



Welcome to the FEMA and EMDA Fall Conventions

Making the Most of Convention Attendance



Whether you are a shortline manufacturer, a farm equipment distributor or an independent rep – 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.

To attend either convention, including the joint activities, registration with the association of your choice is required. Specific registration information may be requested from the associations listed on the back of this flyer.

So You're New?

Everyone attends their first Fall Convention at *some* time. One thing that you'll readily see, attendees aren't shy! If you have a question, ask someone. And if they don't know the answer, ask any of the association staffs at their respective convention registration desks. They'll be glad to help. The individual that stands around waiting for something to happen is usually the person "left in the dark."

The Step Before the First Step:

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.

It can't be emphasized enough – *well prior to the conventions (August is not too early), you should personally phone, write or email the companies you want to contact.* Try to set up an appointment during the convention. If you don't know who you want to talk to – ask the appropriate association to send you their membership directory. Or, check out the membership list on the association's respective web site. Most convention attendees have their appointments scheduled well before the convention even starts. And it is a safe bet that *most* of the companies listed in these directories will be attending the fall meetings. [*Historically, 80% of EMDA distributor members attend the Fall Convention; and 60% of rep members attend.*]

Now, The First Step:

Even before you arrive, be sure that you are registered for one of the two conventions. While you may register at the convention itself, your name won't be placed on any advance registration lists, nor will your name badge and convention tickets be awaiting your arrival.

No matter which convention you're attending, after checking in to your sleeping room in the hotel, stop by the registration desk for the convention you're attending. Check to be sure you have all name badges, tickets and programs that you should. Don't forget to complete your room locator card in the Communication Center.

The Communication Center:

EMDA and FEMA jointly sponsor a “Communication Center” where room locator cards for each convention registrant are posted on display boards. Attendees fill in their room numbers on the cards and can use the Communications Center to find other convention attendees. Be sure that your room number is correctly displayed – this is how attending manufacturers, distributors and reps will know how to contact you in the hotel.

Where to Hold Appointments:

Meetings between manufacturers and distributors and/or independent reps are usually scheduled in the sleeping room of either the manufacturer or marketer. The Communication Center can also be used for meetings. It should be mutually agreed upon between the two parties before the appointment time and it should be indicated by writing the appointment time in your printed appointment book. EMDA provides Appointment Books to their registered attendees to help them keep track of the convention program events as well as appointments with manufacturers and/or marketers.

Registration Lists:

As soon as registrations are received, advance registration lists are posted on the association web sites. *Don't wait* until a company you're interested in meeting appears on the registration list, however, before making initial contacts. Assume that most CEOs or sales executives from both of the associations will be attending. If they are not, they will either tell you who will be attending or if they, in fact, will not be there. Waiting until convention time to try and schedule appointments will usually result in the party you are trying to reach already being “booked up” with previously scheduled appointments.

Contact Session:

EMDA hosts a “Contact Session” at which you can introduce yourself and your product or service to EMDA member distributors and reps. This is an excellent session where you can contact individuals with which you have not been able to make previous appointments.

EMDA's Industry Showcase:

EMDA also hosts a booth show where you can display your product or service to distributors, reps and manufacturers. The Showcase has proven to be a great opportunity for manufacturers to display their products to the members of EMDA and FEMA.

Questions?

If you still have questions, contact either of the associations whose names appear below:



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