

Exhibitor Prospectus

133rd Annual TFDA Convention & Expo



June 10-13, 2019

Fort Worth Convention Center

BOOK YOUR BOOTH TODAY!

The Texas Funeral Directors Associations' 133rd Annual Convention & Expo is one of the largest and most affordable expositions in the country. Come take your place and share your knowledge, products, services and ideas!

WHO ATTENDS?

Reach decision makers and industry leaders who attend the TFDA Convention. Don't miss this chance to network!

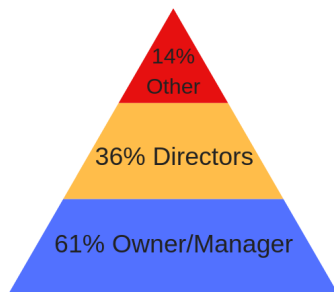


EXHIBIT INFORMATION

Exhibits will open on June 13, 2019

9:00 am—3:00 pm for six hours of non-compete exhibit time!

SERVICE KITS

GEMS is our official service contractor and will provide confirmed exhibitors an electronic Exhibitor Service Kit. The kit contains forms for ordering furniture, carpet, utilities, AV equipment, shipping and storage information. The deadline to receive discounts on your booth orders is May 24, 2019.



BOOTH PRICING

Booth Type	Member Rate	Non Member Rate
10x10 inline	\$800.00	\$1,100.00
10x10 corner	\$850.00	\$1,150.00
10x20 End Cap	\$1,900.00	\$2,200.00
20x20	\$2,250.00	\$2,550.00
20x30	\$3,000.00	\$3,300.00
20x50	\$3,150.00	\$3,450.00

*Booths B, G, & J, are for vehicles only

Booth fees include the following:

- ◆ Standard 8' back drape and 3' side drape
- ◆ Standard 7' x 44 booth identification sign
- ◆ Two exhibitor badges per 10x10 booth
- ◆ Listing in the Texas Director magazine
- ◆ Daily aisle maintenance
- ◆ Perimeter security

Booths are assigned based on receipt of your contract and payment. Every attempt will be made to assign booths based on your preferences as specified in your contract.

SPONSORSHIP OPPORTUNITIES

Your sponsorship enables TFDA to produce high-quality educational and networking events!

We appreciate your support and strive to promote your company's sponsorship before, during and after the convention!

If you have an idea for a sponsorship that you want to discuss please contact:

Mary Yanes, CEM

512-442-2304

mary@tfda.com

QUICK FACTS

133rd Annual Convention & Expo
Fort Worth Convention Center
1201 Houston Street
Fort Worth, Texas 76102

Exhibit Date: June 13, 2019
9:00 am - 3:00 pm

Drape Color: Red, White & Blue
Side Drape Color: Red
Carpet Color: Blue

Move In June 12, 2019
8:00 am - 5:00 pm

Move Out - June 13, 2019
3:01 pm - 5:00 pm

HOUSING INFORMATION

The Omni Fort Worth - \$189.00
1300 Houston Street
Fort Worth, Texas 76102
800-843-6664
Use code: TFDA

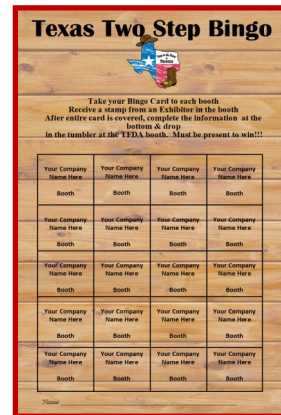
The Sheraton Fort Worth - \$169.00
1701 Commerce Street
Fort Worth, Texas 76102
888-627-8556
Cut off date is May 24, 2019

IT PAYS TO EXHIBIT!

- ◆ Launch new products and services
- ◆ Connect with current customers
- ◆ Create new business opportunities
- ◆ Increase sales!

TRAFFIC BUILDERS

Want to have attendees dancing to your booth? Play Texas Two Step Bingo! Purchase your square for \$250.00. Attendees will visit your booth where you will stamp their card (stamps provided by TFDA). Completed cards will be entered in a drawing. Drawing will be held at 2:30 pm. Must be present to win.

