



# *2010 NCFDA Educational Conference & Exposition*



***A Change for the Better!***

## *Exhibitor Information Package*

*Sheraton Imperial*

*Research Triangle Park, NC*

*Sunday, May 9, 2010 - Tuesday, May 11, 2010*

*Coming Soon: online ordering and payments at:  
<http://www.ncfda.org/calender/convention.php>*

Mailing Date: November 20, 2009

## 2010 NCFDA EDUCATIONAL CONFERENCE & EXPOSITION MAY 9 - 11, 2010

### An Invitation!

I wish this letter to serve as my personal invitation to you to exhibit at the 2010 NCFDA Educational Conference & Exposition. Below is some important information:

- a. **No Price Increase:** Once again no price increase for 2010 (*that's five years since an increase!*)
- b. **Schedule Change:** *Exhibits are only OPEN on Monday, May 10.*
- b. **Contract return:** See Item 5 on enclosed Insert A (Rules and Regulations)

I hope you will make a special effort to join us at the Research Triangle Park for the exhibits, some excellent programming and superior social interaction.

Exhibitors are encouraged to attend all convention activities since your registration badge allows admittance into almost everything!

To exhibit, return the Exhibit contract Form (Insert B) to NCFDA with your payment!

Sincerely,

Johnny Thompson, III  
NCFDA President

**A Change for the  
Better**

### Headquarters Hotel

The headquarters hotel will be the Sheraton Imperial, 4700 Emperor Boulevard, Research Triangle Park, NC 27703. The cut-off date for reservations is April 11, 2008. When making reservations, please advise that you are with the NCFDA Educational Conference & Exposition in order to receive room rates of \$117.00 Hotel Level; \$189.00 Club Level. The hotel is a 100% non-smoking facility.

#### **Cut-off Date for Reservations is April 11, 2010**

For reservations visit the website below or call: 919-941-4050 or Central reservations at 800-325-3535:

<http://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=0910210717&key=69C37>

Club Level: Concierge on duty from 6:30 AM - 8:00 PM, lounge with complimentary continental breakfast and hors d'oeuvres and cocktails in the evening. A deposit of one night's sleeping room rate is required in order to confirm your reservations on a definite basis.

The Sheraton Imperial features 331 elegantly appointed guest rooms on 10 floors and 62 Club Level Rooms. All rooms have a coffee-maker, iron and ironing board, on-demand movies, voice mail and computer data ports. Also available on property is a garden courtyard, outdoor pool, 30,000 square foot athletic club (nominal fee), 3.5 mile jogging trail and two lighted tennis courts!

### NCFDA CONVENTION COMMITTEE

CARY CANNADY, RALEIGH, CHAIRMAN  
BILL JOYNER, WAKE FOREST  
LUCILE LEA, RALEIGH  
KELLY C. MISENHEIMER, DURHAM  
CHARLES GRAVES, ASHEVILLE  
KEITH GREEN, WINSTON-SALEM  
TODD HARMON, STOKESDALE  
KEITH PRESLEY, GREENVILLE, NCFSSA  
JERRY STRICKLAND, WENDELL  
ERIC WRIGHT, KINGS MOUNTAIN

# A Change for the Better

## SHERATON IMPERIAL, RESEARCH TRIANGLE PARK, NC

### Tentative Schedule Of Events

### ADVERTISING INSERT

#### Sunday, May 9

3:00 PM	Southern Exhibition Services and Automobile Move-In
5:00 PM	Casket and Vault Exhibitor Move-In
6:00 PM	Welcome Reception

#### Monday, May 10

7:00 AM	Board of Directors Breakfast
8:30 AM	Exhibit Move In
8:30 - 11:30 AM	Featured Speaker: Todd Van Beck "Our Chosen Profession"
12:00 PM	Lunch/Business Session
1:30 - 4:30 PM	Exhibits
4:30 - 6:00 PM	Silent Auction
6:00 - 8:00 PM	Exhibits and Reception

#### Tuesday, May 11

8:00-9:00 AM	Memorial Breakfast and Memorial Service
9:00 AM - 12:00 PM	Jack Metzler, Sr. Arlington National Cemetery
1:30 PM	Golf Tournament

**Theme:** Beach Theme\*

**Dress:** Business Casual

**(To reflect the more relaxed theme)**

*\*The Convention Committee would like to use the beach theme throughout the entire event and encourages exhibitors to decorate their booth accordingly.*

We will send a special "Exhibitor Info & Advertising Package" to all NCFDA member funeral homes, affiliate members and exhibitors approximately one month prior to our convention.

The mailing will include a schedule of events, a list of exhibitors, a list of sponsors and an advertising insert from interested exhibitors. Each Advertising Insert will be randomly placed within the package.

