

Invitation to exhibit

*131st Annual  
TFDA Convention and Expo*



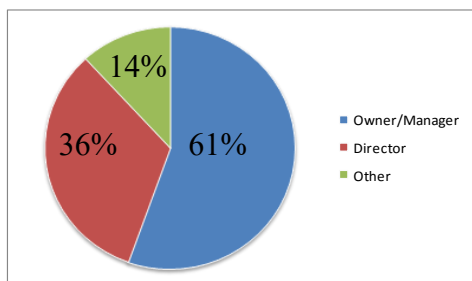
*June 4 - 7, 2017  
Hyatt Regency Austin  
Palmer Events Center*

# Your Invitation

The Texas Funeral Directors Associations' 131st 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

Our research suggests that decision makers and industry leaders attend the TFDA Convention. Don't miss the chance to network!



## Convention Quick Facts

131st Annual Convention & Expo  
Palmer Events Center  
900 Barton Springs Road  
Austin, TX 78704

Exhibit Date: Wednesday, June 7, 2017

Drape Color: Red, Black, White  
Side Drape Color: White  
Carpet Color: Tuxedo

## Housing Information

Hyatt Regency Austin  
208 Barton Springs Road  
Austin, TX 78704  
(512) 477-1234  
Convention Rate: \$189.00  
Cut off: May 14, 2017

## Exhibitor Service Kits

GEMS, our official service contractor will provide confirmed exhibitors an electronic Exhibitor Service Kit no later than April 15, 2017. The kit will contain forms for ordering furniture, carpet, utilities, AV equipment, shipping and storage information, etc.



# Booth Price Schedule

Booth Type	TFDA Member Rate	TFDA Non-Member Rate
10x10 Inline	\$750.00	\$1,050.00
10x10 Corner	\$800.00	\$1,075.00
20x20 (D, E, F, I)	\$2,200.00	\$2,450.00
20x30 (C, J)	\$2,950.00	\$3,200.00
20x50 (A, B, G*)	\$3,100.00	\$3,350.00

\*Booths A, B, G 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 convention program
- 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.*

### Exhibit Hours

Wednesday, June 7, 2017  
(9:00 am - 4:00pm)  
Breakdown Thursday beginning 8:00 am

## SPONSORSHIP OPPORTUNITIES

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

Complete sponsorship information can be found on our website [www.tfda.com](http://www.tfda.com).

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

Ann Singer  
512-442-2304  
[ann@tfda.com](mailto:ann@tfda.com)

## Ways to Navigate

The exhibit hall opens on Wednesday, June 7 at 9:00 am and closes at 4:00 pm to provide 7 hours of exhibit time. Set up on Tuesday is required because booths must be set up by 8:00 am Wednesday morning.

## Kids Zone

A specially designated area where your children can come play games, and be part of the action! No need to stay away from the exhibit hall because there isn't anything for the youngsters to do...bring them to the Kids Zone! Paid sitters and volunteers will be there to watch your children. A drop off and pick system will be used. Fun activities for teens will be provided as well.

## Idea Center Stage

Looking for a way to showcase your product or service? The Idea Center Stage is just the ticket!

Exhibitors take "Center Stage" and highlight your product or service. The cost is \$250.00 for a 20 minute session. Stage times will be publicized in the convention program, as well as on special signage located in the exhibit hall.

Invite your special clients to come to listen and learn about your company! Don't miss out on this opportunity to get your message out to your customers.

Deadline for registering for the Idea Center Stage is May 1st. This will give you time to invite your customers to attend and give TFDA time to advertise your company.



**Don't Stop Believing  
& Take the Journey**

## Food is Served

To attract more traffic in the exhibit hall both breakfast and lunch will be served there on Wednesday. All attendees and exhibitors are invited to participate in the meals.

## TFDA Gala

This year the Gala is a formal event yet a "neon" theme. (Remember Austin's slogan is "Keep Austin Weird"). Join us for a sumptuous dinner and dancing, followed by gaming in the "Casino". This is the final networking event of the convention, and one that should not be missed!