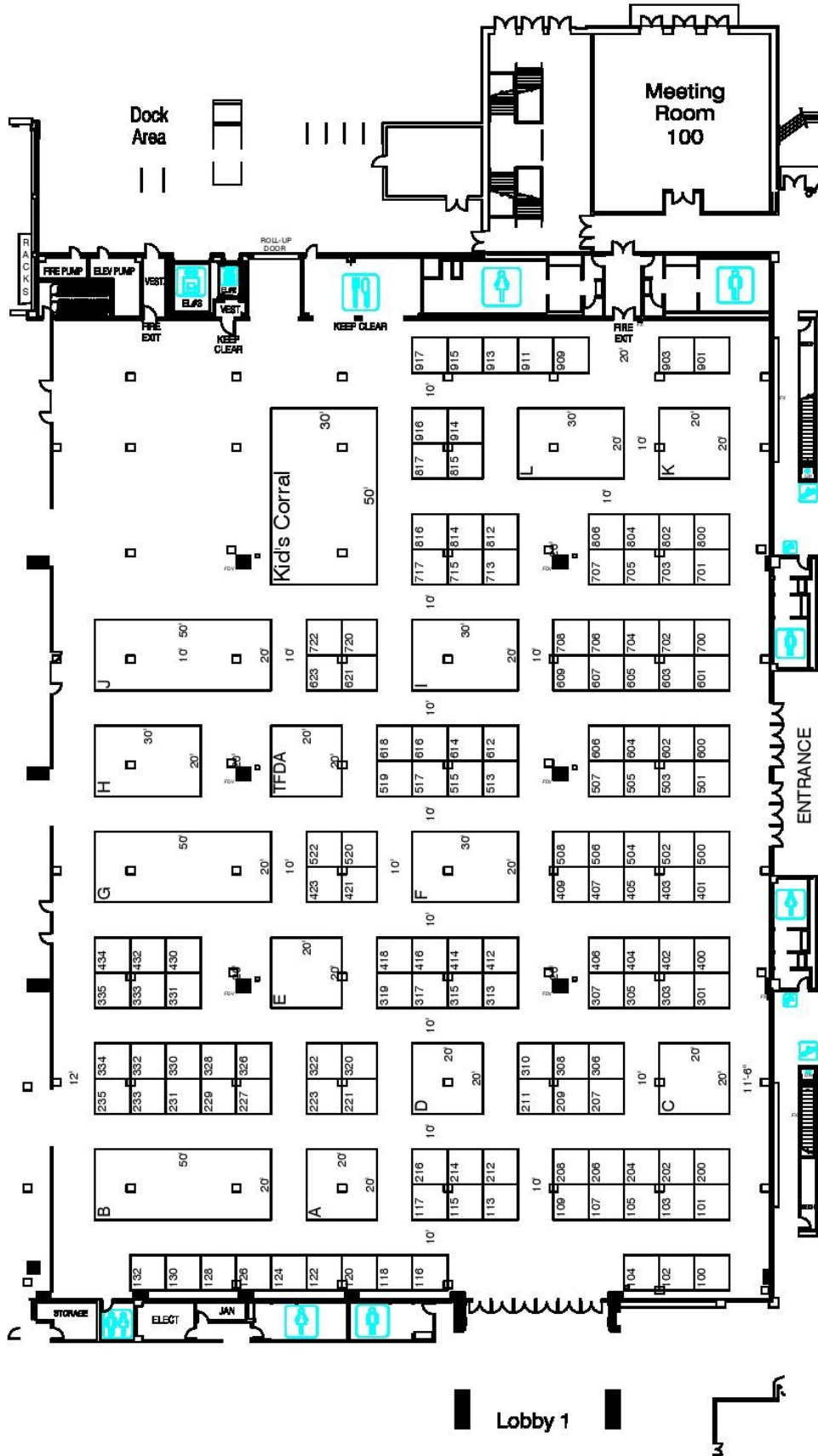


TFDA GALA—*Sunset Serenade*

This year the Gala will be a Boot Scootin' good time! Boasting great food, awards and a silent auction, plus plenty of entertainment provided by J. W. Lane & County Road X.



2019 TFDA
Fort Worth Convention Center - Fort Worth, Texas



- Exhibit Hall A
- 139-10x10 booths
- 6-20x20 booths
- 4-20x30 booths
- 3-20x50 booths
- 1-30x50 booth
- Aisle widths as noted



Rev. 1/14/19



**TEXAS FUNERAL DIRECTORS ASSOCIATION
CONTRACT FOR EXHIBIT SPACE
2019 TFDA CONVENTION**

Fort Worth Convention Center
Fort Worth, Texas

JUNE 10-13, 2019

ALL APPLICATIONS MUST BE MADE ON THIS FORM

DATE: _____

In accordance with the rules and regulations governing the Texas Funeral Directors Exhibition in Fort Worth, Texas, the undersigned hereby makes application for exhibit space and includes a payment for all or a minimum of 50% of the charges as deposit and partial payment thereof, balance to be due on or before April 1, 2019.

INDICATE CHOICE:

NOTE: Your 3 choices must be selected from different aisles of the Exhibit Hall.

