



NYSFDA 2022 ANNUAL CONVENTION

August 21-24, 2022

Turning Stone Resort & Casino, Verona, NY

EXHIBITOR & SPONSORSHIP INFORMATION



www.nysfda.org | info@nysfda.org | 800.291.2629



Join Us!

Exhibitor registration is open! The NYSFDA Annual Convention is one of the industry's leading events nationwide, and the perfect opportunity to showcase your products and services. Gain access to more than 300 funeral service personnel and expand your reach to other business partners in the industry. Strengthen relationships with existing customers and forge strategic partnerships. Reserve your exhibit space today!

EXHIBITOR PRICING

10' x 10' booth space - \$900

40' x 20' vehicle space - \$1,050

Please note, the vehicle is in the exhibit hall.

All booth spaces include signage and draping; carpeting is **NOT** included. 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. 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.

CONVENTION DATES & HOURS

Monday, August 22

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 23

Exhibits Open 10:30 a.m. - 1:30 p.m.

Strolling Brunch in Exhibit Hall 10:30 a.m. - 1:30 p.m.

Exhibitor Move-Out 1:30 p.m. - 7:00 p.m.

HOTEL & TRAVEL

Turning Stone Resort & Casino

5218 Patrick Road | Verona, NY 13478

Nightly Room Rates for NYSFDA 2022 Attendees:

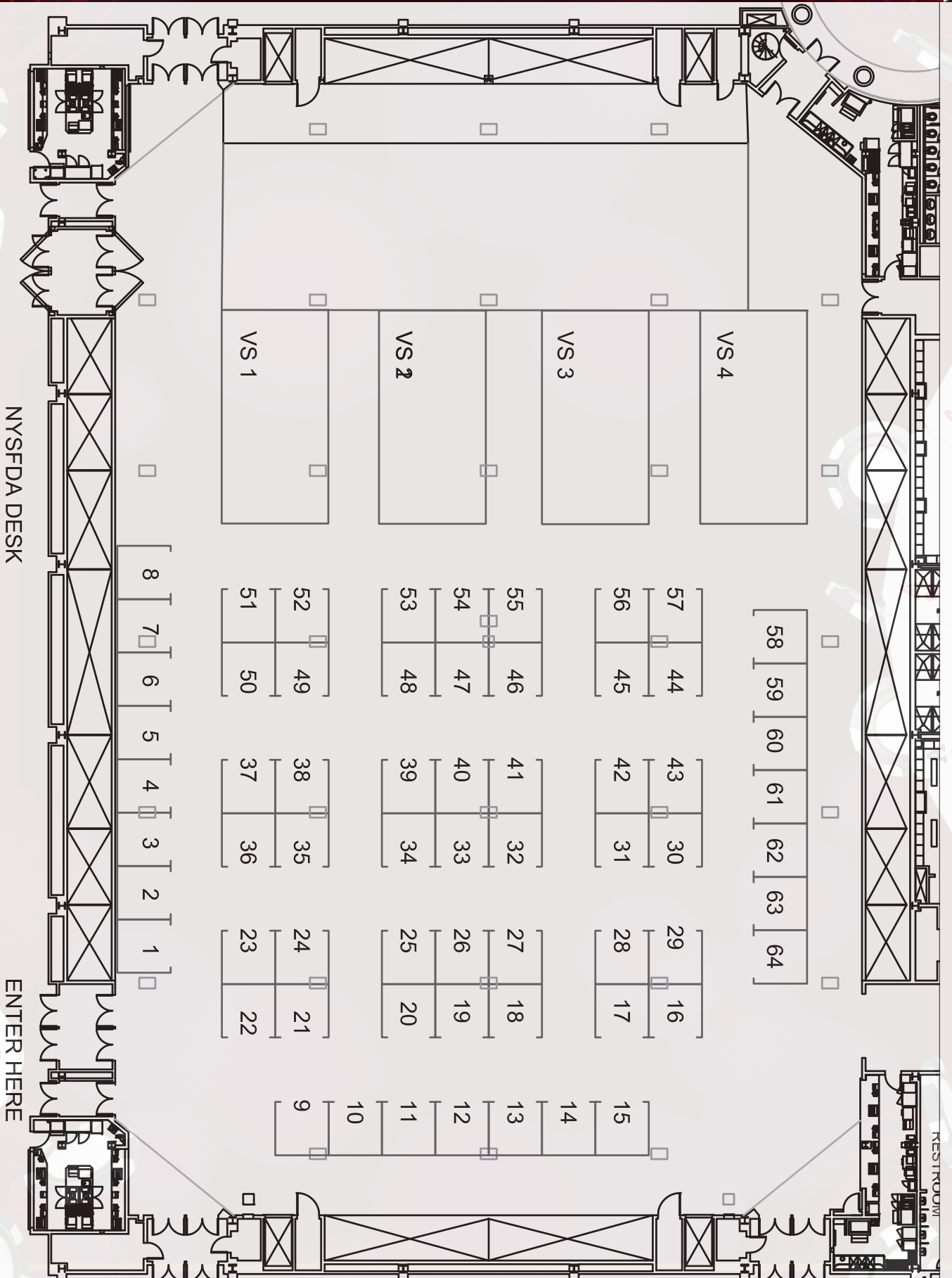
Tower Rooms \$190/night | Tower Junior Suites \$270/night

Lodge One-Bedroom Suites \$279/night | Lodge VIP Suite \$345/night

To reserve online, visit my.nysfda.org/Convention2022Hotel
or call 800.771.7711.

