



Fall Convention Business Program

Sheraton Kansas City Hotel at Crown Center – October 31 through November 2, 2023

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, October 31, 2023

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 EMDA President **Trey Price** as he shares insights into **Price Bros. Equipment Co.** Price Bros. has had continuous family ownership since 1918 and is one of the charter members of FEWA – now EMDA.



Trey Price

Wednesday, November 1, 2023

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.



Christopher Carter

The Joint Opening Session will feature **Christopher Carter** presenting **The Credibility Advantage: Using Body Language to Sell your Product, your Service, and Yourself.** Everybody is in sales. Because no matter what your job title or position, you’re always selling yourself! Christopher shows how to identify when your prospect is ready to buy, and how to communicate so that they’re always buying YOU. Christopher Carter is the body language expert that helps businesses build relationships. He shows sales and customer service professionals how to harness the power of body language to achieve astonishing results. And when he stresses the importance of “reading between the lines” of human behavior to build relationships, establish trust and credibility, and truly listen to the customer, he offers more than just words. People reading has never been this much fun! Sell more, create more loyal customers, and build more productive teams with one of the world’s most entertaining communication experts.

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 1 - cont.

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. The EMDA Board is working on securing a presentation for the meeting, and will announce it once it is finalized.

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 2, 2023

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 2022 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 almost 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. You can grab lunch during the Showcase too.



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.

Farewell Outing

7:00p to 9:00p: 7:00p to 9:00p: EMDA and FEMA are co-sponsoring a "Farewell Outing" that's sure to be a fun way to end the conventions. FEMA and EMDA staffs are working out final details for a fun, off-site "farewell" outing. Shuttle buses will run from 6:45p to 9:15p.

Friday, November 3, 2023

Main departure day to head home from Kansas City. Or take advantage of group rate at hotel and extend your stay for the weekend.

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 (FEMA).

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 oth-

ers 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."