



NYSFDA 2020 ANNUAL CONVENTION

Exhibitor & Sponsorship Information

Turning Stone Resort & Casino

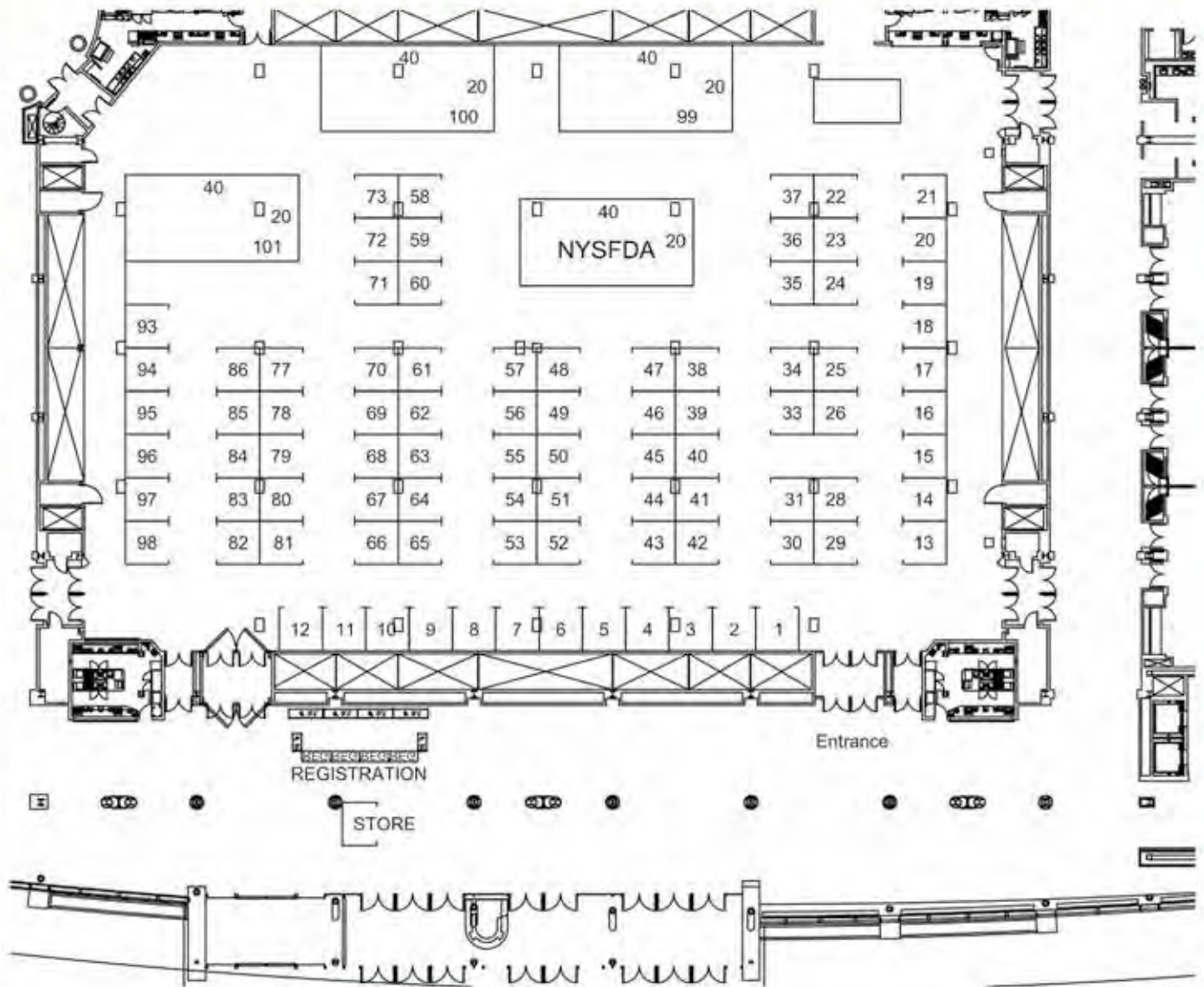
August 16 - 19, 2020

my.nysfda.org/convention


NYS
**FUNERAL
DIRECTORS**
ASSOCIATION, INC.

Join Us!

2020 Floor Plan



Turning Stone Resort & Casino

5218 Patrick Road | Verona, NY 13478
TEL: 800.771.7711

NIGHTLY ROOM RATES FOR NYSFDA 2020 ATTENDEES:

- Tower Rooms \$186
- Tower Junior Suites \$266
- Lodge One-Bedroom Suites \$275
- Lodge VIP Suites \$339

To reserve, please call **1.800.771.7711**

Please make your reservations directly with Turning Stone Resort & Casino. The **reservation deadline** is **JULY 13, 2020** for NYSFDA rates. A deposit of one night's stay is required.

2020 Sponsorship Opportunities



NYSFDA 2020 Annual Convention: one of the largest gatherings of funeral service professionals in the northeast. Attendees from across the state attend the conference each year to learn, network and preview the latest products and services. **Maximize your marketing dollars and set yourself apart from competitors; become a convention sponsor.** Select your desired sponsorship level below and return the form to NYSFDA. **Thank you for your continued support of New York State's funeral service industry.**

Regular Sponsors

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

High Roller Sponsors

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

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

High Roller Sponsorships Additionally Include:

- Hyperlink on all electronic listings
- Exhibit booth balloons denoting convention sponsor
- Full page ad in the program (3 ½" w x 8 ½" h)
- Event exclusivity (a guarantee to sponsors that they will be the sole sponsor of an event)

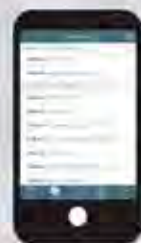
Contact Person:	Email:
Company:	
Address:	
City/State/Zip:	
Telephone:	Fax:
Website:	

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
my.nysfda.org/convention

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 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 16 - 19, 2020 | my.nysfda.org/convention

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 be 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 away 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 26, 2020** 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: _____

Card #: _____ 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 26, 2020

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
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NYSFDA 2020 ANNUAL CONVENTION

General Information

CONVENTION DATES AND HOURS:



Monday, August 17

Exhibitor Move-in	8:00am - 3:00pm
Exhibits Open	4:30pm - 7:30pm
Cocktail Party in Exhibit Hall	5:00pm - 7:00pm

Tuesday, August 18

Exhibits Open	10:30am - 1:30pm
Strolling Brunch in Exhibit Hall	10:30am - 1:30pm
Exhibitor Move-out	1:30pm - 7:00pm

NYSFDA has already begun to publicize the 2020 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.