2017 CONVENTION & EXPO

The Power of Change

APRIL 23 - 26, 2017
KALAHARI RESORTS
MOUNT POCONO, PENNSYLVANIA

EXHIBITOR PROSPECTUS
A whole new world awaits you this year at the Kalahari Resort. The PFDA Annual Convention & Exposition, April 23-26, 2017 at the beautiful, state of the art, newly constructed Kalahari Resorts and Convention Center is your best opportunity of the year to connect with hundreds of funeral directors, funeral home owners and managers, and crematory owners and managers, from throughout Pennsylvania all under one roof.

Make More Sales...PFDA develops its Convention & Exposition with you in mind. We work hard to attract the best prospective customers and keep them in the Expo. A significant percent of our attendees have a say in their companies' purchases, with nearly two-thirds holding final purchasing authority. And because our attendees represent many of the most successful funeral homes in the state, more than half are from firms that own and operate multiple locations ... so your sales extend beyond a single facility.

WE ATTRACT FUNERAL HOME AND CREMATORY BUYERS. The quality and the positive experience of the PFDA Expo has kept our attendance high. Based on the number of stand-alone funeral firms and combination funeral firms with crematories who normally attend the annual expo and their call volumes, your products and services have the potential to be offered to more than 90,000 families in Pennsylvania annually.

“More than 75% of attendees recommend purchasing or have final purchasing authority.”

~ Kathleen K. Ryan, PFDA Executive Director
We attract business-minded owners and top managers in other words, buyers. Our convention educational sessions are geared toward helping funeral directors, funeral home and crematory managers and owners improve their businesses, better serve families and increase revenues.

We hold no competing programming during Expo hours. That’s right. Our show is designed to make the most of your time. No standing around waiting for sessions to break. No wondering where everyone is. They’re in the hall … with you! We believe in keeping buyers and sellers engaged and connected during show hours.

We provide continuous free food and beverage service throughout all Expo areas during show hours to encourage attendees to stay on the show floors and visit every booth. We create not just a business sales opportunity, but it gives funeral directors and exhibitors a social opportunity. Think of it as the profession’s biggest networking party in Pennsylvania! Please enjoy this service as well!

All of our convention sessions and expo will be held under one roof. This format benefits attendees and exhibitors, and most importantly, it allows for continuous, highly productive networking.

We provide exhibitors with the necessary tools to be successful at our show. A non-union facility, easy move-in and move-out building with quality customer service. Bring your merchandise & you are ready to exhibit.

We provide exhibitors with pre-marketing tools, such as the PFDA Newsletters and PFDA Website by letting buyers know that you will be there exhibiting. This is an excellent way to get free advertising and exposure to buyers.

Our exhibitor satisfaction rate has maintained an 85% exhibitor return rate. The majority of exhibitors who participated in our 2016 Expo indicated they would definitely exhibit with us in 2017.

ADVERTISING OPPORTUNITIES AVAILABLE TO YOU “FREE” AS PART OF YOUR BOOTH FEE

► Free Attendee Directory
Exhibitors receive a directory of contact information for Convention attendees as part of their booth rental fee after Convention. We will provide an electronic file (Excel) to allow you to conduct promotional mailings to the attendees who were at the Convention. Hard copies are available upon request.

► Listing on PFDA Website
Your company will be included in our exhibitor listing on the PFDA website, including your company logo. Please email your logo in .jpg format to donna@pfda.org no later than February 17, 2017.

► Listing in PFDA Newsletters
Your company will be highlighted in the February and March 2017 issues of The Reporter. The newsletters receive wide distribution through the mail and email to the PFDA member firms (representing more than 2,500 licensed PA funeral directors), as well as related organizations throughout the country.

► Free Access To Convention Attendee Bags
Drive more traffic to your exhibit booth – supply us with the material and we will insert it into each convention attendee bag. Great promotional opportunity for your company. And, if you chose to offer an Expo special, attendees will know about it. Please note that approval by PFDA of the registration materials is required.

► Exhibitors Directory
All Convention attendees will receive a directory of 2017 exhibiting companies.

BOOTH AND EXHIBITOR INFORMATION

► Registration for Exhibitor Personnel
Your company will receive two complimentary registrations per booth purchased. Registrations for all company representatives include admission to the Expo Halls and all Expo functions as well as all Convention educational events and buffet luncheon. The tickets for the buffet luncheon will be included in the representatives registration packets available at the convention registration desk. The booth rental fee does not include the ticketed function for the Board Banquet. You may purchase individual tickets for that function in advance by contacting PFDA.

