



NEBRASKA
FUNERAL DIRECTORS
ASSOCIATION

NeFDA Annual Convention April 23-24, 2012

LINCOLN EMBASSY SUITES
LINCOLN, NEBRASKA



Exhibitor & Sponsor Brochure

Unique Program

Unique Audience

23
APRIL
24

2012 Annual Conference will once again be the place to be for professionals involved in the funeral home industry and with the end user of your products and technology. The conference will feature record-breaking attendance and educational sessions requested by funeral home professionals.

EMBASSY SUITES
LINCOLN, NEBRASKA



JOIN US FOR THE CONFERENCE

The Nebraska Funeral Directors Association (NeFDA) represents funeral homes and directors providing funeral services throughout Nebraska. NeFDA boasts a membership of over 250 funeral homes and 237 funeral directors within the state.

NeFDA's mission is to foster and maintain high professional ideals and ethics, to represent and safeguard the common interests of its members, to secure harmony in business, to cultivate a more friendly spirit, to socially elevate and bring the profession to a higher state of perfection, to disseminate correct principles of business management, to enlighten and direct public opinion, to encourage enactment and enforcement of proper, just and uniform laws on funeral directing and embalming in the state of Nebraska, and to engage in any lawful activity within the purposes for which corporations may be organized.

The NeFDA membership and leadership invites you to play a role in furthering the mission of NeFDA by participating in the 2012 Annual Convention.

Conference Location

The Embassy Suites is located in downtown Lincoln and offers a true two-bedroom suite with all the comforts of home. Complimentary, cooked to order breakfast and an evening reception are offered to each attendee staying at the Embassy Suites. Additional breakfast/reception tickets are available for attendees not staying on site; please ask the front hotel desk for details.

Hotel Parking

Self parking is available in city-owned lots east and west of the hotel for a maximum of \$9.00 per day. Valet parking is available for \$15 per vehicle per night.

HOTEL INFORMATION:

EMBASSY SUITES HOTEL

1040 'P' Street, Lincoln, NE
1-800-EMBASSY OR 402-474-1111
www.embassysuiteslincoln.com

Be sure to identify yourself as an NeFDA Convention attendee to receive the group rate of \$139 (plus taxes) Single/Double rate for a King or Double Suite.

TENTATIVE SCHEDULE

Monday, April 23, 2012

11:00 am-3:30 pm Exhibit Hall Set-Up
12:30 pm-4:00 pm Education Sessions
4:00 pm-7:00 pm Exhibit Hall Open
Wine & Cheese Reception

Tuesday, April 24, 2012

8:00 am-11:45 am Education & Business Sessions
11:45 am-3:30 pm Exhibit Hall with Buffet Lunch
3:30 pm-5:30 pm Education Session
6:00 pm-7:00 pm Outgoing President's Reception
7:00 pm-10:00 pm Banquet and Entertainment

*Hotel
Reservations*



SPONSORSHIP OPPORTUNITIES

Sponsorship Benefits

- Your company will receive special recognition in the Convention brochure and on-site program.
- Your company name will be on signage located prominently throughout the meeting venue.
- Your company's sponsorship will be announced throughout the Convention.
- Sponsorship ribbons will be provided for all staff from sponsoring organizations.
- Companies selecting sponsorships of \$2000 or more may request a convention mailing list for one-time usage.
- Companies selecting sponsorships of \$2000 or more will receive recognition on the NeFDA website in the form of a link to your company's website.

Sponsorship Payments

Sponsorships are available on a first-come, first-serve basis. The sponsorship fee is due at the time of application.

Speaker and Entertainment Sponsorships

*Monday Keynote Speaker	\$3,000
*Tuesday Keynote Speaker	\$3,000
*Wednesday Keynote Speaker	\$3,000
Banquet Entertainment	\$2,000

