



2012 MAERA CONVENTION

February 13 • February 14 • February 15, 2012

CROWNE PLAZA AIRPORT • LOUISVILLE, KENTUCKY

SUPPLIER INFORMATION KIT

for Advertisers, Sponsors, Exhibitors, and Attendees



**Reach
for a star**



CONVENTION SCHEDULE OF EVENTS

Sunday, February 12, 2012

6:00pm President's Dinner for Past Presidents and Directors

Monday, February 13

7:30am Convention Registration opens

8:30am Board of Directors Meeting

12:00pm WELCOMING LUNCHEON

Welcome from the MAERA President

Brown Gwynn, Limestone Farm, Lawn, Worksite, Elizabethtown KY

A Decade of Leadership

Patrick McGaughey, CPF, Activating People, Coeur d'Alene ID

2:15pm Safe Guarding Dealer-Supplier Relations

Lance Formwalt, Seigfreid, Bingham, Levy, Kansas City MO

4:00pm Increase your Bottom Line with Proper Risk Management

Mitch Gorham, Account Executive, Federated Insurance

4:00pm Visit the Exhibits

6:30pm Grand Reception — "Show your Colors: Red, White & Blue"
featuring DJ Doug Crawford and his music machine

Tuesday, February 14

8:00am Registration opens

8:30am Annual Business Meeting

MAERA President Brown Gwynn presiding

8:40am Helping Dealers Succeed: A NAEDA Report

Paul Kindinger, President/CEO, NAEDA, Fenton MO

9:30am "Maximizing Your Distributor Relations" Panel

Adam Crozier, Sales Manager, Ford Distributing, Marysville OH

Dave Flowers, Flowers Farm Equipment, Nineveh IN

Joe Funk, General Power, Columbus, OH

Tom Jones, Chairman, Bryan Equipment Sales, Loveland OH

Ron Monroe, President, Hayward Distributing, Columbus OH

10:00am FOR THE LADIES!

Kasair Childrens Hospital outreach...plus Lunch and Shopping!

11:30am MANUFACTURER LUNCHEONS

Case IH, Deere, Kubota, New Holland

11:30am ASSOCIATION LUNCHEON — OPEN TO ALL

1:00pm In-Line Dealer Round Table Discussions / OPE Industry Focus

AGCO, Case IH, John Deere, Kubota, New Holland

2:30pm Sold on Selling

Patrick McGaughey, CPF, Activating People, Coeur d'Alene ID

4:00pm Exhibitor Door Prize Drawing

5:30pm The Association "Friends & Fellowship" Hospitality Hour

6:30pm BANQUET AND ENTERTAINMENT

featuring *Sleight of Hand Magic* with Justin Bowen

Wednesday, February 15

9:00am National Farm Machinery Show opens

Kentucky Fair & Expositions Center

6:00pm MAERA Reception for Exhibitors (dealers welcome)



ADVERTISING: SPECIAL CONVENTION ISSUE

The January-February *Pinion Convention Yearbook* provides a very cost-effective medium to get your message out to 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.

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 *Pinion* newsletters as well – before *and* after the Convention. Some options include such perks as free registration, complimentary exhibit booth, and a free advertisement in *The Pinion*. To help you weigh the benefits and features of various sponsorship levels, a convenient chart is on page 3.

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 2011 MAERA 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	Kasco Manufacturing
Bryan Equipment Sales	KBN USA
Case IH	Kubota Tractor Corp.
Charter Software	New Holland
Electronic Merchant Systems	Northwest Fuel Injection Service
Equip. Insurance International	Recovery One
Farm Credit of MidAmerica	Remlinger Manufacturing
Fastline Publications	SISCO
Federated Insurance	Stewart & Irwin
Hartfield Insurance Group	SuperFleet Fuel Program
John Deere	Tractor House

Shouldn't you consider participating in the 2012 MAERA Annual Dealers Convention?

2012 MAERA CONVENTION REGISTRATION FORM

Monday, February 13 • Tuesday, February 14 • Wednesday, February 15 • Crowne Plaza Hotel Airport, Louisville, KY

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

ADVERTISING: THE PINION CONVENTION YEARBOOK

We would like to place an advertisement in the January-February 2012 *Pinion* Convention Yearbook issue. \$ _____

<input type="checkbox"/> Full Page, 7-1/2" x 10"	\$410	Closing Date: December 3, 2011
<input type="checkbox"/> One-half Page, horizontal: 7-1/2" wide x 4-7/8"	\$330	Copy Due Date: December 10, 2011
<input type="checkbox"/> One-half Page, vertical: 3-1/2" wide x 10"	\$330	Publication Date: January 6, 2012
<input type="checkbox"/> One-fourth Page, 3-1/2" wide x 4-7/8"	\$295	

CONVENTION SPONSORSHIP

We would like to provide sponsorship toward Convention activities and costs. **Due by December 10** for inclusion in January-February 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. I'll do the same function as last year.

CONVENTION EXHIBIT SPACE

The Mid-America Equipment Retailers Association is pleased to rent one (1) 72" x30" table-top space for the purpose of display during the 2012 DEALER CONVENTION to be held at the Crowne Plaza Airport in Louisville, Kentucky. 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: \$460.00, due by December 10, 2011 \$ _____

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 Mid-America Equipment Retailers 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* *Mid-America Equipment Retailers Association*

CONVENTION REGISTRATION

All suppliers attending the Convention must register and wear badge for admittance to the exhibits, 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 31.

