



Fall Convention Business Program

Hyatt Regency Houston – November 7-9, 2017

Beginning with the Contact Session on Tuesday afternoon and ending with Roundtable Discussions on Thursday morning, 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 7

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 which are posted on display boards. The Communication Center is also a great place to hold an appointment too.

EMDA Golf Outing: Golf Club of Houston

Separate registration required

8:00a Shotgun Start: With the Convention in Houston, it's a great location for the EMDA Golf Outing which will be held at the **Golf Club of Houston**. Join your fellow distributors, reps and manufacturers on the **Members Course** of the Golf Club of Houston.



No special tournament format is planned – just a golf outing where everyone plays their own ball.



The ever-changing subtleties, the constant unpredictabilities, and the whims of The Spirit of the Game make each round on the **Jacobsen/Hardy Member Course** a fresh challenge and a new opportunity to enjoy the sport in its purest expression.

How to Market to North America Special Roundtable for Manufacturers

1:30p to 2:30p: New this year, the Convention will start 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 distributors and reps are welcome to participate in this roundtable.*

EMDA Contact Session

2:30p to 4:00p: Completing the Tuesday afternoon agenda, 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. Manufacturers can use the session to seek companies they've been unable to contact prior to arriving at the Convention.



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



Fall Convention Business Program

Hyatt Regency Houston – November 7-9, 2017

Wednesday, November 8

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.



Col. Mike Mullane

The Joint Opening Session features **Col. Mike Mullane** presenting “**Countdown to Safety.**” From combat reconnaissance missions over the skies of Vietnam, to Space Shuttle missions, to climbing some of the highest peaks across the globe, Astronaut Mike Mullane knows what teamwork, leadership, and safety are all about. He has educated, inspired, and motivated tens of thousands of people from every walk of business and government with his incredibly unique talks. “One person with courage forms a majority,” Mullane delivers a powerful message on the individual’s role in keeping themselves and their teams safe in hazardous environments.

EMDA’s Corporate Annual Meeting which includes the Association’s annual report to the membership and Board of Directors elections.

Corporate Annual Meeting

9:30a to 10:30a: Immediately following Wednesday’s Joint Opening Session is EMDA’s Corporate Annual Meeting which includes the Association’s annual report to the membership and Board of Directors elections.

We are also pleased to welcome **Dr. Danny Klinefelter**, an Honors Professor, Regents Fellow, and Extension Economist with Texas A&M AgriLife Extension and Texas A&M University. Dr. Klinefelter will share his insights on the “**The Future of Commercial Farms.**”



Dr. Danny Klinefelter

EMDA’s 2017 Industry Showcase

1:00p to 4:00p: 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 and is primarily a “table-top” show to inform potential customers about products and services.



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 9

Joint Industry Breakfast Buffet

7:00a to 9:00a: In an ongoing review of the convention structures, both Associations continue to provide attendees as much meeting opportunity as possible, and are, once again, co-sponsoring a breakfast area. 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.

Member Roundtables

8:30a to 10:30a: After two full days of meetings and networking, this morning is devoted to member-to-member interaction. Join your fellow distributors and reps and choose a table with a topic that interests you. (Topics to be determined.)



Tour: Space Center Houston

Separate registration required

12:00p to 5:00p: Thursday afternoon is free for appointments, or join your fellow members for a unique experience with a special tour of Space Center Houston.



Space Center Houston is packed to the brim with amazing exhibits, theaters, virtual reality games, and interactive displays. This behind-the-scenes tour includes a visit to all of the attractions Space Center Houston has to offer including a private tram tour of NASA’s working government facilities.

Friday, November 10

Main departure day to head home from Houston. Or take advantage of group rate at hotel and extend your stay for the weekend. With more than 10,000 restaurants, world-class theater groups, diverse culture and artistic expression; Explore Houston, Texas. The fourth-largest city in America is home to NASA, Fortune 500 companies, the largest medical center in the world and an unparalleled music scene. The Culinary and Cultural Capital of the South is an exciting place to work, stay and play.