**This Exhibitor Advertising Insert will be prepared and printed by the exhibitor** and may include any information (photo's, special discounts, booth numbers, drawings to be held in your booth, etc.)

The Exhibitor Advertising Insert must be 8 1/2" x 11" only. Options could be full color, or black-and-white, front and back, etc. (NCFDA will reserve the right to exclude any Advertising Insert not believed appropriate.)

Deadline: **April 1, 2010** and all that is needed to participate is:

1. You must be an NCFDA Exhibitor
2. Advertising Insert Size: 8 1/2" x 11" only
3. Minimum of 550 copies mailed to NCFDA
4. Check for \$100 mailed to the NCFDA



## **2010 NCFDA EDUCATIONAL CONFERENCE & EXPOSITION RULES & REGULATIONS**

1. Administration: The NCFDA has assigned convention duties to the Convention Committee and the NCFDA Staff. All correspondence should be sent to: NCFDA Office, 5860 Faringdon Place, Suite 2, Raleigh, NC 27609. 919-876-7886, 800-616-2332, FAX 919-876-5382.
2. Auto Exhibits: Any automobile on display must comply with the following:
  - a) 1/4 tank of fuel or less (not to exceed 5 gallons)
  - b) Neck of fuel tank sealed and no additional fuel stored in or on the vehicle
  - c) Both battery terminals disconnected
  - d) Parked on drop cloth
3. Character of Exhibits: The Convention Committee reserves the right to decline or prohibit any exhibit or part of an exhibit, or prohibit or restrict any activity within the exhibition area which, in its opinion, is not suitable.
4. Contract Payment & Cancellation: This reservation for exhibit space is subject to the acceptance of the NCFDA and upon such acceptance shall constitute a contract to use space assigned. Checks for exhibit space should be made payable to NCFDA and submitted with the contract in order to be considered in the initial assignment of space. Cancellations received in writing on or before March 1, 2010 will receive a full refund. Refunds for cancellations received after March 1, 2010 will be made only with special concession of the NCFDA Convention Committee Chairman and the NCFDA staff.
5. Contract Return: All contract forms have been mailed at the same time, and in order to be fair to all exhibitors:
  - a) NCFDA will not place any priority receipt on any booth request received prior to the end of the day on December 4, 2009.
  - b) NCFDA will place all contracts received by December 4, 2009 together in a drawing to determine the order received up to that time.
  - c) NCFDA will not accept any telephone or fax requests for exhibit space(s) (unless payment has been made online via credit card).
6. Damage: Any damage to the building through carelessness of exhibitor or employees must be paid for by the exhibitor. Exhibitors may not fasten any display fixtures to the building floor, nor put nails, screws or tacks in the way or on columns of the building. Exhibitors will be required to keep their booths neatly arranged and clean. The management of the Hotel will sweep and clean the public aisles, passages and open spaces only. Exhibitors agree to conform to all rules and regulations of the Hotel.
7. Electrical, Internet and Telephone Access: Electricity, telephone service and internet access can be provided through the hotel. Forms to request each of these services will be included with the written confirmation for exhibit space.
8. Equipment Included with Booth: The rental fee will include the following equipment at no charge for each 10' x 8' exhibit booth: booth pipe and drapery, DRAPED display table, two folding chairs and booth ID sign.
9. Exhibit Size: Exhibits shall be confined to the booth space and must not extend into the aisles or extend above eight feet).
10. Exhibit Booth Assignments: The Convention Committee has directed that booth assignments will be made by a committee composed of the Convention Chairman, NCFDA President, NCFSSA President and NCFDA staff members. The committee will meet on or around January 31, 2010 to make the initial booth assignments. All exhibitors will receive written notification of their booth assignments after that date.



# 2010 NCFDA EDUCATIONAL CONFERENCE & EXPOSITION

## EXHIBIT CONTRACT

### “A Change for the Better”

1. **Booth Selection:** We would like to exhibit at the 2010 NCFDA Educational Conference & Exposition and understand that payment must be included with this contract. We have read the information enclosed on Rules and Regulations governing this event and would like to be considered for the following:

First Choice: \_\_\_\_\_  
 Second Choice: \_\_\_\_\_  
 Third Choice: \_\_\_\_\_

**Auto Exhibitor Circle Choice Below: Vehicle Booth Selections Available:**

Booth: 3-4-5                      Booth: 9-10-11                      Booth: 12-13-14  
 Booth: 26-27-28                      Booth: 29-30-31

**Provider of Preference Companies:** Circle choice below:

Booth: 37                      Booth: 38                      Booth: 45  
 Booth: 46                      Booth: 47                      Booth: 48  
 Booth: 55                      Booth: 56

