

# 2019 UEDA CONVENTION

February 12, 2019

CROWNE PLAZA AIRPORT • LOUISVILLE, KENTUCKY

## SUPPLIER INFORMATION KIT

for Advertisers, Sponsors, Exhibitors, and Attendees



### CONVENTION SCHEDULE OF EVENTS

#### Monday, February 11, 2019

- 3:00pm Board of Directors Meeting
- 6:00pm PRESIDENT'S RECEPTION and DINNER  
(open to any dealers, exhibitors arriving on Monday)

#### Tuesday, February 12

- 8:00am Convention Registration opens
- 8:30am "Good Morning" Breakfast
- 9:30am **FOR THE LADIES! "Playing with Fire"**  
Hand-blow your own glass Christmas ornament at Hyland Glasses,  
includes breakfast and lunch...with shopping, too!
- 9:30am **Welcome from the UEDA President**  
Dan Booth, Booth Machinery, Crawfordsville IN
- Mergers, Acquisitions, and Business Succession: What's Your Plan**  
Rex Collins, CPA, CVA, HBK CPAs, Greenwood IN
- 10:45am "Visit the Exhibits" and Door Prize Entry Time
- 11:30am **Annual Business Meeting**  
UEDA President Dan Booth presiding
- Investing in Key Employees**  
Conner Bland, Federated Insurance, Indianapolis IN
- 12:30pm **INDUSTRY LUNCHEON -- Open to All!**
- On the Doorstep of Transformation**  
Curt Blades, Sr. VP, Ag Svcs, Associated Equipment Manufacturers
- 2:00pm Door Prize Drawing, courtesy of the Convention exhibitors
- 2:45pm **"Looking Forward" Manufacturer Panel**  
Bill Hurley, AGCO Corp.  
Joe Miller, Case IH  
Darren Havens, John Deere  
Todd Stucke, Kubota Tractor Corp.  
Bret Lieberman, New Holland  
Kim Rominger, moderator
- 4:00pm "Visit the Exhibits" and refreshment break
- 4:30pm **In-Line Dealer Roundtables**
- 6:45pm UEDA "Friends & Fellowship" Hospitality
- 7:30pm **BANQUET and ENTERTAINMENT  
Could be Worse!**  
C. Willi Myles, "America's Everyday Comedian", Wayzata MN

#### Wednesday, February 13

- 9:00am National Farm Machinery Show opens  
Kentucky Fair & Expositions Center
- 6:00pm UEDA Reception for Exhibitors (dealers welcome)  
Kentucky Fair & Expositions Center



### ONE-DAY FORMAT PROVES EFFICIENT AND COST-EFFECTIVE

Our ONE-DAY format cuts hotel costs and minimizes your time away from the business while maximizing your time with dealers. The table-top exhibits at the Convention are a cost-effective method to convey your specific message to dealers in face-to-face contact. Two special times are scheduled for visiting the exhibits and "Visit the Exhibits" door prizes should provide incentive for dealers to visit your booth. Details about Convention exhibits are on page 3. If you arrive on Monday, you are welcome to join us for the President's Reception and Dinner. See registration form on page 2 for ticket information.

### 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 *United Voice* newsletters as well – before *and* after the Convention. Check out the sponsorship benefits chart on page 3.

### ADVERTISING: SPECIAL CONVENTION ISSUE

The January *United Voice* newsletter provides a very cost-effective medium to get your message out to all members just prior to the Convention. Your ad in this issue alerts *every member* to your participation in the Convention and the products and/or services that you will have on display. Details are listed on page 3.

### LAST YEAR'S SPONSORS AND EXHIBITORS

Here is a list of the companies represented at the 2016 Dealers Conventions. Please feel free to contact any of them for their opinion. A satisfied sponsor and/or exhibitor is worth a thousand words...