1. Space No(s). _____ at \$ _____
2. Space No(s). _____ at \$ _____
3. Space No(s). _____ at \$ _____

Please locate my booth ___ near or ___ removed from: _____

Exhibitors will be assigned space in accordance with their preferences, as is possible. If we are unable to assign space in accordance with your preferences as listed above, an attempt will be made to assign comparable space in the same general location if possible.

DESCRIPTION OF MERCHANDISE TO BE DISPLAYED: (PLEASE COMPLETE THIS DESCRIPTION)

EXHIBITOR'S AUTHORIZED REPRESENTATIVE IN CHARGE: _____

LETTERING FOR STANDARD SIGN SHOULD READ: _____

Company Name: _____

SIGNED BY: _____ Charge Amount \$ _____

Credit Card # _____ Expiration Date: _____

Company: _____ Telephone: _____

Address: _____ Fax: _____

City/State/Zip: _____

Print Name: _____ E-mail: _____

Please read and complete this form as soon as possible. Assignment of booth space will be based primarily on the receipt date of each application along with payment to TFDA for not less than 50% of the total booth rental fee. Return by mail or fax to: TFDA, 1513 South IH-35, Austin, Texas 78741, fax 512-443-3559. For further information, contact the "Texas Funeral Directors Association" at 512-442-2304.

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FOR TFDA USE ONLY:

Accepted for Texas Funeral Directors Exhibit

Application Received: _____

BY: _____

Deposit Received: \$ _____

Assigned Booth No(s): _____

Balance due by April 1, 2019: \$ _____

Balance Received: _____

RULES & REGULATIONS GOVERNING EXHIBITS

ARRANGEMENT OF EXHIBITS

All booths will be 10 feet deep and 10 feet wide, except where otherwise marked. No construction or drapes above 36 inches will be allowed at the side of booth which may obscure the view of adjacent booths. Exhibitors must confine their displays to the space assigned. Management reserves the right to restrict exhibits which are objectionable, or order removed any portion of an exhibit which, in their discretion, is detrimental in detracting from the general order of the exhibits.

In aisle spaces with aisles on all four sides, construction may be permitted to a maximum height of eight (8) feet in the center only. In aisle spaces surrounded by aisles on only 3 sides the background must be on the side that is not on the aisle. The background at this point is to be 8 feet high.

ELECTRICAL OUTLETS

Electrical service, other than general lighting of the exhibit hall, is not part of this agreement and must be contracted by the exhibitor directly with the exhibit hall electrician at prevailing rates. Information on electrical service will be included in the exhibitor kits mailed by the convention decorator.

SIGNS

Each exhibitor will be furnished a sign at no additional cost which will be installed by the official exhibit decorator. The name of the firm will be printed on the sign. Be sure to indicate the lettering desired when completing the exhibit contract.

CONFLICTING MEETING

In the interest of the exhibits and convention, the exhibitor agrees not to extend group invitations, call meetings or otherwise encourage absence of TFDA members and/or exhibitors from the exhibit hall and convention during the hours of said exhibit and convention.

LOTTERIES

Any plan to induce visitors to the booth of an exhibit which may be considered a lottery is prohibited. An opinion as to what constitutes a lottery may be obtained by writing the general chairman of the convention.

LIABILITY & INSURANCE

Public liability insurance, other than coverage on exhibitors and staff, is carried by Management. The exhibitor agrees to make no claims for any reason, including negligence, against the Texas Funeral Directors Association, the Convention Committee, members, agents or employees for loss, theft, damage or destruction of exhibit items; nor for any injury to himself or employees while in the exhibit building; nor for any damage of any nature or character, including the damage to his business by reason of failure to provide space for the exhibit or for removal of the exhibit, nor for failure to hold the exhibit as scheduled. Exhibitors are advised to carry floater insurance to cover exhibit material against damage and loss and public liability insurance against injury to the person and property of others.

REFUNDS

Full refund if cancelled in writing before March 31, 2019. From April 1 – May 15, 2019, 50% refund. No refunds will be made after May 16, 2019.

MUSIC

No loud or disruptive music will be allowed inside the exhibit hall during exhibit hours. An opinion as to what constitutes loud or disruptive music may be obtained by writing the general chairman of the convention. If music is to be used, all exhibitors will be required to secure music licensing for their booth.

NO EXHIBITS NEAR CONVENTION CENTER EXHIBIT HALL OR HEADQUARTERS HOTEL

No one shall exhibit outside of the Convention Center Exhibit Hall or the Headquarters Hotel for at least 5 blocks UNLESS APPROVED BY CONVENTION COMMITTEE.

DISMANTLING OF EXHIBITS

No display may be dismantled before 3:00 p.m., Thursday, June 13, 2019.

