2016 Annual Convention
Exhibitor & Sponsorship Information

August 14 – 17, 2016

2016 NYSFDA ANNUAL CONVENTION

Sponsorship Opportunities
We're at the ROCHESTER RIVERSIDE CONVENTION CENTER in Rochester for the 2016 NYS FUNERAL DIRECTORS ASSOCIATION ANNUAL CONVENTION. We believe that the location, combined with free registration for members, will again result in a great Trade Show this year. 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).

ALL SPONSORSHIPS INCLUDE:
• Exhibit Booth signage identified as "Convention Sponsor"
• Sponsorship Ribbon on Registration Badge
• Sponsorship recognition in newsletter and eNews
• Sponsor sign displayed at all events

EXTRA MILE SPONSORSHIPS ADDITIONALLY INCLUDE:
• Hyperlink on all electronic listings
• Exhibit booth balloons denoting convention sponsor
• Full page ad in the Convention program (3 ½"W x 8 1/2 "H)
• Event Exclusivity (a guarantee to sponsors that they will be the sole sponsor of an event)

Gold Sponsor $3,000
Platinum Sponsor $4,000
Diamond Sponsor $5,000
Event Exclusivity Sponsor Call NYSFDA for details
Friend Sponsor $250
Partner Sponsor $500
Bronze Sponsor $1,000
Silver Sponsor $2,000

Regular Sponsors
Extra Mile Sponsors

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

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Join Us!

TRADE SHOW: Rochester Riverside Convention Center
CONVENTION HOTEL: The Hyatt Regency Rochester

NEED HOTEL ACCOMMODATIONS? Please make your reservations directly with The Hyatt Regency Rochester. A deposit of one night’s stay is required. The reservation deadline is JULY 15 for NYSFDA rates.

GOLF SPONSORSHIP OPPORTUNITY . . . Thursday, September 8, 2016
The 5th annual NYS Tribute Foundation Golf Outing will be held at the spectacular Shenendoah Golf Club at Turning Stone Resort and Casino in Verona, NY, with lunch at 11:00 a.m., and 1:00 p.m. shotgun start, and dinner and awards to follow. The proceeds from the Outing will help the Foundation fulfill its mission to further awareness of issues related to death and dying. Golf, lunch, cocktail reception and dinner: $250 PER PERSON. Cocktail reception and dinner only: $110 PER PERSON. Sponsorship details will be mailed to you in the coming months. Please save the date!
NYSFDA 2016 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 the NYSFDA its members or 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. The 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 or 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.

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Exhibitors can also register at [www.nysfda.org](http://www.nysfda.org)!
Kindly indicate your three (3) booth choices as selected from the official floor plan submitted by the NYSFDA. Each booth comes with signage and draping. Booth carpeting is NOT included. The fee for exhibit space is $850 for a 10’ X 10’ booth space. Vehicle spaces are $1050 each.

First Booth Preference: ___________________________________ at $ __________
Second Booth Preference: ___________________________________ at $ __________
Third Booth Preference: ___________________________________ at $ __________

Will you need electricity in your booth? ___ Yes ___ No

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 24, 2016 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: ____________________________________________
Check One: _____ MasterCard _____ VISA Authorized Signature: ________________________________
Acct #: ___________________________ Print Name: ________________________________
Card Expires: ____________ CSV 3-Digit Code: ____________

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 24, 2016

ACCEPTED for NEW YORK STATE FUNERAL DIRECTORS ASSOCIATION, INC.

By: Kelly S. Deitz
Title: Director, Core Programs and Foundation
Signature: ________________________________
Deposit Received $: ________________________________
Amount Due $: ________________________________
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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 kdeitz@nysfda.org
General Information

2016 CONVENTION DATES AND HOURS:

**Monday, August 15**
- Exhibitor Move-in: Specific time set
- 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 16**
- 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 17**
- Exhibitor Move-out: 8:00 a.m. – 11:00 a.m.

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