► Draping & Signage
Your booth space will be framed with an 8 foot high back drape and 3 foot high side rails. A 6 foot by 30 inch draped table with two chairs (or more, if needed) and wastebasket will be in the booth. You will also receive a 7 foot x 44 inch booth identification sign showing your company name and booth number, and sponsorship, if applicable. Exception is the 4” x 10” booth which will get 6’ x 24” tables

► Carpeted Exhibit Areas
All exhibit areas are carpeted.

► Security Guard Service
The PFDA Contracts for 24-hour security from move-in through move-out. We do not guarantee against loss or damage.
RECOGNIZING & REPORTING CHILD ABUSE
Paige Fetterly, B.S.
Prevention & Outreach Coordinator
Women’s Resources of Monroe County, Inc.

Paige Fetterly B.S. is certified domestic and sexual violence intervention crisis counselor for Women’s Resources of Monroe County, Inc. She completed her undergrad degree in psychology at East Stroudsburg University. Upon graduating, she began volunteering with Women’s Resources and soon became a shelter counselor and prevention educator. She is now Prevention and Outreach Coordinator for the agency and enjoys spreading awareness of available services to any woman, man, or child who may need it.

BATTLING BURNOUT: PREVENTION BURNOUT IN FUNERAL PROFESSIONALS

TAKING THE REINS: USING COMMUNITY & FAMILY ENGAGEMENT TO BECOME KNOWN AS GRIEF RITUAL EXPERTS

Jason Troyer, PhD.
Founder
Mt. Hope Grief Services

Dr. Troyer is a published author and former counselor. He works with funeral professionals by providing presentations, aftercare materials, pre-need products, training seminars, and consulting services. He is a member of the Association for Death Education and Counseling and is Certified in Thanatology: the study of death, dying, and bereavement. His blog is LossGriefHope.com.

THE VALUE OF A FUNERAL
Dr. John D. Canine, EdD, PhD.
President, Maximum Living Consultants, Inc.

Dr. John D. Canine, Ed.D., PhD., is the President of Maximum Living Consultants, Inc. in Clarkston, Michigan. Dr. Canine has been a consultant and grief counselor for over 30 years. He has been a part-time instructor and an Associate Member of the Graduate Faculty at Wayne State University in the Department of Pharmacy and Allied Health Professionals/Mortuary Sciences; he has also taught graduate classes at Spring Arbor University.

Dr. Canine has published numerous articles and books. His most recent books have been, “Green Grass in the Junkyard” [2009, WinePress Publishing], “Psychosocial Aspects of Death and Dying” [1996, McGraw-Hill], which is being used across America in counseling and mortuary science schools, “What Am I Going To Do With Myself When I Die?” [1999, McGraw-Hill], and “The Challenge of Living” [1983, Ball]. He has lectured all across America.

Dr. Canine is on the cover of the July/August 2007 Funeral Business Advisor discussing grief and bereavement on the internet. He has appeared on every major TV station in the Detroit area, as well as in numerous other cities.

WHAT YEAR IS IT ANYWAY?!?!
Jacquelyn Taylor, Ph.D.
Funeral Service Educator & Consultant

Dr. Jacquelyn Taylor is an internationally recognized funeral service educator and consultant with an extensive portfolio of experience. After beginning her career as a staff funeral director/embalmer, she held positions including General Manager, Pre-need Director, and Director of Marketing with Uniservice Corporation, owner of mortuaries and cemeteries in the Pacific Northwest and Texas. In addition to being a veteran practitioner, Taylor held various posts in funeral service education for over 25 years as a professor, administrator, and organizational leader.

Taylor has designed and delivered courses and lectures on a broad range subjects. She is unique among consultants because she is skilled in both technical and managerial topics. Taylor is a sought after speaker for industry associations and public education. She is an accomplished expert witness and a frequent media spokesperson who has been featured on A&E, CNN, Discovery, The History Channel, and The Learning Channel television programs and in numerous publications including The Boston Globe newspaper, the Christian Science Monitor, and Newsweek Magazine.

