form

HOTEL RESERVATION INFORMATION FOR THE OMEDA CONVENTION

All rooms for the Convention are at the Crowne Plaza Hotel Columbus North
6500 Doubletree Ave.
Columbus, Ohio 43229
Phone: 614-885-1885



Convention Rate: \$115 King or Double-Double *before* January 10, 2009.

After January 10, rooms are at the Crowne Plaza's higher "rack" rate, on a space available basis.

The Crowne Plaza Hotel Columbus North is a smoke-free environment.



***Rooms are reserved directly with the Crowne Plaza Columbus North, 614-885-1885, 8am-5pm,
or Crowne Plaza general reservations, 877-424-4225.***

Be sure to mention "OMEDA" for discounted rates.



Return combination registration/application form to:
Ohio-Michigan Equipment Dealers Association
PO Box 68
Dublin, Ohio 43017-0068
614.889.1309 Fax: 614.889.0463