

Be where the action is this fall in Dallas, during the EMDA Annual Meeting & Convention

Register now for two prime opportunities to make contact with North American distributors & reps

Industry Showcase

A half-day show-and-tell opportunity for manufacturers and marketers of goods and services of interest to distributors, reps and manufacturers of farm equipment and related products, **EMDA's Industry Showcase** is a highlight during the concurrent conventions of the Equipment Marketing & Distribution Association (EMDA) and the Farm Equipment Manufacturers Association (FEMA).

EMDA's Industry Showcase is *the* gathering place for the industry at convention time and the Association is pleased to note that previous Showcase vendors report in their post-Showcase critiques that their booth visitors are well qualified to make purchasing decisions. More than 700 sleeping rooms are on reserve at the Hyatt Regency Dallas @ Reunion where owners and key managers of equipment distributing and repping firms and equipment manufacturing firms will be in-house to attend their respective EMDA or FEMA Conventions. The convention schedule is designed to enable these distributors, reps and manufacturers to interact and do business – through informal conversation, scheduled interviews and, of course, contacts made at **EMDA's Industry Showcase**.

EMDA's Industry Showcase is primarily a "table-top" show to inform potential customers about products and services. The **Industry Showcase** is open Thursday afternoon of convention week. Only persons **who are registered** for the EMDA or FEMA conventions and who are wearing their convention badges are admitted to view the Showcase. The Showcase is *not* open to the public.



Contact Session

The **EMDA Contact Session** is designed to provide manufacturers a unique opportunity for an introductory meeting with individual member reps and distributors. At this event, it's the EMDA distributors and reps who are behind the tables.



The two hour session, held on Friday morning, helps bring together manufacturers looking for distribution and the EMDA distributors and reps looking for those new products. The Contact Session can be used to determine mutual interest in setting up an appointment during the convention week. It's designed to allow the exchange of basic information that will help distributors, reps and manufacturers determine if a manufacturer's product will fit with the wholesalers' current lines and the market potential of the product in their territory. If both parties agree, an appointment should be scheduled to discuss details and contractual arrangements. Appointments can be scheduled immediately following the Contact Session, or for later in the convention week.

The Contact Session is not intended to be used as an extended sales promotion . . . that's for convention appointment times. All EMDA members will be encouraged to leave the two hours immediately following the Contact Session available for appointments made during the event.

Only persons registered to attend either the EMDA Convention, EMDA's Industry Showcase or the FEMA Convention will be allowed into the Contact Session. Manufacturers with *new products* for wholesalers to handle will get the most benefit from attendance at this session.

It can't be emphasized enough . . . make appointments early. Most EMDA Distributors & Reps come to the Convention with their schedules almost completely booked.