



To All Funeral Service Suppliers/Exhibitors
From: Ann Singer, Executive Director
Re: 124th Annual TFDA Convention and Expo

The 124th Annual Convention and Expo of the Texas Funeral Directors Association will be held in **Galveston, Texas, June 14 – 18, 2010**. The Officers, Directors and entire membership of this great association join the TFDA Convention Committee in extending you a special invitation to participate. Enclosed, you will find a detailed Exhibitor Prospectus and Contract for exhibit space.

Space is available on a first come, first served basis, so we urge you to complete your exhibit contract and **return it to the TFDA office today**. Please keep the last copy (pink copy) of the contract for your files and return the other 2 copies, along with your payment covering at least 50% of the cost of the space(s) requested. Allocation of exhibit space will be based primarily on the date received. The balance due, if any, is payable by April 1, 2010.

Please do not hesitate to call me if you have questions or need additional information 512/442-2304.

Texas Funeral Directors Association
124th Annual Convention & Expo
June 14 - 18, 2010



Catching The Winds Of Change

Exhibitor
Registration

The 2010 TFDA Annual Convention

Your Invitation

The Texas Funeral Directors Association (TFDA) 124th Annual Convention and Expo offers one of the largest and most affordable expositions devoted exclusively to funeral service in the country. Don't miss the chance to share your knowledge, products, services and ideas with funeral directors from all over the state of Texas and beyond.

Who Attends

Over 1,000 funeral service professionals from Texas, neighboring states and other countries... a receptive audience that appreciates your support, buys your products, listens to your ideas and welcomes your presence.

Expo Location

The TFDA "Expo '10" will be held at the Moody Gardens Convention Center, Seven Hope Boulevard.

Audience Enticements

TFDA has made special arrangements to ensure that convention attendees will not only attend the expo but have adequate time to visit with you as well. First, TFDA will sponsor a beer and wine reception in the exhibit hall on Wednesday afternoon (details are enclosed). Second, a large number of cash door prizes will be awarded to attendees throughout expo hours. Third, no other events, educational programs or meetings will take place while the expo is open.

Building Traffic

Several opportunities to build traffic at your booth are available to all exhibitors. Many of you will want to advertise in the pre-convention issue of the *Texas Director*, the official magazine of the Texas Funeral Directors Association. You may want to purchase a mailing list from TFDA to build interest with a pre-show mailing that will advertise your products, services, convention specials and most importantly - your booth number! Write or fax for exhibitor advertising rates, mailing lists and other details.

Hotel Information

Moody Gardens Hotel & Spa
Seven Hope Blvd. – (409) 741-8484
Single or Double occupancy is \$152.
Deadline for reservations is May 22.

Dress Code

The dress code is casual with the exception of the Annual Gala, which is black tie optional/semi formal.

Convention Theme

"Catching The Winds Of Change"

We encourage you to join us with this year's theme by decorating your booth in a nautical or beach motif.

For More Information, contact:

Texas Funeral Directors Association
1513 South IH 35
Austin, Texas 78741
512/442-2304 ~ Fax 512/443-3559

Exhibitor Information

Exhibit Sizes, Charges & Services

The minimum booth is 10' wide by 10' deep, with multiples of this size available. The cost for each 10' x 10' booth is \$725. Rental prices for larger booths are listed to the right. The fee for each booth includes:

- ↳ 2 Exhibitor badges per 10' x 10' booth which provide admission to all general sessions & workshops
- ↳ Draped back wall and side walls
- ↳ Booth identification sign
- ↳ Listing in the convention program
- ↳ Listing in the *Texas Director*
- ↳ Daily aisle maintenance
- ↳ 24-hour security guard service
- ↳ General illumination

Sign Up Now - Space Is Limited

We strongly encourage you to fill out and return the enclosed contract along with your deposit immediately.

Assignment of Space

Booth assignment is based primarily on the receipt date of each contract accompanied by payment in full or deposit of not less than 50%. Every effort will be made to comply with your preferences as spelled out in the contract. Special areas have been reserved for automobile exhibitors.

Drayage and Service Contractor

TFDA's official service contractor for the 2010 Annual Convention and Expo is American Trade Shows, Inc.:
3301 Wood Drive, Suite 400; Garland, TX 75041;
Phone: 972/278-5600 ~ Fax: 972/271-8929

