

# 2018 UEDA CONVENTION

February 13, 2018

CROWNE PLAZA AIRPORT • LOUISVILLE, KENTUCKY

## SUPPLIER INFORMATION KIT

for Advertisers, Sponsors, Exhibitors, and Attendees



### CONVENTION SCHEDULE OF EVENTS

#### Monday, February 12, 2018

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

#### Tuesday, February 13

- 8:00am Convention Registration opens  
8:30am "Good Morning" Breakfast  
**8:30am FOR THE LADIES!**  
Breakfast at Wild Eggs, then create a decorative wooden wall hanging at Board & Brush Creative Studio, followed by lunch and shopping!  
9:30am Welcome from the UEDA President  
Dan Booth, Booth Machinery, Crawfordsville IN  
Dealer Agreements, Dealer Protection Laws and the Changing Landscape of Dealer-Manufacturer Relations  
Lance Formwalt, Seigfreid Bingham PC, Kansas City MO  
10:45am "Visit the Exhibits" and Door Prize Entry Time  
11:30am Annual Business Meeting  
UEDA President Dan Booth presiding  
Drive S.A.F.E.  
John Gehan, Federated Insurance, Indianapolis IN  
Report from EDA  
Kim Rominger, Equipment Dealers Association, St. Louis MO  
12:30pm INDUSTRY LUNCHEON -- Open to All!  
Manufacturers, Dealers, and Industry Outlook  
Jim Walker, Case IH, Racine WI  
2:30pm Industry Update from Wall Street  
Ann Duignan, JP Morgan, New York NY  
3:30pm "Cookie Monster" Break...and last chance for Door Prize entry  
4:00pm Door Prize Drawing, courtesy of the Convention exhibitors  
How to Develop Pricing Strategies Without Losing the Profit Margin  
Bob Clements, Bob Clements International, Smithville MO  
6:45pm UEDA "Friends & Fellowship" Hospitality  
7:30pm BANQUET and ENTERTAINMENT  
Communication Bleeps and Blunders in Business  
Todd Hunt, The Hunt Company, Chicago IL

#### Wednesday, February 14

- 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 USHERS IN FIRST UNITED CONVENTION

This 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 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...

AgDirect	Fastline Media Group LLC
BigIron Auctions	Federated Insurance
Bose McKinney LLP	Ford Distributing
Bryan Equipment Sales	HBK CPAs and Consulting
c-Systems	HBS Systems
Case IH	Hayward Distributing
Charter Software	John Deere
CompManagement Inc.	Kubota Tractor Corp.
CompManagement Health Systems	McKanna Consulting
Counterweight Blue	New Holland
DLL Financial Partners	NFP Hartford Kentucky
EDA-Equipment Data Associates	PACE Inc
Equipment Dealers Association	Power Equipment Distributors
Electronic Merchant Systems	Ritchie Bros. Auctioneers
Farm & Dairy	SISCO
Farm Science Review	Team SI
Farmco Distributing	Tractor House

Shouldn't you consider participating in the 2018 UEDA Annual Dealers Convention?

## Conference Keynotes, Seminars, & Workshops

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

...the 2018 UEDA Annual Dealers Convention -- a one-day, cost-effective gathering of dealers and suppliers with something for everyone. This year's theme, *Moving Forward: Business at its Best*, is jam-packed with forward-thinking speakers and topics. Speakers will look at our industry today and what might lay ahead.

Please take a few minutes to review this brochure to 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.



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

### Manufacturers, Dealers, and the Industry Outlook

Expansions, mergers, and consolidations are taking place on all levels of our industry: manufacturers, distributors, dealers, and customers. What will our industry look like in three years, five years, or even farther in the future? How will telematics and user-interfaces impact us? The Industry Luncheon keynote presentation will take a look at these topics -- and more -- from a manufacturer's perspective. Central to the outlook -- what will the dealer role be?

*Jim Walker:* As Vice President of Case IH NAFTA, Jim oversees all Case IH agricultural activities in the United States and Canada. Prior to joining Case IH in July 2006, he served as Vice President of Sales and Marketing, North America, for AGCO Corporation. There, he began the consolidation of the many brands and dealer networks previously acquired by AGCO. Jim had previously held a similar position with Claas Corporation, where he successfully grew the North American Lexion combine and Claas hay equipment businesses. Jim also spent 10 years with Deere and Company, where he helped build, support and train the company's professional dealer network. Jim is a graduate of Trine University in Angola, Indiana.



Jim Walker

### How to Develop Pricing Strategies Without Losing the Profit Margin

Bob Clements begins, "I am not convinced that salespeople who sell at lower margins are not good sales people, just that they have not had training on the "soft skill" side of selling." With today's manufacturer training typically focused on competitive products, it does nothing to help salespeople who are only selling against similar products or the same color at a different dealership. As equipment margins go down, so does the health of the dealership and the experience customers receive. This session will offer strategies for salespeople to overcome the obvious pitfalls of selling only on price, and ways your dealership can add value that your customers will recognize and appreciate -- so you can retain and improve your margins.

*Bob Clements:* Bob is the president of Bob Clements International, an industry leader in helping OPE, Ag and Powersports dealerships improve profitability and efficiency. Their training and development specializes in creating high performance dealerships and organizations. Bob is also the author of the book, *The 8 Greatest Sales Secrets in the World*, and a contributing writer for three national publications.