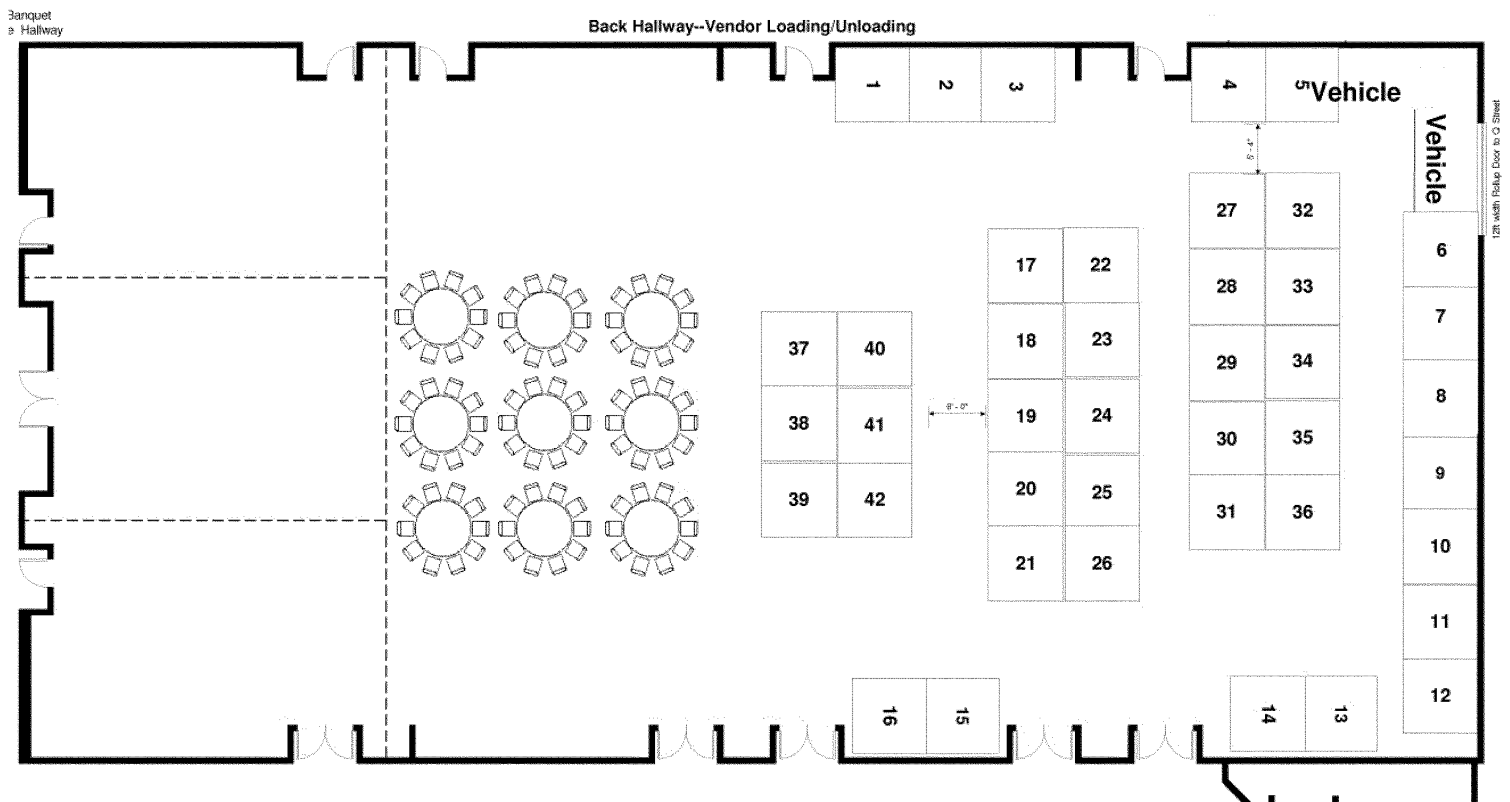
*Sponsor has the opportunity to introduce the speaker at the beginning of the session. Sponsoring Company's logo is prominently displayed in the session room.

Additional Sponsorship Opportunities

Convention Giveaway with NeFDA logo

Please contact the NeFDA office at 402-423-8900 to discuss these, and other, sponsorship opportunities.

Exhibit Hall Layout



EXHIBITOR OPPORTUNITIES & BENEFITS

Once again this year, NeFDA offers the opportunity for exhibitors to display their products/services at the NeFDA Convention. Exhibit booths provide you the opportunity to:

- **Build Relationships.** You have the opportunity to inform purchasers of your products and services through six hours of exhibit time. Exhibit hours are offered with no competing programming or activities.
- **Network with Decision Makers.** The 150+ attendees consist of funeral service business owners and managers responsible for purchase decisions.
- **Gain Visibility.** Your company will be recognized in the conference program materials, including the Convention brochure and on-site program.