2. **Special Requirements** (ex: next to someone, corner booth, etc.) \_\_\_\_\_

3. **Description of Products & Services for Printing in Program** *(limited space available for copy):*

4. **Registrations:** Four salesperson for each exhibit booth, who are employed by an exhibiting company, will be admitted at no charge if registered in advance. (Deadline: April 30, 2010). Additional salespersons may register at the NCFDA member registration fee (\$100.00 full Convention, \$75.00 one day or exhibit only \$25.00). **Please include below company name, city and state if different than one listed on reverse.**

**1st Exhibit Booth: (4 Complimentary Registrations)**

1)
2)
3)
4)

**2nd Exhibit Booth: (4 Additional Complimentary Registrations)**

5)
6)
7)
8)

**PLEASE READ EACH SECTION CAREFULLY BEFORE SUBMITTING.**

FUNCTION	NUMBER	COSTS EACH	AMOUNT
<b>EXHIBIT BOOTHS</b> 10' x 8' Booth  No Increase in Booth Fees	_____	NCFDA Member: <b>\$525.00</b>  Non-Member: <b>\$625.00</b>	\$ _____
<b>VEHICLE SPACE</b>	_____	<b>\$950.00</b>	\$ _____
<b>COMPLIMENTARY ITEMS</b> In order to cut costs, please let us know if you WILL NOT need		_____ Chairs _____ Draped Table _____ Sign	N/C
<b>SPONSORSHIP</b> (Attach Insert C)			\$ _____  Or Invoice _____
<b>TOTAL</b>			\$ _____

PAYMENT BY:    _____ CHECK (MAIL BOTH PAGES OF CONTRACT WITH CHECK) _____ CREDIT CARD ON LINE (FAX BOTH PAGES OF CONTRACT TO 919-876-5382 OR MAIL)
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*All information below, except contact name and e-mail, will appear in the NCFDA Convention Program and will be used to print the Exhibitor Booth Sign (unless advised otherwise):*

Contact Person:	Email:
Company:	
Address:	
City/State/Zip:	
Telephone:	
Fax:	
Website:	

*Return To: North Carolina Funeral Directors Association  
5860 Faringdon Place, Suite 2, Raleigh, NC 27609*

**FOR NCFDA OFFICE USE ONLY**

CONTRACT #	RECEIVED	CHECK#/CREDIT CARD	AMOUNT

OVER PLEASE, INSERT B

# 2010 NCFDA EDUCATIONAL CONFERENCE & EXPOSITION SPONSORSHIP OPPORTUNITIES

## A Change for the Better

To become a sponsor of the NCFDA Conference, simply select your sponsorship level below and return to NCFDA by fax or mail. **We can invoice you at a later date** (normally about one month prior to the conference.) (Unaffiliated companies may not split sponsorships.)

### EXTRA EFFORT SPONSORSHIPS

	Pinnacle	\$5,000
	Diamond	\$4,500
	Gold	\$4,000
	Tribute	\$3,500
	Esteem	\$3,000
	Partner	\$2,500
	Visionary	\$2,000
	Alliance	\$1,500
	Friend	\$1,000
	Booster	\$500
	Pioneer	\$250

### EXTRA EFFORT SPONSORS SUPPORT:

Business Session Lunch  
Entertainment  
Featured Speakers  
Reception  
Service of Remembrance Breakfast

### INCLUDE

Welcome Reception in YOUR honor  
Exhibit Booth identified as "Conference Sponsor"  
Sponsorship Ribbon on Registration Badge  
Listings  
    Member Registration Mailing  
    The Tarheel Director magazine  
    (January-February-March 2010)  
    Newsletters, fax broadcasts, web page,  
    and e-line,  
    Sponsor Sign displayed at all events

### GOLF TOURNAMEN SPONSORS

	Lunch (Includes 2 Entry Fees)	\$750
	Tournament Sponsor (Includes 2 Entry Fees)	\$600
	Beverage Cart	\$500
	Hole Sponsor	\$200

### GOLF TOURNAMENT SPONSORSHIPS

#### SUPPORT GOLF:

Beverages  
Gifts  
Lunch  
Prizes  
Tournament

#### INCLUDE LISTINGS IN:

Member Registration Packet Mailing  
The Tarheel Director magazine (January-February-March 2008)  
NCFDA Newsletters, fax broadcasts, web page,  
and e-line  
Sponsor Sign during Golf Tournament  
Conference Program

Contact Person:	Email:
Company:	
Address:	
City/State/Zip:	
Telephone:	Fax:
Website:	

**Return To: NCFDA, 5860 Faringdon Place, Suite 2, Raleigh, NC 27609 \* Fax: 919.876.5382**