



Fall Convention & Showcase Choices available to your firm

Because the choices can be confusing, the EMDA staff has developed this outline of the options available and the costs associated with each.

To Join EMDA as an Associate Member. Cost: \$425 per membership year [*\$395 if paid by cash/check*].

- This fee is not pro-rated, therefore you will be invoiced on January 1 for the 2021 membership year.
- Associate members receive access to all services the regular members receive. In addition, news releases from Associate members are given priority in the Association's newsletter/blog.

EMDA's Fall Convention consists of 3 separate registration options:

Option #1 Exhibit in the EMDA Industry Showcase.

Non-member cost: \$695 per booth (\$795 after September 30; \$895 after October 15).

EMDA Associate member cost: \$595 per booth.

If you register for Option #1, there is no need to register for Option #2

*Registration for the **FEMA Convention*** does not include a booth at the EMDA Industry Showcase*

What Showcase Registration fee covers:

- Registration fee is for one 8x10 booth at the Showcase, and allows access to the Communication Center. The Communication Center functions as a message center for convention attendees.
- Admission to visit the EMDA **Contact Session** on Wednesday morning, and participate in the special "EMDA – Gateway to North America" roundtable on Tuesday afternoon.
- You receive up to 5 badges for personnel in your booth. Additional badges are available for \$25 each.
- Showcase is open for *3 hours only* on Thursday afternoon.

Option #1 and Option #2 DO NOT include any tickets to meal functions.

Option #2 Register for a Visitor Pass to the EMDA Contact Session.

Cost: \$495 for the first person registered and \$250 for each additional person.

What Contact Session Visitor Pass fee covers: The Visitor Pass will allow one individual from a firm access to visit both the Industry Showcase and the Contact Session, and participate in the special "EMDA – Gateway to North America" roundtable. This is not registration to exhibit in the Showcase, nor is it registration to attend the EMDA convention [Option #3] (which is available only to members.)

Option #3 Register for EMDA Convention.

Cost: \$575 per person

Attendees must be EMDA members. This fee is *not registration to exhibit* in the Show.

What Convention Registration fee covers: EMDA's Convention starts with Roundtables on Tuesday afternoon and ends with the Joint Industry Reception on Thursday evening. Convention registration fee entitles you to attend all events including:

- Tuesday afternoon – Roundtable Discussions, including "EMDA – Gateway to North America"
- Wednesday's Joint Opening Session & Breakfast, EMDA Corporate Annual Meeting, visit the EMDA Contact Session, and the EMDA Partners Party
- Thursday's Joint Breakfast Buffet, visit the Industry Showcase, Joint Industry Reception
- A company profile card will be displayed in the Communication Center for all member registrants

Really there are two choices for manufacturers/vendors to make:

- Choose either Option #1 or Option #2 – no need to register for both of these, it's an either/or decision
- Decide whether you want to also participate in Option #3

**If you are interested in educational sessions geared toward manufacturers, you should also consider joining the Farm Equipment Manufacturers Association – <http://www.farmequip.org>*



2020 Convention Schedule of Events

Hilton Orlando Lake Buena Vista • 1751 Hotel Plaza Boulevard, Lake Buena Vista, FL 32830

Showcase Exhibitor & Visitor Pass Registrations allow access only to the events shown in red.

If you are interested in participating in the other convention events, please contact the EMDA Staff for details.

Tuesday, October 27, 2020

Registration Desk

7:00a to 5:00p: Arrival day for most attendees. Be sure to stop by the Registration Desk to pick up your badge. Open daily.

Communications Center

7:00a to 7:00p: The Communication Center features profile cards for each convention attendee which are posted on display boards. Open daily.

EMDA – Gateway to North America

Special Roundtable for Manufacturers

2:00p to 3:00p: Roundtable geared toward manufacturers looking to sell product into North America.

EMDA Member Roundtables

3:00p to 4:30p: Before two full days of meetings and networking, this afternoon is devoted to member-to-member interaction with Member Roundtable Sessions. Topics TBD

Wednesday, October 28, 2020

Joint Opening Session & Breakfast

8:00a to 9:30a: The Joint Opening Session will tentatively feature **David Houle** presenting “**The 2020s: The single most disruptive decade in human history.**” A futurist who tackles mega concepts that provoke thought and invite questions about how we will live and work in decades to come.

EMDA Corporate Annual Meeting

9:30a to 10:30a: Corporate Annual Meeting & Board of Directors elections. Speaker TBA

EMDA Contact Session

10:30a to 12:00p: Provides manufacturers an opportunity for a quick introductory interview with individual distributors and reps.

EMDA Partners Party

6:00p to 7:00p: Wednesday concludes with a fun reception bringing reps and distributors together with the manufacturers that they do business with.

Thursday, October 29, 2020

Joint Industry Breakfast Buffet

7:00a to 9:00a: When you don't need to schedule a full-blown private appointment, but still need to make contact with certain suppliers – have a casual meeting at this breakfast buffet.

EMDA's 2020 Industry Showcase

12:30p to 3:30p: Tabletop booth show bringing suppliers, distributors, reps and vendors together in more than 100 exhibits.

Joint Industry Reception

5:30p to 6:30p: Meet your friends for hors d'oeuvres and cocktails at this party sponsored by the two associations – a celebration of a great meeting completed. This Joint Industry Reception is the perfect event to get in some last minute face-to-face time with attendees from both FEMA and EMDA.

Friday, October 30, 2020

Main departure day for most attendees. Or take advantage of group rate at hotel and extend your stay for the weekend.

#EMDAorlando

Check out the full details on all events at
<http://www.EMDA.net/fall-convention>
<http://www.EMDA.net/industry-showcase>