Booth Specifications

Before 01/15/2012

Exhibit Booth Cost (8' x 8')	\$400
Vehicle Display Costs (10'x20')	\$800

After 01/15/2012

Exhibit Booth Cost (8' x 8')	\$500
Vehicle Display Costs (10'x20')	\$900

Booths are 8' x 8' fabric display booths with 8 foot black back drape and 3 foot high black side dividers. The booth rental includes:

- Two complimentary exhibitor passes
- Refreshments and lunch served during the exhibit hours
- Signage (one-line identification sign)
- (1) 6-foot draped table (black)
- (2) side chairs
- Wastebasket
- A copy of the on-site program and exhibit floor map as well as other registration materials
- General overhead lighting
- Storage of your booth materials at the host hotel/exhibit center **no more than one week prior to the event.** (Please mark package with exhibitor company, on-site rep's name, & NEFDA Conference.)

Items not included in the booth rental:

- Additional furniture rental
- Electrical service
- Installation/dismantling services
- Conference attendee list
- Security
- Audio visual

For additional items, please contact the Embassy Suites at 402-474-1111. Additional charges may apply.

Booth Schedule and Layout

The Exhibit Hall will be hosted in the Regents Ballroom A/B/C at the Embassy Suites on Monday, April 23 and Tuesday, April 24, 2012. The exhibit hall schedule is as follows:

Monday, April 23, 2012

11:00 am-3:30 pm	Exhibits Set-Up
4:00 pm-7:00 pm	Exhibit Hall with Wine & Cheese Reception

Tuesday, April 24, 2012

11:45 am-1:00 pm	Buffet Lunch and Break Service in Exhibit Hall
1:00 pm-3:30 pm	Exhibit Hall Open
3:30 pm-5:30 pm	Educational Session
3:30 pm-6:00 pm	Exhibits to be dismantled. Dismantling must be completed by 6:00 p.m.

A layout of the exhibit hall is provided in this publication. Please indicate your booth preference on your application.





SPONSOR & EXHIBITOR APPLICATION

2012 Nebraska Funeral Directors Association Annual Convention
Embassy Suites, Lincoln, Nebraska - April 23-24, 2012

Please Note: The company information as listed below will be used for your sponsorship recognition, booth sign, program listing, etc.

Company Name (as you want it to appear in the program) _____

Address _____

City/State/Zip _____

Telephone _____ Fax _____

Company Web Page _____

Confirmation letter and meeting materials will be mailed to the contact address below:

Contact Person _____

Title _____

Contact Address (if different from above) _____

City/State/Zip _____

Telephone _____ Fax _____

Contact Email Address _____

Company Logo

I am emailing to *staff@nefda.org* my company logo in the following format:

- JPG EPS TIF

SPONSOR & EXHIBITOR OPPORTUNITIES

Please mark the box to designate the level you wish to sponsor.

Sponsorship Levels

- | | |
|--|---|
| <input type="checkbox"/> Diamond Level.....\$3,500 | <input type="checkbox"/> Silver Level\$ 500 |
| <input type="checkbox"/> Platinum-Plus Level.....\$2,500 | <input type="checkbox"/> Bronze Level.....\$ 250 |
| <input type="checkbox"/> Platinum Level\$2,000 | <input type="checkbox"/> Please contact us regarding sponsorship opportunities. |
| <input type="checkbox"/> Gold Level \$1,000 | |

Exhibit Booth Preference(s)

1st Choice ____ 2nd Choice ____ 3rd Choice ____ (refer to exhibit hall layout on page 3)

(Note: Booth space will be assigned on or before February 15, 2012.)

List any companies you do NOT wish to be near (*request not guaranteed*).

Please complete both sides of application.

Complimentary Exhibitor Registrations (two are complimentary; additional are \$50 per person)

Name _____
 Address _____
 City/State/Zip _____

Name _____
 Address _____
 City/State/Zip _____

Additional Exhibitor Registrations (\$50 per person)

Name _____
 Address _____
 City/State/Zip _____

Name _____
 Address _____
 City/State/Zip _____

Payments

- Sponsorship \$ _____
- Early Banquet Ticket: \$35 per person (*before April 1, 2012*) \$ _____
- Late Banquet Ticket: \$70 per person (*on or after April 1, 2012*) \$ _____

Exhibit Booth

Before January 15, 2012

- Booth Fee: Quantity of ___ Booths @ \$400 per Booth \$ _____
- Vehicle Display Fee: Quantity of ___ Vehicle Displays @ \$800 Each \$ _____

After January 15, 2012

- Booth Fee: Quantity of ___ Booths @ \$500 per Booth \$ _____
- Vehicle Display Fee: Quantity of ___ Vehicle Displays @ \$900 Each \$ _____
- Additional Exhibitor Registrations: Quantity of ___ @ \$50 per Rep \$ _____

TOTAL ENCLOSED \$ _____

I have read and agree to the terms outlined in the sponsor and exhibit contract contained in this brochure.