Bob Clements

### Dealer Agreements, Dealer Protection Laws and the Changing Landscape of Dealer-Manufacturer Relations

This session will review trends in dealer agreements recently rolled out to dealer networks. It will also give an update on recent changes in dealer protection laws and discuss how these laws impact dealer agreements and the dealer-manufacturer relationship. This discussion will include a review of key principles that are components of many dealer protection laws.

*Lance Formwalt:* Lance, and his firm Seigfreid Bingham, serve as legal counsel to equipment dealer associations and many individual dealerships. As part of his work, Lance responds to UEDA member questions about dealer-manufacturer relationship issues through UEDA's dealer hotline, including the negotiation of dealer agreements and related financing arrangements, drafting and enforcement of fair dealership statutes, merger and purchase/sale transactions between dealerships and succession planning.



Lance Formalt

## Conference Keynotes, Seminars, & Workshops

### The Industry Outlook, from the Financial Sector

Ann is making a return visit to the Convention this year to build on the industry financial facts and figures presented at the 2017 UEDA Annual Dealer Convention. The picture she paints may not be all rosy, but she tells it like she sees it. This session will present the financial health of the agricultural machinery sector using the latest manufacturer reports -- and Ann will explore the forecast for future trends.

*Ann Duignan:* Ann is a managing director at J.P. Morgan, covering the U.S. machinery sector. Ann has ranked # 1 and/or # 2 in Institutional Investor's All-America Research Team survey and the Greenwich Poll for over a decade. Ann joined J.P. Morgan from Bear Stearns, and prior to that she worked at Sanford C. Bernstein & Co. She also spent two years with management consultant Booz & Company, and a number of years in the automotive supply industry. Ann holds an honors degree in agricultural engineering from University College Dublin Ireland, a higher diploma in mathematical modeling and computer simulation from Trinity College, Dublin, Ireland, and an M.B.A. from Vanderbilt University, Nashville TN.



Ann Duignan

### Report from EDA

Much has been happening in St. Louis at EDA headquarters. Free webinars on various topics, increased communication with dealer-members, additional services, more indepth surveys -- even a new CEO (our own Kim Rominger). This session will focus on EDA activities taking place and Kim's vision to help dealers succeed.

*Kim Rominger:* As President/CEO of Equipment Dealers Association (EDA), Kim directs operations, to build the best business environment for equipment dealers. Prior to taking over the helm of EDA in July 2017, Kim served as the CEO of MAERA and OMEDA (now UEDA). In addition to his responsibilities at EDA, Kim continues to serve as the Executive Vice President/CEO of the United Equipment Dealers Association (UEDA).



Kim Rominger



### ESPECIALLY FOR THE LADIES!

#### Create a decorative wall hanging at Board & Brush!

Let your creativity show -- by joining in the activity planned for the ladies attending the 2018 UEDA Convention!

**Breakfast:** Start your day with breakfast at "Wild Eggs". (Meet First Lady Dee Booth in lobby at 8:30am for car-pooling and a "caravan" to your leisurely breakfast at "Wild Eggs".)

**Board and Brush Creative Studio:** Following breakfast, you'll build a wooden décor piece from scratch that is worthy to adorn your walls -- or give as a gift -- with guidance all along the way!

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



John Gehan

### Drive S.A.F.E.

2,440,000 injured and 35,092 dead. Those are the statistics from our nation's highways in 2015 as a result of motor vehicle traffic crashes. These are family members, friends, and neighbors. Distracted driving continues to be an epidemic, but it is not the only factor in vehicle crashes. Three other major causes: speed, fatigue, and emotion, also play a major role. This presentation addresses action plans to implement "S.A.F.E." driving practices in your business so your drivers can return safely home from work each day to their loved ones. Be prepared to discuss actions that will make a positive difference to your business and your drivers.

*John Gehan:* John was hired by Federated Insurance as a Marketing Representative in March 2003. In September 2005, he was promoted to District Marketing Manager in Detroit, Michigan. In July of 2015, he was promoted to Regional Marketing Manager for the Great Lakes Region. John currently directly leads 6 District Marketing Managers who are responsible for 50 Marketing Representatives in the states of Indiana and Michigan.

### BANQUET ENTERTAINMENT -- Communication Bleeps and Blunders in Business

You said one thing; your employee, customer or coworker heard something else. Nobody was wrong, but now everybody's confused...and you have to handle it! Laugh and learn as Todd Hunt shares valuable lessons, demonstrating how we can communicate better to become more successful. If you eat M&Ms in color order, alphabetize your cereal boxes or rearrange the dishwasher (or live with someone who does), you'll appreciate his take on business and life. And there's no PowerPoint!

*Todd Hunt:* Todd, of Todd Hunt Co. in Chicago, Illinois, is a former marketing executive and a recovering anal retentive professional who finally learned to lighten up. So he decided to turn to professional speaking conveying communication lessons wrapped in laughter.



Todd Hunt



**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, 2017

**Copy Due Date:** December 10, 2017

**Publication Date:** January 3, 2018

**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 3:30pm; 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: \$990.00. 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, 2017. Booths not paid for in full by December 10, 2017 can be reassigned. There will be no refunds for exhibits after December 10, 2017, and no refunds for Convention registration and meals after January 31, 2018.

**ARRANGEMENT OF EXHIBIT** - Exhibit set-up may begin at 3:00pm Monday, February 12, 2018, and again at 6:00am Tuesday, February 13, 2018. 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 4:00pm on Tuesday, February 14, and must be completed by 5:30 pm, Tuesday, February 14.

**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 2018 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 2-13-18 is \$138 per night  
 Room Rate 2-14-18 thru 2-17-18 is \$229 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: 1-12-2018. 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!