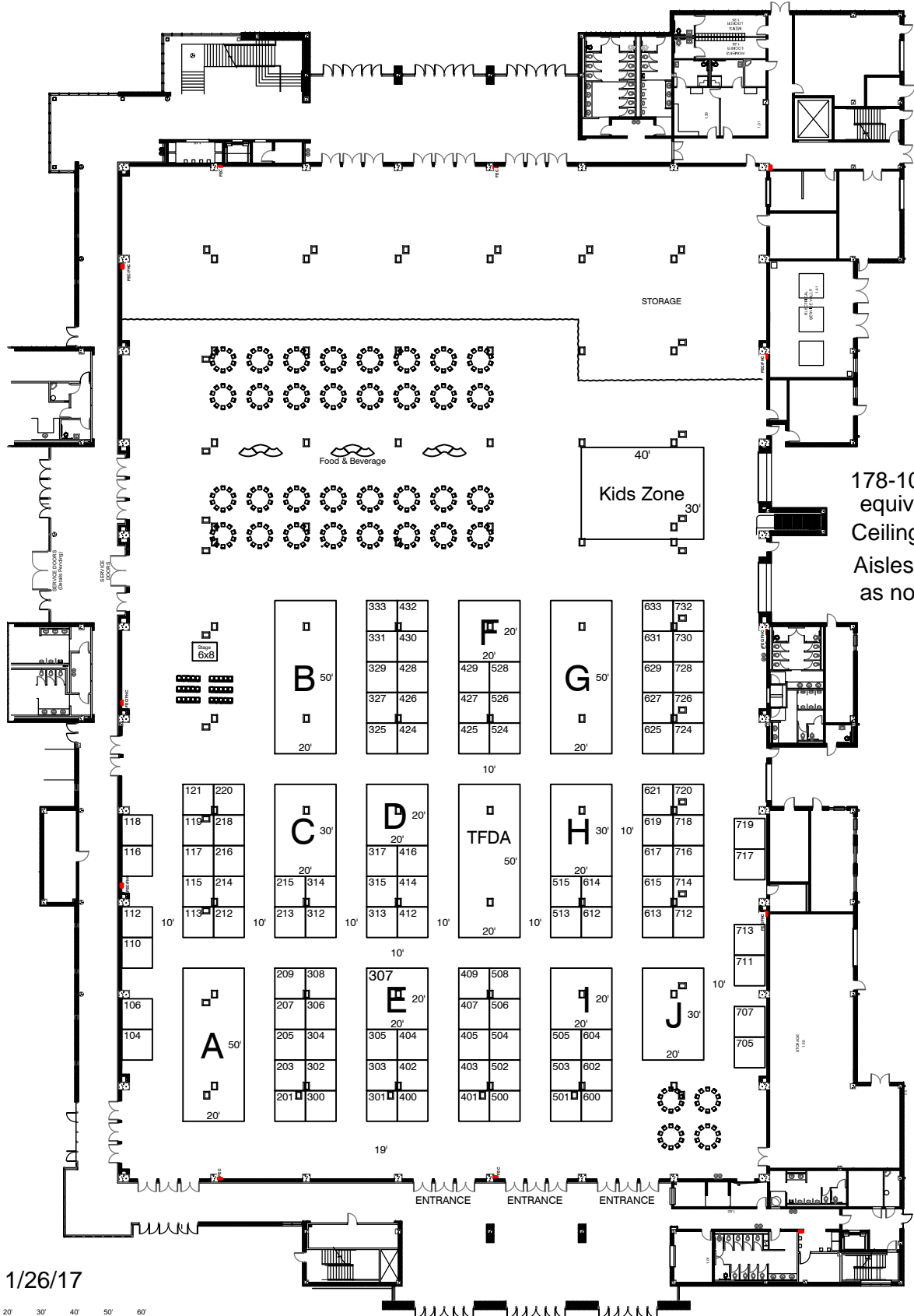
The cost to attend is \$100.00 per person in advance, \$125.00 on-site. We encourage you to participate, and order your tickets in advance. Wear formal, colorful attire. Visit our website [www.tfda.com](http://www.tfda.com) for more information.



## Visit Austin!

The Hyatt Regency is just across the bridge (by foot, taxi, pedicab, etc.) from 6th Street and the Live Music Capitol of the World. If you have never been to Austin, plan to stay and play for a few extra days. If you have been before, plan to visit some new sites.

131st Texas Funeral Directors Association Expo  
 June 7, 2017  
 Palmer Events Center - Austin, Texas



178-10x10 booth  
 equivalent  
 Ceiling height 26'  
 Aisles widths  
 as noted

Rev. 1/26/17