Name _____ Date _____

2 WAYS TO REGISTER:

FAX: Complete form and fax both sides to 402.420.0031

MAIL: Complete the form and mail with payment to:

**NeFDA Conference
 6201 South 58th St., Suite B
 Lincoln, NE 68516**

Payment Method	
<input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Check (<i>Payable to NeFDA</i>)	
Name as it appears on credit card _____	
Account # _____	Exp. Date: ____ / ____
Signature _____	

When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. When we use information from your check to make an electronic fund transfer, funds may be withdrawn from your account as soon as the same day we receive your payment, and you will not receive your check back from your financial institution.

EXHIBITOR & SPONSOR CONTRACT

Contract for Space. The Application and Contract must be completed in its entirety. Sponsorships are subject to the payment schedule described in this piece. Exhibit applications must be accompanied by the total booth fee for the number of spaces requested before it will be processed and space assigned by NEFDA. Applications must be made by mail. Fax copies will be accepted on a conditional basis pending receipt of payment. The signed Application and Contract and subsequent notice of assignment and these Exhibitor Contract Regulations constitute a contract between the Nebraska Funeral Directors Association (hereinafter referred to as NEFDA) and the Exhibitor. Any issue or matter not specifically covered in these regulations is subject to the decision of NEFDA, whose decision shall be final. NEFDA's interpretation of these Regulations shall be binding on Exhibitor.

Eligibility for Displaying. Services and/or products exhibited by a company must be industry related. NEFDA reserves the right to reject any application in its sole discretion.

Floorplan. All measurements shown on the floorplan have been made as accurately as possible, but NEFDA does not warrant or otherwise guarantee the accuracy of such floorplan. Furthermore, NEFDA reserves the right to make such modifications to the floorplan as may be needed making equitable adjustments with the exhibitors affected thereby.

Assignment of Space. Booth space will be assigned at the discretion of NEFDA with due regard to grouping of exhibitors and history of support. The decision of NEFDA with respect to booth assignment and space will be final and binding upon all exhibitors.

Payment. The sponsorship payment is due at the time of application. Should Exhibitor fail to comply with this rule, NEFDA has full authority to cancel any or all booth space assigned to Exhibitor. Failure to submit full payment by March 1, 2012 will risk loss of booth reservation and any funds paid to NEFDA at the time of application.

Withdrawal. Any company who withdraws prior to January 15, 2012 will be refunded 75% of the full booth fee. Any company who withdraws between January 15 and February 15, 2012 will be refunded 50% of the booth fee. Any company who withdraws between February 15 and March 1, 2012 will be refunded 25% of the booth fee. No withdrawals will be honored after March 1, 2012.

Termination of Meeting and Exhibit. Should the premises hosting the NEFDA Convention become, in the sole judgment of NEFDA, unfit for occupancy, or should the Meeting and Exhibition be materially interfered with by reason of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a government agency, or any other act beyond the control of NEFDA, the Application and Contract may be terminated by NEFDA. Exhibitor agrees that NEFDA shall not be liable for damages or loss sustained or incurred by the Exhibitor as a result of such termination. In the event of such termination, the Exhibitor expressly releases and shall hold harmless NEFDA of and from all claims for damages or loss, and agrees that NEFDA shall have no obligations or liability in connection with such termination except to refund to Exhibitor a prorated share of the aggregate amount received by NEFDA (as rental for exhibit space for said Exhibit), after deducting all costs and expenses in conjunction with such Exhibit, including a reasonable reserve or claims, such as deductions being held hereby specifically agreed to by Exhibitor.

Installation and Dismantling. The Exhibit Hall will be available to Exhibitors Monday, April 23, 2012 from 11:00 a.m. - 3:30 p.m., for the installation of displays. All exhibits must be fully

operational by 4:00 p.m. on Monday, April 23, 2012. After this hour, no installation will be permitted without special written permission from NEFDA. Dismantling or packing of exhibits cannot begin earlier than 3:30 p.m. on Tuesday, April 24 and must be completed by 6:00 p.m. on the same day.