AGCO Corp	Fastline Media Group LLC
AgDirect	Federated Insurance
Assured Partners	Ford Distributing
Basic Software	HBK CPAs and Consulting
BigIron Auctions	Hayward Distributing
Bose McKinney LLP	John Deere
Bryan Equipment Sales	Kubota Tractor Corp.
Case IH	McKanna Consulting
Charter Software	New Holland
CompManagement Inc.	OPOC.us
CompManagement Health Systems	Partnership Freight Program
Counterweight Blue	Power Equipment Distributors
DLL Financial Partners	Ritchie Bros. Auctioneers
EDA-Equipment Data Associates	Sheffield Financial
Electronic Merchant Systems	SISCO
Farm & Dairy	SuperFleet Fuel Program
Farm Science Review	Tractor House
Farmco Distributing	

**Shouldn't you consider participating in the  
2019 UEDA Annual Dealers Convention?**

## Your Invitation... and the Manufacturer Panel Members

### You're invited to attend...

...the 2019 UEDA Annual Dealers Convention. This year's theme, *The Future: What's Your Plan?* focuses on the need for all dealers to have a plan -- whether it's for acquisitions, mergers, business succession, or staying the course. Look this over -- see if you don't agree!

We hope that you, your spouse, and your key personnel will join us in Louisville for our Annual Convention and the National Farm Machinery Show. If you plan to arrive on Monday, you're welcome to attend the President's Dinner -- just sign up for the number of tickets you'll need.

Registration is just two easy steps:

- (1) Return a completed registration form to the Association office, and
- (2) Reserve your room at the Crowne Plaza Airport.

Dealers, be sure to take advantage of the Early Bird and First-Timer discounts.



**Dan & Dee Booth**  
UEDA President and First Lady  
Booth Machinery, Crawfordsville IN

## "Looking Forward" Manufacturer Panel



**Bill Hurley**  
Vice President,  
Aftersales, Customer Support,  
and Distribution Development,  
North America  
AGCO Corp.

Born and raised in central Texas, Bill earned a B.S. in Mechanized Agriculture from Texas A&M University and holds a Masters of Business Administration from Emory University. He has extensive experience in the farm equipment industry, having spent over 20 years in various positions with Deere prior to accepting a position with AGCO Corporation in 2009. Throughout his career he has been active in various local, regional, and national agricultural-related organizations. Bill currently serves on the boards of the Association of Equipment Manufacturers (AEM), the Georgia Agribusiness Council and Georgia FFA Association.



**Joe Miller**  
Regional  
Sales Director,  
Eastern Region,  
Case IH

Upon graduation from Purdue University in 2003, Joe started with Case IH. While in Racine, Joe served as Technical Support Agent for Steiger tractors and then Sales Support Manager for WI, MI, and NY. In 2006 Joe accepted his first field position as a Part & Service Sales Manager. Since that time, he has held various positions in sales and management with CNH Industrial Parts and Service and Case IH Sales. During this time, Joe also completed his MS in Agriculture Economics from Purdue University and his MBA from the Indiana Kelley School of Business. He also enjoys helping out with the family farm in Rochester, Indiana.



**Darren Havens**  
Manager,  
US Sales,  
Eastern Division,  
John Deere

Darren leads the sales team for John Deere's Agriculture and Turf Division for the Eastern half of the US. He is responsible for executing sales of John Deere's complete line of Agriculture & Turf products, along with parts and attachments sales through the dealer network. He is also responsible for ensuring the ongoing development of the John Deere dealer channel to support John Deere and John Deere dealers' aligned growth ambitions. Darren has been on the Deere team since 1995. He holds a BA in Agriculture Economics from the University of Illinois and has earned a MS/MBA from Purdue University.