Her educational background includes a Bachelor of Science in Business Administration, a Master of Business Administration (MBA), and a Ph.D. in Interdisciplinary Studies with dual concentrations in Ethical and Creative Leadership and Public Policy.
## Preliminary Schedule of Events

### Sunday, April 23, 2017
- 4:00pm - 6:00pm: Registration Desk Open
- 6:30pm - 10:00pm: President’s Welcome Reception

### Monday, April 24, 2017
- 7:30am - 4:00pm: Registration Desk Open
- 7:30am - 10:00am: Complimentary Coffee Bar
- 11:00am - 5:30pm: Annual Golf Classic (Jack Frost National)
- 12:00noon: Silent Auction Opens
- 2:00pm - 4:15pm: Continuing Education Session
- 5:30pm - 10:00pm: Golf Classic Awards Dinner

### Tuesday, April 25, 2017
- 7:30am - 5:00pm: Registration Desk Open
- 7:30am - 10:00am: Complimentary Coffee Bar
- 9:00am - 10:00am: PFDA General Business Session - Annual Meeting of Members
- 10:30am - 11:00am: Service Awards Recognition Ceremony
- 11:00am - 12:00pm: PFDA’s Annual Service of Remembrance
- 12:15pm - 1:15pm: Past Presidents & Local Associations Leadership Luncheon
- 12:15pm - 1:15pm: Complimentary Luncheon with Exhibitors
- 1:30pm - 3:45pm: Continuing Education Session
- 3:45pm - 7:00pm: Expo Grand Opening and Reception
- 8:30pm - 11:00pm: After Dinner Lounge

### Wednesday, April 26, 2017
- 7:30am - 5:00pm: Registration Desk Open
- 7:30am - 10:00am: Complimentary Coffee Bar
- 8:45am - 9:45am: Continuing Education Session
- 10:00am - 11:00am: Continuing Education Session
- 11:00am - 2:00pm: Exhibits Open
- 11:30am - 2:00pm: Complimentary Luncheon with Exhibitors
- 2:00pm: Silent Auction Bidding Closes
- 2:05pm - 4:20pm: Continuing Education Session
- 4:20pm: Cash Prize Drawing & Close of Convention
- 6:30pm - 10:00pm: Annual Board Reception & Installation Banquet
Final Booth Layout will be confirmed once all booths have been assigned.
EXHIBIT HALL SCHEDULE & RATES

2017 EXPO BOOTH RATES
Please call PFDA if you require a specific layout and/or reconfiguration

<table>
<thead>
<tr>
<th>Size Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>6’ X 30” tabletop</td>
<td>$475</td>
</tr>
<tr>
<td>4” x 10’ booth</td>
<td>$700</td>
</tr>
<tr>
<td>6’ x 10’ booth</td>
<td>$775</td>
</tr>
<tr>
<td>8’ x 8’ booth</td>
<td>$790</td>
</tr>
<tr>
<td>8’ x 10’ booth</td>
<td>$850</td>
</tr>
<tr>
<td>10’ x 10’ booth</td>
<td>$1050</td>
</tr>
<tr>
<td>20’ x 20’</td>
<td>$15.00/square foot</td>
</tr>
<tr>
<td>20’ X 25’</td>
<td>$15.00/square foot</td>
</tr>
<tr>
<td>20’ x 30’</td>
<td>$15.00/square foot</td>
</tr>
<tr>
<td>Auto Space</td>
<td>$1075.00</td>
</tr>
</tbody>
</table>

MOVE IN - SET UP
Monday, April 24, 2017  |  7:30 am - 4:00 pm
Tuesday, April 25, 2017 |  7:30 am - 1:30 pm

SHOW MANAGEMENT INSPECTION
Tuesday, April 25, 2017 - 2:00 PM

EXHIBIT HALL OPEN HOURS
Tuesday, April 25, 2017
3:45 pm - 7:00 pm
Includes Grand Opening Reception with wine bar and heavy hors d’oeuvres

Wednesday, April 26, 2017
11:00 am - 2:00 pm
includes strolling lunch at the Expo

TEAR DOWN/MOVE-OUT
Wednesday, April 27, 2017 |  2:15 pm - 5:30 pm

EXPOSITION SERVICES COMPANY:
General Exposition Services
Phone: 717.540.8866 | snance@generalexposition.com

ACT QUICKLY TO ENSURE YOUR OPTIMUM BOOTH ASSIGNMENT!
ALL YOU HAVE TO DO IS BRING YOUR MERCHANDISE AND YOU ARE READY TO EXHIBIT!
BOOTH APPLICATIONS & ASSIGNMENTS:
Exhibit booths are assigned on a first-come, first-served basis. PFDA makes every effort to accommodate your booth choices. For optimal space assignment, send your contract with payment in full as soon as possible along with your preferred booth choices. Booth assignments may be changed by PFDA only with prior approval of the exhibitor. If space is not available, a waiting list will be developed in the same order. PFDA will refund all monies received with the contract to any applicant for whom space is not available. PFDA reserves the right to refuse to rent space to any company whose display of goods or services or individual behavior is for any reason not compatible with the general character and objectives of the PFDA. A confirmation notice including booth assignment will be sent to the contact person listed on your Exhibitor Booth Space Application and Contract in early March. Directions to the convention site, unloading/loading information will be contained in your assignment packet.