THE RULES AND REGULATIONS ARE CONSIDERED A PART OF THE CONTRACT FOR SPACE

COME OUT OF THE SHADOWS



THROUGH TEDA SPONSORSHIP

BENEFITS OF SPONSORSHIP

PLATINUM \$5,000

Logo & Link on website for 1 year

Name & logo displayed on convention promotional materials

Name & logo on main convention signage

One promotional e-mail to members

Quarterly recognition in the Texas Director for 1 year

One set of member mailing labels

Continued thanks onsite via announcements

GOLD \$3,000

Logo & Link on website for 6 months

Name & logo displayed on convention promotional materials

Name & logo on main convention signage

Semi-annual recognition in the Texas Director for 1 year

One set of member mailing labels

Continued thanks onsite via announcements

SILVER \$1,000

Logo & Link on website for 3 months

Name listed on convention promotional materials

Name listed on main convention signage

Single recognition in the Texas Director

Continued thanks onsite via announcements

BRONZE \$500

Name listed on convention promotional materials

Name listed on main convention signage

Continued thanks onsite via announcements

PLATINUM

SPONSORSHIP \$5,000



Welcome Party

Set the tone for the 133rd Annual TFDA Convention & Expo by sponsoring our opening event. In addition to making sure your brand is visible across the event, you will have a great opportunity to network with attendees in a relaxed setting.



Convention Bags

This exclusive sponsorship provides direct exposure to your target market with your company logo strategically placed on the conference bag which allows for recognition during and after the convention.



Convention Program

This exclusive sponsorship literally puts your brand in the hand of each attendee. The program is also used throughout the year as a reference tool.



Keynote Speaker

As the exclusive sponsor of the keynote speaker, your company will enjoy great recognition.

This is a great opportunity to shine!

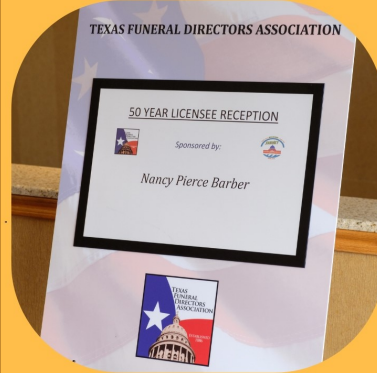
GOLD

SPONSORSHIP \$3,000



Refreshments

Refreshments are a necessary but costly part of any convention. Your sponsorship directly impacts our bottom line. This sponsorship offers signage at each refreshment station, as well as a listing on the TFDA website, and our sincere appreciation.



50 Year Licencee

This reception honors those who have been licensed funeral directors for 50 or more years.



Past Presidents

This luncheon honors Past Presidents and Former First Spouses. This elite group deserves recognition for their contributions and sacrifices made to the funeral industry and TFDA.



Presidents Reception

The President's Reception is held just before the Gala, and is the final opportunity to thank our outgoing president for his hard work.

SILVER

SPONSORSHIP \$1,000



CE Sessions

Becoming a continuing education sponsor helps TFDA in our effort to provide high-quality educational sessions to Funeral Directors across Texas. This is a great way to show your support.



Kids Corral

This special designated area is designed so attendees can bring their children to the expo hall while the adults visit with vendors.

It's never too early to get your brand seen by Generation Z! Many TFDA members have been coming to convention since they were children, and now their children attend!



SOR

The Service of Remembrance is a special event where we take a moment to remember our friends and colleagues who have passed away during the past year. Your sponsorship will help underwrite this highly-attended event.



Gala Entertainment

Our Gala theme is "Sunset Serenade", and will feature J.W. Lane & County Road X.

BRONZE

SPONSORSHIP \$500



General Sponsor

Your sponsorship enables TFDA to continue to produce high-quality educational and networking events. We thank you for your support.



Emerging Leaders

Invest in the future of the Funeral Industry! The Emerging Leaders are a group highly-skilled professionals 40 years or younger, or who have been in the industry for 5 years of less regardless of age.



Quarter Century

The Quarter Century Club is an elite group of professionals who have been licensed for 25 years or more.

SPONSOR INFORMATION

Name: _____ Email Address: _____

Address: _____ City: _____ State: _____ Zip: _____

How do you want your sponsorship listed: _____

URL for weblink: _____

Please charge my credit card: \$ _____ Card Number _____

Expiration: _____

Thank you for your support!

Your sponsorship enables TFDA to continue to produce high-quality educational and networking events.

TFDA staff works with sponsoring companies to develop a sponsorship package to meet their goals and maximize exposure! If you have an idea for a sponsorship that you would like to discuss please contact us. We appreciate your support and strive to promote your company's sponsorship before, during and after the convention.

Please contact Mary Yanes for more information at 512-442-2304 or mary@tfda.com