**Todd Stucke**  
Senior Vice President,  
Marketing, Product  
Support & Strategic Projects,  
Kubota Tractor Corp.

Todd is an industry veteran with more than 25 years of experience in both equipment and agriculture. He is ultimately responsible for ensuring that Kubota's national sales, marketing, dealer development and product support strategies collectively achieve a 360° approach to customer experience excellence. Prior to his current position, Todd led the Ag & Turf Division for Kubota as Vice President of Ag & Turf from 2013-2015. Under his leadership, Kubota has introduced its first line of Kubota-branded hay tools and its M7 tractor series, marking Kubota's entry into the commercial livestock and row crop production markets.



**Bret Lieberman**  
Vice President,  
New Holland  
North America

Bret joined New Holland in 1990 with a position in service parts. Bret continued to expand his experience with various roles in purchasing, human resources, quality management and haytools production. Prior to being appointed to his current position in 2015, Bret headed North America Manufacturing, where he was responsible for all agricultural and construction manufacturing plants since 2009. Bret holds a BS Degree in Business in Management from Bloomsburg University and a Masters in Business Administration from St. Francis College.



Moderator:  
**Kim Rominger**  
President/CEO  
Equipment  
Dealers  
Association

Kim has 34 years of experience in equipment dealer association management, with the past 17 years serving in the capacity of CEO of regional equipment dealer associations. He has extensive experience with dealer-manufacturer relations, having served on the EDA Industry Relations Task Force since 2012. In addition to his responsibilities at EDA, Kim continues to serve as the Executive Vice President/CEO of the United Equipment Dealers Association (UEDA). He earned a BS Degree in Marketing from Indiana State University and an MBA from Indiana Wesleyan University.

## Conference Workshop and Industry Luncheon Keynote



Rex Collins

### Mergers, Acquisitions, and Business Succession: What's Your Plan?

A solid continuity plan is critical to any dealership and must address a variety of business issues. True planning ensures the transfer of ownership is smooth and that new management and the next generation of leaders are in place to see that the dealership continues to operate successfully. This session will help guide you through the ten steps of successful planning, how best to equip the next generation of management at the dealership, and what to do when your family has no interest in continuing the family business.

*Rex Collins, CPA, CVA:* Rex is a Principal at HBK CPAs and Consultants. He directs HBK's National Dealership Industry Group, which provides tax, accounting, transactional and operation consulting exclusively to dealers. With more than thirty years of experience, Rex specializes in valuations of dealerships; merger and acquisition, including negotiating financing and due diligence; forensic accounting; taxation; general business and financial consulting; and dealership accounting, operations, and management.

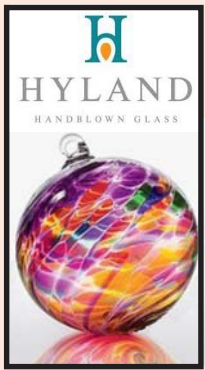
### On the Doorstep of Transformation

It's often said the only thing you can count on is change. That certainly holds true when looking into the future of the agriculture industry. You need look no further than the technological advances in precision farming, big data, artificial intelligence, and autonomous equipment, or at the changing landscape of farm ownership. And we must not forget the "right to repair" initiatives around the nation or the ever-present challenge of workforce development. With pressures coming from all sides, it's to our benefit to sit up and take note of these industry-shaping trends -- and their impact on future equipment purchases.

*Curt Blades:* Curt is the Senior Vice President for Agriculture and Forestry at the Association of Equipment Manufacturers (AEM). For over 25 years, Curt has spent his career in the agriculture industry and his entire life as a farmer. Prior to joining AEM, he spent over 15 years with Meredith Corp. overseeing sales, marketing, business and operations for a number of respected national media brands including Successful Farming, Living the Country Life, Wood, and Do-It-Yourself.



Curt Blades



### ESPECIALLY FOR THE LADIES! Playing with fire!

Let your creativity show -- by joining in the activity planned for the ladies attending the 2019 UEDA Convention!

**Breakfast:** Start your day with our "Good Morning" Breakfast in Crowne B that begins at 8:30am. Then meet First Lady Dee Booth in lobby at 9:30am for car-pooling and a "caravan" to Hyland Glass.

