



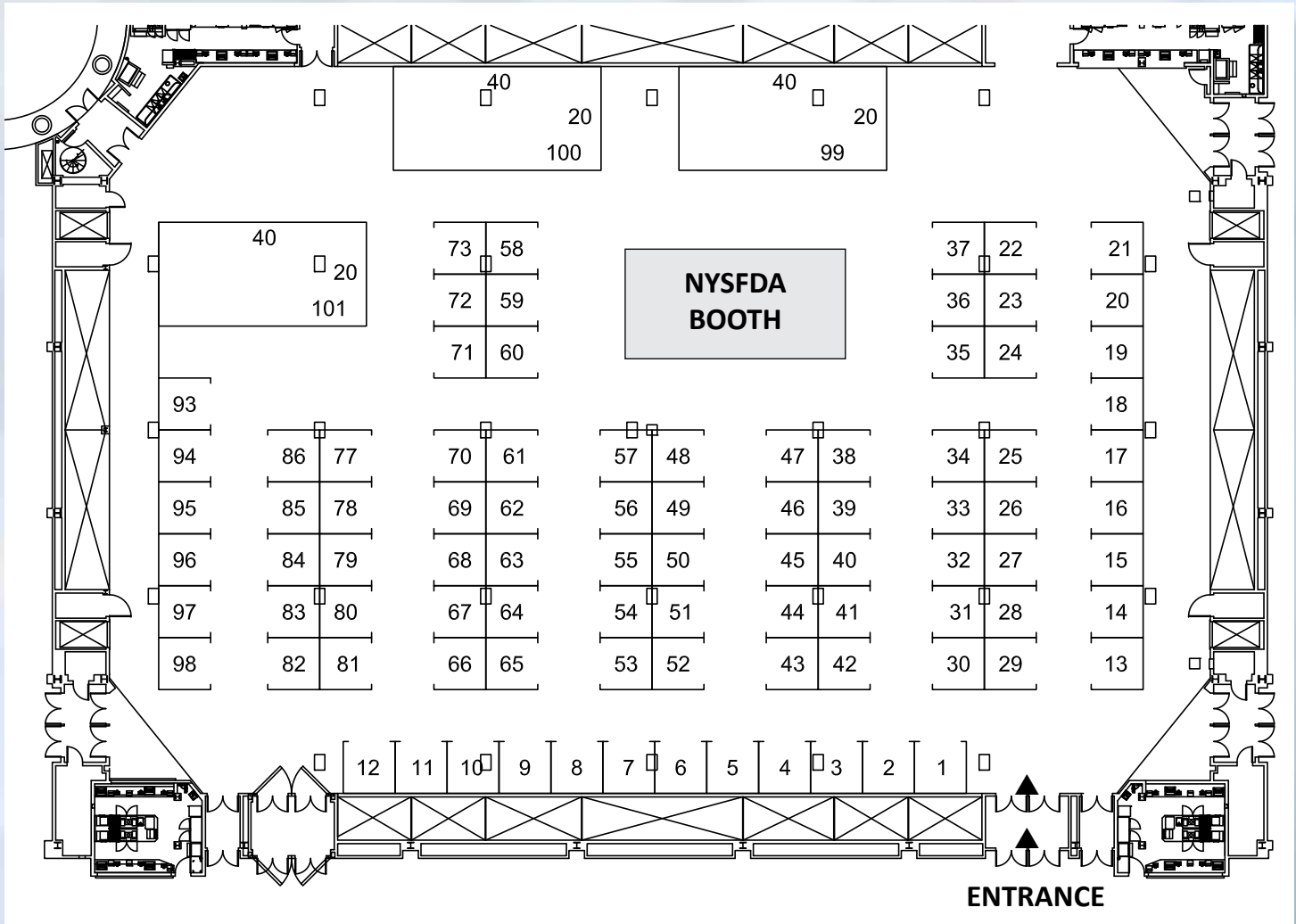
NYSFDA 2018 ANNUAL CONVENTION

Exhibitor & Sponsorship Information
Turning Stone Resort & Casino | August 12 – 15

NYS 
**FUNERAL
DIRECTORS**
ASSOCIATION, INC.

Join Us!

2018 BOOTH MAP



TURNING STONE RESORT & CASINO

5218 Patrick Road, Verona, NY 13478

www.turningstone.com/hotels | TEL: 800-771-7711

NIGHTLY ROOM RATES FOR NYSFDA 2018 ATTENDEES:

- Tower Rooms **\$172**
- Tower Junior Suites **\$242**
- Lodge One-Bedroom Suites **\$269**
- Lodge VIP Suites **\$329**

Please make your reservations directly with Turning Stone. The **RESERVATION DEADLINE** is **JULY 13, 2018** for NYSFDA rates. A deposit of one night's stay is required. Please note: NYSFDA is only guaranteed a certain number of rooms.