	Registration Fee Per Person		Monday Welcoming Lunch	Monday Grand Reception	Tuesday Luncheon (non-supplier)	Tuesday Banquet & Entertainment	Tuesday Ladies Program
List names to be printed on badges	\$50 for Exhibitors		\$25	\$45	\$25	\$45	\$40
Please enter email for updates, reminders.	\$75 / \$50						

Name _____ \$75 / \$50 \$ _____

Email: _____

Name _____ \$75 / \$50 \$ _____

Email: _____

Name _____ \$75 / \$50 \$ _____

Email: _____

Name _____ \$75 / \$50 \$ _____

Email: _____

PAYMENT METHOD (Except for Advertising and Sponsorships, prepayment is required.) Total \$ _____

Check enclosed, payable to "MAERA".

Please charge to: CC Acct # _____ Exp. Date ____/____/____ Billing Zipcode: _____

Cardholder (printed) _____ Cardholder Signature _____

**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, 2011

Copy Due Date: December 10, 2011

Publication Date: January 6, 2012

Rates:

- Full Page, 7-1/2" x 10" \$410
- Half Page, horizontal: 7-1/2" x 4-7/8" \$330
- Half Page, vertical: 3-1/2" x 10" \$330
- Quarter Page, 3-1/2" x 4-7/8" \$295

SPONSORSHIP LEVELS AND THEIR BENEFITS

Level	Amount	Benefits and Features
Diamond	\$5,000	4 complimentary registrations (including meals) Complimentary exhibit booth Complimentary advertising insertion in <i>The Pinion</i> 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>The Pinion</i> newsletter
Platinum	\$3,500	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>The Pinion</i> newsletter
Gold	\$2,500	2 complimentary registrations (including meals) Verbal recognition during the Convention Contact information in registration packets Recognition in the Convention program Recognition in the <i>The Pinion</i> newsletter
Silver	\$1,500	2 complimentary registrations (including meals) Verbal recognition during the Convention Recognition in the Convention program Recognition in the <i>The Pinion</i> newsletter
Bronze	\$1,000	1 complimentary registration (including meals) Recognition in the Convention program Recognition in the <i>The Pinion</i> newsletter
General	\$500 - \$999	Recognition in the Convention program Recognition in <i>The Pinion</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 new enclosed Court Yard 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:

Monday: 11:00am - 12:00pm; 1:45pm - 5:30pm.

Tuesday: 11:00am - 2:30pm.

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: \$460.00. 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 \$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, 2011. Booths not paid for in full by December 10, 2011 can be reassigned. There will be no refunds for exhibits after December 10, 2011, and no refunds for Convention registration and meals after January 31, 2012.

ARRANGEMENT OF EXHIBIT - Exhibit set-up may begin at 9:00am Monday, February 13, 2012, and completion of the exhibit set-up is required by 12:00pm February 13. (Convention activities begin at 12:00pm.) However, to fully maximize your exposure to dealers arriving to register, exhibits should be completely set up no later than 11:00am. 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 3:00pm on Tuesday, February 14, and must be completed by 5:30 pm, Tuesday, February 14.

SAFETY & SECURITY- The Mid-America Equipment Retailers 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 Mid-America Equipment Retailers 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 - Mid-America Equipment Retailers 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.



**Mid-America
Equipment
Retailers
Association**

MID-AMERICA EQUIPMENT RETAILERS ASSOCIATION

PO Box 68
Dublin, Ohio 43017

TO: Suppliers serving Equipment Dealers
FR: Bill Garling, Chief Operating Officer

Yes, Convention time is rolling around again. And if you're looking for a cost-efficient method for face-to-face and one-on-one communication with equipment dealers in Indiana and Kentucky, perhaps the 2012 MAERA 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 2 to let us know what opportunities you want to take advantage of and return it via fax, email or snail mail to MAERA. 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
800.233.9527 Fax: 502-366-2499
<https://manage.passkey.com/dashboard/>

These special CONVENTION ROOM RATES only available to MAERA members.
Room Rate 2-12-12 thru 2-14-12 is \$129 per night
Room Rate 2-15-12 thru 2-19-12 is \$205 per night
Rate does not include tax of 15.01%
Cancellations must be made 72 hours prior to arrival
Questions? Call: Mid-America Equipment Retailers Association, 1.800.606.6332

Hotel reservations must be made directly to the Crowne Plaza Hotel Airport by phone, fax, online or mail.
Hotel Reservation Cut Off Date: 1-13-2012 After this date rooms may not be available.



GUEST INFORMATION FOR MID-AMERICA EQUIPMENT RETAILERS ASSOCIATION

Guest Name _____
Phone _____
Address _____
City _____ State _____ Zip Code _____
Credit Card to Guarantee Reservation for late arrival _____ Exp. Date ____ / ____

All reservations not guaranteed will be released to be sold after 6pm on date of arrival.

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:
Mid-America Equipment Retailers Association
PO Box 68, Dublin, Ohio 43017-0068
614.889.1309 Fax: 614.889.0463
Contact the Crowne Plaza for your room reservations!