**Hyland Glass:** Here, you will work with hot glass up close, while staying at the cool end of the glass-blowing pipe at all times! The end result will be a beautiful Christmas ornament!

**Lunch and Shopping:** Then, enjoy lunch and Louisville shopping with a group or on your own.

### Investing in Key Employees



Conner Bland

Ever lose a promising employee? If you have, you know the costs related to turnover are high and getting higher as jobs become more specialized. Rewarding key employees and letting them know how special they really are to your business could mean the difference between keeping or losing a valued employee. But, to do that, you need benefits that work well both short- and long-term. During this session, learn about the triple protection option approach that your peers are using successfully to recruit and train top talent.

*Conner Bland:* Conner joined Federated Insurance in 2013 and held the position of Marketing Representative from 2014-2017. Conner was promoted to Account Executive in the Association Risk Management Services department where he currently services Federated's association relations in eight states: Indiana, Michigan, Kentucky, Ohio, Maryland, Delaware Virginia, and West Virginia.

### BANQUET ENTERTAINMENT -- Could Be Worse!

*C. Willi Myles:* After surviving his childhood growing up with nine sisters and one brother in Alabama, Willi moved to Minnesota to attend college and play football. With his stories about growing up in the south and acclimating to the cold of Minnesota, Willi relates his experiences in a unique spin to life's everyday challenges by applying humor to them. Performing across the U.S. and abroad, his career highlights include several appearances on national television and at the legendary Apollo Theater in New York City. He has opened for many of the top musical and comedy acts throughout the country, has performed regularly on cruise ships and at casinos, and has performed in concert with some of the biggest names in entertainment.



C. Willi Myles



**ADVERTISING DATA:  
CONVENTION YEARBOOK**

**Newsletter Specifications**

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

Discounts: No agency commissions are allowed.

**Distribution:** Publication is primarily sent electronically, with color laser printing used for mailed copies.

**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, 2018

**Copy Due Date:** December 10, 2018

**Publication Date:** January 3, 2019

**Rates:** Full Page, 7-1/2" x 10" ..... \$720  
 Half Page, horizontal: 7-1/2" x 4-7/8" ..... \$525  
 Half Page, vertical: 3-1/2" x 10" ..... \$535  
 Quarter Page, 3-1/2" x 4-7/8" ..... \$410

Banner ads also available in the UEDA Weekly Bytes email updates. Ad rates on on the UEDA website: [www.UNITEDeda.com](http://www.UNITEDeda.com)

**SPONSORSHIP LEVELS AND THEIR BENEFITS**

Level	Amount	Benefits and Features
Diamond	\$10,000	5 complimentary registrations (including meals) Complimentary exhibit booth Complimentary advertising insertion in <i>The Voice</i> Personal recognition during the Convention Option of including pre-printed catalog sheet in registration packets Recognition in the Convention program Recognition in the <i>The Voice</i> newsletter
Platinum	\$7,000	4 complimentary registrations (including meals) Complimentary exhibit booth Personal recognition during the Convention Option of including pre-printed catalog sheet in registration packets Recognition in the Convention program Recognition in the <i>The Voice</i> newsletter
Gold	\$5,000	3 complimentary registrations (including meals) Complimentary exhibit booth Verbal recognition during the Convention Recognition in the Convention program Recognition in the <i>The Voice</i> newsletter
Silver	\$3,000	2 complimentary registrations (including meals) Verbal recognition during the Convention Recognition in the Convention program Recognition in the <i>The Voice</i> newsletter
Bronze	\$1,500	1 complimentary registration (including meals) Recognition in the Convention program Recognition in the <i>The Voice</i> newsletter
General	\$750	Recognition in the Convention program Recognition in <i>The Voice</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](mailto:bgarling@amgllcusa.com).

**EXHIBITOR INFORMATION — “Rules of the Show”**

The exhibit area is in the Exhibitor Hall of the Crowne Plaza Airport. This room will also house the Convention registration and and be the focal point for refreshments during the breaks.