2018 SPONSORSHIP OPPORTUNITIES



We're in Verona at **TURNING STONE RESORT & CASINO** in 2018. We believe that this fantastic location, combined with free registration for members, will again result in another great convention. Why not take this opportunity to **SPONSOR A CONVENTION EVENT**? To become a sponsor, simply select your sponsorship level below and return to NYSFDA by fax or mail. We can invoice you at a later date (normally about one month prior to the convention).

REGULAR SPONSORS

	Friend Sponsor	\$250
	Partner Sponsor	\$500
	Bronze Sponsor	\$1,000
	Silver Sponsor	\$2,000

ALL SPONSORSHIPS INCLUDE:

- Exhibit booth signage identified as "Convention Sponsor"
- Sponsorship ribbon on the registration badge
- Sponsorship recognition in newsletter, website, eNews and NYSFDA app
- Sponsor sign displayed at all events

EXTRA MILE SPONSORS

	Gold Sponsor	\$3,000
	Platinum Sponsor	\$4,000
	Diamond Sponsor	\$5,000
	Event Exclusivity Sponsor	Call NYSFDA for details

EXTRA MILE SPONSORSHIPS ADDITIONALLY INCLUDE:

- Hyperlink on all electronic listings
- Exhibit booth balloons denoting convention sponsor
- Full page ad in the program (3 1/2"W x 8 1/2 "H)
- Event exclusivity (a guarantee to sponsors that they will be the sole sponsor of an event)

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

RETURN TO: NYSFDA, Attn: Kelly Deitz, 1 South Family Drive, Albany, NY 12205 * Fax: 518-452-8667
QUESTIONS? Contact Kelly at 518-452-8230 or kelly@nysfda.org

2018 NYSFDA Annual Convention

EXHIBITOR RULES

1. **NYSFDA** as used herein shall mean the New York State Funeral Directors Association, Inc., or its officers or agents or employees acting for it in the management of the Exhibit.
2. **Eligible Exhibits.** NYSFDA reserves the right to determine the eligibility of any company, individual or product for inclusion in the Exhibit as an Exhibitor.
3. **Limitation of Liability.** The Exhibitor agrees to make no claim for any reason whatsoever, including negligence, against the Exhibit or NYSFDA, its members, agents or employees, for loss, theft, damage or destruction of merchandise, nor for any injury to himself or employees while in the Exhibit quarters.
4. **Defacing of Building.** Exhibitors are liable for any damage caused by fastening displays or fixtures to the building floors, walls, or to the standard booth equipment, or for damage caused in any other manner. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building walls and floors or to standard booth equipment. Exhibitors agree to hold NYSFDA harmless from any claims for such damages including the payment to NYSFDA of reasonable attorneys fees insured to defend against such claims.
5. **Display Heights.** See detailed information on floor plan. No exhibit material will be placed in such a manner so as to block or detract from exhibits in the surrounding vicinity.
6. **Sound Devices.** The use of loud devices for mechanical reproduction of sound or music shall be restricted. In general, the employment of any method to project sound beyond the confines of any exhibit booth is prohibited.
7. **Rejected Displays.** The Exhibitor agrees that his exhibit shall be admitted and shall remain from day to day solely on strict compliance with the rules herein laid down. NYSFDA reserves the right to reject, eject or prohibit any exhibit in whole or in part, or any exhibitor or his representatives, with or without giving cause. If cause is not given, liability shall not exceed the return to the exhibitor of the amount rental unearned at the time of ejection. If an exhibit or Exhibitor is ejected for violation of these rules or for any other stated reason, no return of rental shall be made.
8. **Insurance.** Fire and theft insurance, if so desired must be taken out by each Exhibitor at his own expense.
9. **Excused Non-Performance.** If for any reasons beyond its control, including but not limited to strikes, labor disputes, accidents, government requisition, or regulation on travel, hotel operation, commodities or suppliers acts of war or acts of God, NYSFDA is unable to perform its obligation under this Agreement such non-performance is excused and NYSFDA may terminate this Agreement without further liability of any nature upon return of Patron's deposit in no event shall be liable for consequential damages of any nature for any reason whatsoever.
10. **Exhibitor Representatives' Responsibility.** Each Exhibitor must name at least one person to be its representative in connection with installation, operation and removal of exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the Exhibitor shall be responsible.
11. **Exhibit Hours.** The exhibit hours are shown on the agenda. Exhibitors will be required to comply strictly.
12. **Shipment of Exhibit Material and Electrical Requirements.** Each Exhibitor will receive a notice from the official decorator designated by the NYSFDA. This notice will include the prices for the rental of furniture, draperies, special construction, etc. This information will reach each signed exhibitor in ample time for advance planning of merchandise shipments and electrical requirements.
13. **Attendance.** Admission to the meetings and exhibits shall be limited to registered convention attendees.
14. **Sub-Leasing.** Exhibitors may not sub-let their space, nor any part thereof. One company per booth.
15. **Cancellation of Exhibit Space.** If an Exhibitor cancels their contracted space after the deadline for full payment, the following is the refund policy:
 - a. Refunds would only be considered if NYSFDA has received full payment for the booth space.
 - b. If NYSFDA is able to re-sell said space up to 30 days prior to the Exhibitor move-in date, 25% of the payment would be refunded.
 - c. If cancellation is made with less than 30 days prior to the Exhibitor move-in date, or if space is not re-sold, there will be no refund.
16. **Amendment to Rules.** Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subjected solely to the decision of the NYSFDA. These rules and regulations may be amended at any time by the NYSFDA and all amendments so made shall be binding on exhibitors equally with the foregoing rules and regulations.