EXHIBITOR SERVICE KIT & ELECTRICAL/INTERNET ORDER FORMS:
The Exhibitor Service Kit along with electrical and Internet service order forms will be mailed to you along with your booth rental confirmation notice and booth assignment. This exhibitor kit contains information on extra show services available from the show’s official drayage company, General Exposition Services. Your contact at General Exposition is Shereen Nance (717) 540-8866 or snance@generalexposition.com. General Exposition’s order form for additional show services should be completed and returned directly to them.

GENERAL EXPOSITION SERVICE DESK
A company representative will be available at their service during move-in and move-out times, during all show hours to address questions regarding orders and other services.

HOTEL ACCOMMODATIONS
The newly constructed, state-of-the-art, family friendly Kalahari Resort is an exceptional resort. Rooms are $139.00 per night + tax. Reserve your overnight accommodations online at https://book.kalahariresorts.com/poconos/groups.asp. Group booking ID is 416. Once you type in your group booking ID, click on Get Dates and then click on Submit. Follow the instructions to reserve your rooms.

DIRECTIONS:
From New York City and Points East
Interstate 80 West from the George Washington Bridge to I-380 North. At the first exit (Pocono Exit 3), East on Route 940 to I-314 East. Turn right into Kalahari Resorts & Conventions on Kalahari Blvd.

From Philadelphia and Points South
I-95 North to the Northeast Extension of the PA Turnpike (I-476). North on Turnpike to Pocono Exit 95 to I-80 East to I-380 North. At the first exit (Pocono Exit 3), East on Route 940 to I-314 East. Turn right into Kalahari Resorts & Conventions on Kalahari Blvd.

From Points West
PA Turnpike to Harrisburg, PA, I-81 North to I-80 East to I-380 North. At the first exit (Pocono Exit 3), East on Route 940 to I-314 East. Turn right into Kalahari Resorts & Conventions on Kalahari Blvd.

DRESS
Business casual attire is the norm at the Convention & Expo.

FOR QUESTIONS OR ASSISTANCE CONTACT:
Donna Centofanti
Convention Coordinator
1-800-692-6068
donna@pfda.org
The following Rules & Regulations pertaining to the 2017 Pennsylvania Funeral Directors Association Convention & Expo have been set forth herein for the interest of Exhibitors and their cooperation is requested. They are not considered all-inclusive, nor are they deemed or considered to be exclusive of such other reasonable rules and regulations that may or might become necessary to properly conduct this exposition. Such timely regulations and decisions as shall be necessary in addition to the following shall be at the discretion and judgment of the Pennsylvania Funeral Directors Association (“PFDA”) Executive Director & General Counsel, whose decisions and rulings shall be final in all cases, in addition to those explicitly enumerated herein. By signing the Booth Space Application & Contract, the exhibitor agrees for itself and its representatives to abide by all such rules and regulations contained in the contract the company has entered into as well as the decision of the exposition management and the PFDA Executive Director & General Counsel in interpreting the same.

Exhibitor Personnel and Badges
Exhibitors will be provided identification badges in accordance with exhibitor convention registration policy. Badges will not be transferable and will be required for admittance to the exhibit halls. To be permitted entrance to the exhibit halls, an organization or person(s) supplying goods and services to funeral service, cremation, memorialization and cemetery industry must have contracted for booth space. Unregistered booth personnel not appearing on the exhibitor personnel list will not be permitted entry to the exhibit halls.

Two (2) complimentary badges for exhibiting company employees are provided with each booth space. Additional badges for booth personnel may be purchased at $75 each. Exhibitors pre-registered will be issued badges at the convention registration desk. Any exhibitor not pre-registered prior to the convention must show proper company identification at the registration desk in order to obtain and pay for the badge.

Badge Requirements
All Exhibitors are required to wear exhibitor badges issued by PFDA for the company under which they are registered on the exhibit floors and at all convention activities/functions. Exhibitors may enter the exhibit halls on show days, one hour prior to the scheduled opening of exhibit activities and remain one hour after the scheduled closing time. At all other times, access to the exhibit areas when the exhibit areas are closed must be approved by the convention coordinator.