**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:

Tuesday: 8:30am - 9:30am (prior to the opening session)

Dedicated exhibit time at 10:45am; see schedule on page 1.

Dedicated exhibit time at 4:00pm; see schedule on page 1.

Other times: 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: \$875.00. This includes one (1) 96" (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 \$190 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, 2018. Booths not paid for in full by December 10, 2018 can be reassigned. There will be no refunds for exhibits after January 4, 2019, and no refunds for Convention registration and meals after January 31, 2019.

**ARRANGEMENT OF EXHIBIT** - Exhibit set-up may begin at 3:00pm Monday, February 11, 2019, and again at 6:00am Tuesday, February 12, 2019. Completion of the exhibit set-up is required by 9:30am. (Convention activities begin at 9:30am.) However, to fully maximize your exposure to dealers arriving to register, exhibits should be completely set up no later than 8:30am. 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 Tuesday. Dismantlement may begin after 4:30pm on Tuesday, February 12, and must be completed by 6:00 pm, Tuesday, February 12.

**SAFETY & SECURITY**- The United Equipment Dealers Association, Association Management Group, LLC, and its Staff or the Crowne Plaza Airport Hotel Louisville, KY 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 United 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** - United 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.



**UNITED EQUIPMENT DEALERS ASSOCIATION**

PO Box 68  
Dublin, Ohio 43017

TO: Suppliers serving Equipment Dealers in Ohio, Indiana, Michigan and Kentucky  
FR: Bill Garling, Chief Operating Officer

Yes, Convention time is rolling around again. And if you're looking for a cost-effective method for face-to-face and one-on-one communication with equipment dealers in Ohio, Indiana, Michigan and Kentucky, perhaps the 2019 United Equipment Dealers Convention is the place for you. Whether it's print advertising, exhibit booth interaction, or sponsorship exposure, here's your chance to get your message to dealers and show them you support their dealer network as well.

Just complete the form on page 4 to let us know what opportunities you want to take advantage of and return it via fax, email or snail mail to UEDA.

If you don't see something that fits your needs, or just have additional questions, please feel free to contact me in the Association office. Hope to see you at the Convention!

**Annual Dealers Convention Material Enclosed**

- Advertising placement order
- Exhibit application
- Sponsorship request
- Registration form
- Hotel Reservation information

**HOTEL RESERVATION INFORMATION for the CROWNE PLAZA HOTEL AIRPORT**

SEND TO: CROWNE PLAZA HOTEL AIRPORT  
830 Phillips Lane  
Louisville, KY 40209-1387  
OR CALL:  
888-233-9527 502-367-2251

These special CONVENTION ROOM RATES only available to UEDA members.  
 Room Rate 2-11-18 thru 2-12-19 is \$142 per night  
 Room Rate 2-13-18 thru 2-16-19 is \$236 per night  
 Rate does not include tax of 16.07%  
**Cancellations must be made by 6pm day of arrival**  
 Questions? Call: United Equipment Dealers Association, 1.800.606.6332



*Hotel reservations must be made directly with the Crowne Plaza Hotel Airport by phone, fax, online or mail.*  
Hotel Reservation Cut Off Date: 1-11-2019. After this date rooms may not be available.

**ATTENDEE INFORMATION FOR UNITED EQUIPMENT DEALERS ASSOCIATION**

Name \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Credit Card to Guarantee Reservation for late arrival \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_



We will arrive: Date \_\_\_\_\_  
 We will depart: Date \_\_\_\_\_  
 Requested Room Type:  Single  Double

(Room type is just a request and cannot be guaranteed.)

Return Convention registration form to:  
 United Equipment Dealers Association  
 PO Box 68, Dublin, Ohio 43017-0068  
 614.889.1309 Fax: 614.889.0463  
 Email: bgarling@amglcusa.com  
*Contact the Crowne Plaza for your room reservations!*