Download our 2018 app:
my.nysfda.org/APP

Learn more:
my.nysfda.org/convention



APPLICATION FOR EXHIBIT SPACE

NEW YORK STATE FUNERAL DIRECTORS ASSOCIATION, INC.
ANNUAL MEETING & EXHIBIT
Turning Stone Resort & Casino, Verona, NY
August 12 - 15, 2018

RETURN TO: New York State Funeral Directors Association, Inc., 1 South Family Drive, Albany, NY 12205.

Kindly indicate your three (3) booth choices as selected from the official floor plan submitted by the NYSFDA. This is **NOT** a guarantee. Booth spaces will assigned at the discretion of NYSFDA. Each booth comes with signage and draping. The fee for exhibit space is **\$850** for a 10' X 10' booth space. Vehicle spaces are **\$1050** each. Booth carpeting is **NOT** included.

First booth preference: _____ at \$ _____

Second booth preference: _____ at \$ _____

Third booth preference: _____ at \$ _____

In case your first three choices are not available, state **preference**, if any, about locating your exhibit **near** or removed **from** those of similar interest:

Indicate type of merchandise to be displayed: _____

I agree to pay 50% of the total rental charge either by check (made payable to NYSFDA) or credit card. It is hereby agreed that the undersigned agrees to and will abide by the *Rules and Regulations* printed within this booklet and that those *Rules and Regulations* are a part of this agreement. It is understood that deposits will not be refunded after Friday, June 29, 2018 and that acceptance of our application by NYSFDA shall constitute a contract.

Company: _____ Contact name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Telephone: _____ Fax: _____

Name to appear on booth sign: _____

Acct #: _____ Print name: _____

Card expires: _____ CSV code: _____ Authorized signature: _____

IMPORTANT NOTICE: Please read and complete this form. Upon acceptance, a copy will be returned to each exhibitor and serve as the record of your reserved space.

BALANCE DUE: Friday, June 29, 2018

ACCEPTED for NEW YORK STATE FUNERAL DIRECTORS ASSOCIATION, INC.

By: **Kelly S. Deitz**
Title: **Director, Core Programs and Foundation**

Signature: _____

Deposit Received \$: _____

BALANCE DUE: _____



1 South Family Drive
Albany, NY 12205

Phone: 518-452-8230
Fax: 518-452-8667

2018 NYSFDA Annual Convention

GENERAL INFORMATION

CONVENTION DATES AND HOURS:



Monday, August 13

Exhibitor Move-in	8:00 a.m. – 3:00 p.m.
Exhibits Open	4:30 p.m. – 7:30 p.m.
Cocktail Party in Exhibit Hall	5:00 p.m. – 7:00 p.m.

Tuesday, August 14

Exhibits Open	1:00 p.m. – 4:00 p.m.
Strolling Lunch in Exhibit Hall	1:00 p.m. – 2:00 p.m.
Ice Cream Break in Exhibit Hall	2:00 p.m. – 3:00 p.m.
Exhibitor Move-out	4:00 p.m. – 7:00 p.m.

Wednesday, August 15

Exhibitor Move-out	8:00 a.m. – 11:00 a.m.
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NYSFDA has already begun to publicize the 2018 Convention and will continue to actively do so. All members, non-members and exhibitors will have an opportunity to learn about and register for the event. Booth space will be assigned on a first come, first serve basis. Every effort will be made to accommodate your selection. A booth will not be assigned to your company until a contract has been received, which indicates your first three choices of space along with a check covering a minimum of 50% of the fee. The fee for exhibit space is **\$850** for a 10' X 10' booth space. Vehicle spaces are **\$1050** each. (Please note, the vehicle space is in the exhibit hall.) Prior to mailing in your contract, please double check that you have correctly filled in the "Name to Appear on Booth Sign" line. We are unable to correct this the day of move-in.