Booth Price Schedule

10' x 10' Booth \$725

Large Booths

A, C, F, H, I or L \$2,150

E \$2,875

Auto Only

B, G, J, K or M \$2,125

Show Hours

Wednesday, June 16 1 - 5

Thursday, June 17 9 - 12

Set-Up Time

Tuesday, June 15 12 - 5

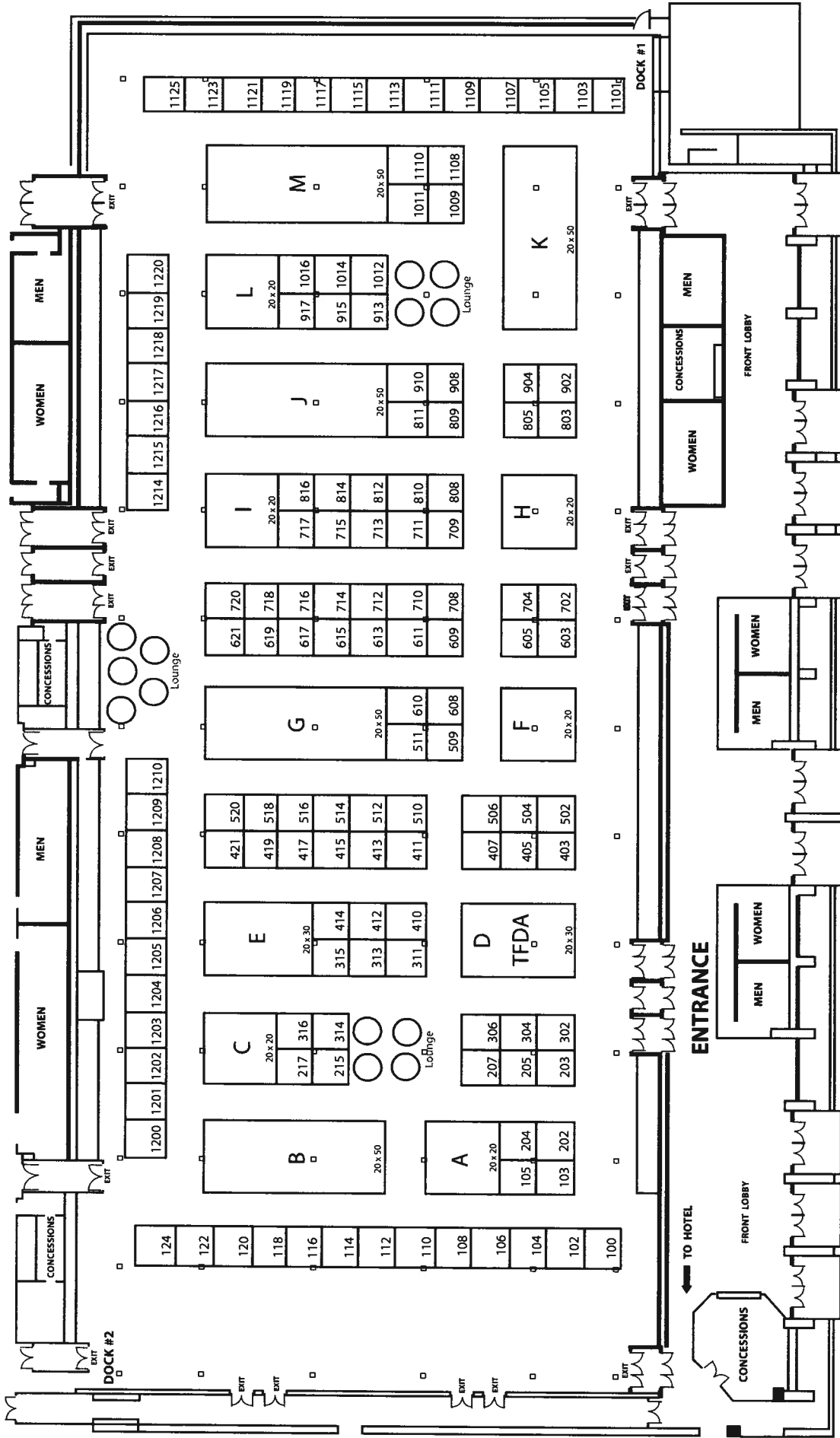
Wednesday, June 16 8 - 11

Removal Period

Thursday, June 17 12 pm until out

Special Note

Exhibitor service kits will be mailed to all confirmed exhibitors by May 1st. The kit will contain forms for ordering furniture, carpet, decorations, labor, electrical, video equipment, telephone connections, shipping and storage.



Texas Funeral Directors Association

124th Annual Convention and Expo

Moody Gardens Hotel & Convention Center
June 14-18, 2010

**TEXAS FUNERAL DIRECTORS ASSOCIATION
EXHIBITORS APPLICATION FOR EXHIBIT SPACE
2010 TFDA CONVENTION
Moody Gardens Hotel & Convention Center
Galveston, Texas**

JUNE 14 – 18, 2010

ALL APPLICATIONS MUST BE MADE ON THIS FORM

DATE: _____

In accordance with the rules and regulations governing the Texas Funeral Directors Exhibition in Galveston, 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, 2010.

INDICATE CHOICE:

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

1. Space Nos. _____ at \$ _____
2. Space Nos. _____ at \$ _____
3. Space Nos. _____ 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 # _____ **Exp.** _____

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. Return the white and yellow copies, along with a check made payable to TFDA for not less than 50% of the total booth rental fee. Return to: TFDA, 1513 South IH-35, Austin, Texas 78741. For further information, contact the "Texas Funeral Directors Association" at 512-442-2304, fax 512-443-3559.

FOR TFDA USE ONLY:

Accepted for Texas Funeral Directors Exhibit BY: _____
Assigned Booth No(s): _____

Application Received: _____
Deposit Received: \$ _____
Balance due by April 1, 2010: \$ _____
Balance Received: _____

EXHIBITION RULES AND REGULATIONS ON REVERSE SIDE
WHITE-TFDA YELLOW-CONFIRMATION PINK-EXHIBITOR

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

No refunds will be made 20 days prior to the first scheduled convention day.

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 12:00 p.m., Thursday, June 17.

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



Beer & Wine Reception

The Texas Funeral Directors Association would like to take this opportunity to extend a warm welcome to our exhibitors and members to attend a beer and wine reception in the Exhibit Hall.

Wednesday, June 16
4:00—5:00 p.m.

This will be a great opportunity for exhibitors to leave their booths, relax and mingle with attendees and other exhibitors.

It is our way to say “thank you” for your continued support each year.