Please make your reservations directly with the Resort.
The Reservation Deadline is July 21, 2022 for NYSFDA rates.
A deposit of one night's stay is required.

EXHIBITOR MAP | FLOOR PLAN



CONVENTION SCHEDULE AT-A-GLANCE*

As an exhibitor, we invite you to join us for any of our educational sessions and special events throughout the Convention program. Visit the Convention webpage for up-to-date programming information.

Sunday, August 21

Shooting of Sport Clays Competition 11:45 a.m. - 4:00 p.m.

Opening Event 6:00 p.m. - 10:00 p.m.

Monday, August 22

Educational Sessions 9:00 a.m. - 12:15 p.m.

Lunch 12:30 p.m. - 1:15 p.m.

Educational Sessions 1:15 p.m. - 4:30 p.m.

Exhibit Hall Preview & Silent Auction

Cocktail Reception 4:30 p.m. - 7:30 p.m.

Tuesday, August 23

Educational Sessions 8:30 a.m. - 10:30 a.m.

Exhibits Open & Strolling Brunch 10:30 a.m. - 1:30 p.m.

Educational Sessions 1:30 p.m. - 3:30 p.m.

President's Reception & Annual

Annual Awards Banquet 6:00 p.m. - 10:00 p.m.

Wednesday, August 24

Educational Sessions 8:30 a.m. - 10:45 a.m.

Closing Sessions 11:00 a.m. - 1:00 p.m.

*Schedule as of March 1, 2022; subject to change.



SPONSORSHIP INFORMATION

Demonstrate your support of the funeral services industry and increase your exposure in front of decision makers. There are a number of sponsorship options to meet your marketing goals and budget. Become a Convention sponsor today!

All sponsorship levels include the following core benefits:

- Recognition in all communications promoting the event
- Sponsor recognition on the NYSFDA website with a link to your company's website
- Booth recognition as a sponsor
- Sponsorship designation on name badges for all company attendees

Benefit	Diamond \$5,000	Platinum \$4,000	Gold \$3,000	Silver \$2,000	Bronze \$1,000	Partner \$500	Friend \$250
Booth Signage Identifying them as Convention Sponsor	X	X	X	X	X	X	X
Sponsorship Ribbon on Exhibitor Name Badge(s)	X	X	X	X	X	X	X
Sponsorship Recognition in all Pre/Post-event Communications, including a Direct Link to Website	X	X	X	X	X	X	X
Listing on Sponsorship Signs at Convention Events	X	X	X	X	X	X	X
Balloons at your Exhibit Booth	X	X	X				
Complimentary Half-page Ad in Convention Program		X	X				
Complimentary Full-page Ad in Convention Program	X						

Event Exclusivity Sponsor - Call NYSFDA for details



ALL ACCESS PASS TO CONVENTION

Download our 2022 app! my.nysfda.org/APP
Learn more: my.nysfda.org/convention

2022 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 of 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 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 any 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.

APPLICATION FOR EXHIBIT SPACE & SPONSORSHIP

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 24, 2022 and that acceptance of our application by NYSFDA shall constitute a contract.

COMPANY INFORMATION

Firm Name: _____
Contact Name: _____
Address: _____
City/State/Zip: _____
Phone #: _____
Email: _____
Company Name to Appear on
Booth Sign: _____

BOOTH SELECTION

1st Choice: _____
2nd Choice: _____
3rd Choice: _____

In the case those 3 booth spaces are not available, state preference, if any, about locating your booth **near** or **removed from** those of similar interest:

Indicate type of merchandise/service to be displayed:

SPONSORSHIP

- ☐ Platinum (\$5,000+)
- ☐ Diamond (\$4,000)
- ☐ Gold (\$3,000)
- ☐ Silver (\$2,000)
- ☐ Bronze (\$1,000)
- ☐ Partner (\$500)
- ☐ Friend (\$250)
- ☐ Exclusive Event Sponsorship
(call NYSFDA Headquarters)

SPONSOR CONTACT

(if different from exhibit contact)

Name: _____
Phone #: _____
Email: _____

REGISTRATION TOTAL

Booth Rate: _____

(10' x 10' booth space - \$900/ 40' x 20' vehicle space - \$1,050)

Sponsorship Contribution: _____

Total: _____

PAYMENT INFORMATION

☐ Check Credit Card: ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Name on Card: _____
Card Number: _____
Expiration Date: _____ CSV Code: _____ Billing Zip: _____

RETURN COMPLETED FORM TO:

New York State Funeral Directors Association
Attn: Kelly Deitz, Director, Core Programs & Foundation
1 South Family Drive | Albany, NY 12205
info@nysfda.org | Fax: 518.452.8667

Accepted by: _____
Deposit Received: \$ _____
Date: _____



1 South Family Drive
Albany, NY 12205

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