



Fall Convention Business Program

Omni Oklahoma City Hotel – November 2-4, 2021

Beginning with Member Presentations on Tuesday afternoon and ending with the Joint Industry Reception on Thursday evening, EMDA reps and distributors will fill their convention times with member-to-member contact; manufacturer and supplier interviews; and informative and entertaining convention programs. Meeting and networking opportunities are the main reason attendees and exhibitors participate in the Fall Convention and EMDA strives to provide the most effective structured means to enable such interaction.

Tuesday, November 2, 2021

Arrival day for most attendees.

Registration Desk & the Communications Center

Daily – 7:00a to 5:00p: Be sure to stop by the Registration Desk to pick up your badge. The Communication Center features profile cards for each convention attendee.

EMDA – Gateway to North America

2:00p to 3:00p: Get a jump on convention networking with this special roundtable session geared toward manufacturers looking to sell product into North America through reps and/or distributors. A panel of EMDA members will be on hand to help manufacturers learn the keys to creating successful partnerships with distributors and reps.



EMDA Member Spotlight

3:00p to 4:30p: Before jumping in to two full days of meetings and networking, this afternoon is devoted to member-to-member interaction. A highlight of the Association’s Spring meetings is now part of the Fall Convention too. Join **Kent Zimmerman** as he shares insights into the John Day Company. Since 1909, the John Day Company has focused on the needs of customers and providing innovative solutions with top brands in the industry.



Kent Zimmerman

Wednesday, November 3, 2021

Joint Opening Session & Breakfast

8:00a to 9:30a: The EMDA and FEMA Joint Opening Session is designed to bring the members together to “kick-off” their conventions with a dynamic presentation that will set the tone for an intensive week of appointments and meetings.



Jack Uldrich

The Joint Opening Session will feature **Jack Uldrich** presenting “**Dismantle Your Thinking to Innovate, Thrive**” Jack is a futurist and author who helps organizations gain critical foresight to create success. His work is based on principles of unlearning, or freeing yourself from obsolete knowledge and assumptions as a strategy to survive and thrive. His talk will focus on change management, technology, and leadership.

Corporate Annual Meeting

9:30a to 10:30a: EMDA’s Corporate Annual Meeting which includes the Association’s annual report to the membership and Board of Directors elections. We’re also pleased to welcome **Gene Marks** who will discuss “**Post COVID Opportunities and the New Administration.**” The vaccines are here and COVID will soon be a thing of the past. So what does this mean for your company, your people, your partners, and your community? You’ll learn actions, tactics, and strategies to grow your business in a growing economy.



Gene Marks

EMDA’s Fall Convention is held concurrently with the Farm Equipment Manufacturers Association (FEMA)

Register now for these prime B2B contact opportunities: Fall Convention • Industry Showcase • Contact Session

- Develop relationships with distributors and reps in new markets
- Renew old friendships with your existing distribution partners
- Learn best practices from those facing your same challenges
- Put the finishing touches on next year’s business plan by meeting with the top executives of your key trading partners
- The most time- and cost-effective venue for manufacturers, distributors and reps to meet 1-on-1 in a single location



Industry Showcase



Contact Session

Registration available at: www.EMDA.net • (319) 354-5156 • Pat@EMDA.net



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Wednesday, November 3 - cont.

EMDA Contact Session

10:30a to 12:30p: EMDA's Contact Session is designed to provide manufacturers an opportunity for a quick introductory interview with individual EMDA member reps and distributors. The Contact Session is a "scheduling" event specifically designed to allow manufacturers to make initial contact with EMDA member reps and distributors to establish structured times for appointments during the convention week. New this year – The first 30-minutes of the Contact Session is open to EMDA Associate members only.



The EMDA Partners Party

6:00p to 7:00p: Wednesday concludes with a fun tradition, the EMDA Partners Party bringing reps and distributors together with the manufacturers that they do business with. The party is a "Thank You" to the manufacturers who understand the value that the EMDA network of distributors and reps provides in bringing their products to the marketplace.

Thursday, November 4, 2021

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 – why not meet for breakfast at the Joint Breakfast Buffet.

EMDA's 2021 Industry Showcase

12:30p to 3:30p: EMDA's annual Industry Showcase is a highlight of the Fall Convention, bringing suppliers, distributors, reps and vendors together in more than 100 booths which feature products and services of interest to all. EMDA's Industry Showcase is the gathering place for the industry at convention time to inform potential customers about products and services. New this year – grab lunch during the Showcase.



Joint Industry Reception

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

#EMDAokc

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

Making the Most of

Convention Attendance

Since 1950, EMDA has held its annual Fall Convention concurrently with the fall meeting of the Farm Equipment Manufacturers Association.

Whether you are a farm equipment wholesaler/distributor, an independent rep, or a shortline manufacturer – the two sponsoring associations that have spent numerous hours arranging these conventions want to welcome you. One thing will be apparent soon after your convention attendance begins – while both associations do combine in some joint activities, these really are two separate conventions. Each is devoted to that specific segment of the ag equipment industry in which the main membership specializes; i.e. manufacturing or wholesale distribution and repping.

Convention programs are great. They're educational, often entertaining, and provide a key networking source for you to meet others in this business called "shortline farm equipment." But in reality, the number one reason most companies attend is to meet with either those who will market your product or with those who manufacture the product. EMDA strives to provide the most effective structured means to enable such interaction.

Don't just take our word for it though -

"Because of the overwhelming response from EMDA members requesting a one-hour meeting, I had a total of 19 meetings in 3 days. The initial assessment would be, we should have done this a long time ago. Thanks to all the people that made this opportunity available for us, it's just what we needed to move our distribution network to the next level."

"One of the better convention venues for getting to meet many people that I have ever been involved with – & I've been around a long time."

Register today and join us in OKC this fall!