Booth Personnel. The fee for display space includes two complimentary exhibitor badges per 8' x 8' booth. Additional badges may be obtained from NEFDA for a fee of \$50 each. Displays must be staffed during all NEFDA Exhibition open hours. Badges must be worn at all times for admission to the Exhibition. Exhibitor assumes all responsibility for its booth personnel and for all persons admitted to the Exhibition using Exhibitor's badges. All booth personnel names must be provided to NEFDA by March 1, 2012. Booth personnel must be registered on the enclosed Exhibitor Registration Form.

Care of Display Space. Exhibitor participates in the NEFDA Exhibition at its own expense and shall take good care of the premises, not mar or deface the premises and will keep and maintain the premises in good order at all times. Exhibitor assumes full financial responsibility for any damage caused by Exhibitor, its agents, employees, contractors or representatives.

Labor/Safety/Fire. Exhibitors will comply with all applicable statutes, ordinances, rules and requirements relating to health, fire, safety, and use of the premises. Electrical wiring must conform with all federal, state, and municipal government requirements and to National Electrical Code Safety Rules.

Liability and Insurance. Exhibitor assumes full responsibility and liability for losses, damages and claims arising out of injury or damage, including that by fire, and theft, to Exhibitor's displays, equipment and other property brought upon the premises of the Embassy Suites, Lincoln and to individuals who visit Exhibitor's booth. Exhibitor shall indemnify and hold harmless Embassy Suites, Lincoln, and NEFDA and their agents, servants, employees, officers, directors, staff and members against such losses, damages and claims. Exhibitor, by signing the application for participation expressly understands that Exhibitor releases NEFDA from, and agrees to indemnify it against any and all claims for such loss, injury or damage. If NEFDA shall be held liable for any event that might result from Exhibitor's action or failure to act, or Exhibitor's failure to comply with applicable law, Exhibitor shall reimburse and hold harmless NEFDA against any liability resulting therefrom. Exhibitor must adequately insure its materials, goods, wares and exhibits against loss or injury of any kind and must do so at its own expense. NEFDA and Embassy Suites, Lincoln, are not responsible for any loss (however caused) to any property of any exhibitor. Exhibitors are solely responsible for their own actions and that of their employees, contractors, agents and representatives during the NEFDA Convention.

Amendment to Contract Regulations. NEFDA may, in its sole discretion, make changes, amendments, or additions to the Contract Regulations. Any such changes shall be binding on Exhibitor.

Exhibit Hall Schedule

Monday, April 23, 2012

11:00 a.m. - 3:30 p.m.

Exhibits Set-Up

4:00 - 7:00 p.m.

Exhibit Hall/Wine & Cheese Reception

Tuesday, April 24, 2012

1:00 - 3:30 p.m.

Exhibit Hall Open

11:45 a.m. - 1:00 p.m.

Buffet Lunch in Exhibit Hall

3:30 - 6:00 p.m.

Exhibits to be dismantled. Dismantling must be completed by 6:00 p.m.



NEBRASKA
FUNERAL DIRECTORS
ASSOCIATION

6201 South 58th St., Suite B
Lincoln, NE 68516

IMPORTANT DATES

December 2011

- Sponsorship opportunities become available on a first-come, first-serve basis
- Exhibitor registration becomes available

January 2012

- Booth fees increase as of January 15, 2012

February 2012

- Booth space assignments are made on or before February 15, and companies notified accordingly
- Last date to register for an exhibit booth is February 28

March 27, 2012

- Room block at the Embassy Suites closes
- Pre-registration list becomes available and can be requested by sponsors at the \$2,000+ levels only

April 23, 2012

- Exhibitor move-in begins at 11 a.m.
- Set-up must be complete by 3:30 p.m. Booth must be staffed from 4:00-7:00 p.m.
- Exhibit Hall opens; wine and cheese reception from 4:00-7:00 p.m.

April 24, 2012

- Exhibit Hall open from 12:30-3:30 p.m.
- Exhibitor Move Out from 3:30-6:00 p.m.
- Dismantling must be complete by 6:00 p.m.

May 27, 2012

- Post meeting registration list becomes available and can be requested by sponsors at the \$2000+ levels only



**Calendar of
Events**



**Hotel
Reservations**



**Call NeFDA
402-423-8900**



**More about
NeFDA**

Smartphones, scan these QR codes to learn more about NeFDA. Not all QR code content will work on all devices.

402-423-8900 (phone) • 402-420-0031 (fax) • staff@nefda.org • www.nefda.org