Exhibitor Representatives
Each exhibiting company shall assign at least one person to be its representative in connection with the installation, operation and removal of its exhibit. The representative shall be the agent of the Exhibitor and shall have the authority to enter into this agreement and such service contracts as may be necessary, on behalf of the exhibitor. All business between the PFDA and the exhibitor will be conducted only through the company’s designated representative and no other person. Exhibitors desiring to change representatives must notify the Association in writing.

Soliciting by Non-Exhibitors
Prohibited Soliciting in any manner within the exhibit areas or anywhere on the hotel premises, including rooms, suites, restaurants, bars, and parking lots during the Annual Convention and Exposition by any supplier, individual, group, company or firm, within or outside the industry, is strictly forbidden unless said person, group or firm has contracted for rental of booth space with the PFDA. Anyone violating this policy will be escorted from the Exposition Areas and/or from the Hotel property and their registration credentials revoked.

Outside Expo and Activities
The exhibitor agrees, subject to expulsion from the show and its firm from convention functions and activities, not to exhibit its products or services or to directly promote or otherwise exploit its company, products or services outside the exhibit areas, including on the outside premises of the host hotel and in the parking areas. Exhibitors also agree not to entertain convention attendees during the expo and convention program hours in a rental function room, hospitality suite or other rented facility. Or otherwise induce attendees away from the show or scheduled convention events.

Vehicle Dealers/Manufacturers
All vehicle dealers and manufacturers participating in the 2017 PFDA Convention & Expo must be in compliance with the Pennsylvania Board of Vehicles Act. All participating dealers & sales representatives must hold active PA licenses.

Booth Guidelines
If an exhibitor is using its rental space in a manner that is detrimental to the Association, convention or expo, or infringes on the rental of space by other exhibitors (including sight observation, soliciting products or services outside of the booths assigned, excessive noise, heat, light or pollution emanating from exhibits, or if an exhibitor’s display is not in keeping with the character and purpose of the show, the Association through its Executive Director & General Counsel reserves the right to request corrective action. Exhibitors are not permitted to solicit business in booths other than their own or in the aisles. If an exhibitor is unable or refuses to comply with this request, the Association reserves the right to cancel the use for that space, or bar from the Expo Hall(s) that exhibit or any part of that exhibit, person or thing, and to remove the exhibit from the Expo Hall. In the event that such action is necessary, the exhibitors shall forfeit all money paid or due the Association for rental of the booth space.

Spanning Aisle
Aisle space is to be kept open at all times and may not be used by exhibitors as paid space, even if that exhibitor has a row of booths on each side of an aisle. Exhibitors are to use only the space they have paid for as part of their booth.

Cancellation of Booth Space
The exhibitor shall give the PFDA written notice of intention to cancel or withdraw from the exposition. In the event that notice is received by February 17, 2017 the exhibitor will receive a refund. If notice is received after February 17, 2017, no refunds will be made and the canceling party will be liable for the entire rental fee in the event that the Association is unable to resell the space(s).

Fire Regulations
The display units must be made of sturdy, fireproof materials which cannot be tipped over easily. Exhibit booths posting any potential safety hazards will be removed or adjusted.

Subletting Space
No exhibitor shall assign, subject or apportion the whole or any part of the space allotted to it, nor exhibit therein, nor permit any other person or party to exhibit therein, any goods other than those manufactured or handled by the exhibitor in the regular course of its business.
Unoccupied Space
The PFDA reserves the right to rent to any other exhibitor previously rented but unoccupied space after 1:00 p.m. on the opening date of the exhibition. Moreover, this clause shall not relieve the exhibitor who contracted for the booth space of the financial obligations to pay the full amount, or any portion thereof, of said rental fee, in the event that the PFDA is unable to rent the space at the same rental rate as agreed to by the entity originally assigned the space.

Restrictions on Exhibiting
No company or individual is permitted to exhibit, if found guilty of fraudulent, criminal or illegal activity.

Warranties or Guarantees
The PFDA makes no warranties or guarantees with respect to the quality of service or products marketed by any vendor or exhibitor at this convention and exposition.

Protection of the Public
Exhibitors must protect machinery and exhibits to ensure that no injury will result to the public, visitors, guests, employees or any other person or property. Exhibitors agree to protect and hold harmless the PFDA and its officers, directors and employees for any and all claims which may result on account of injury, loss or damage sustained upon the space occupied by the exhibitors respectively, or on account of machinery and property under the control of such exhibitors or on account of negligence of exhibitors, their representatives, employees or agents.

Security Service
The PFDA will provide security on a 24-hour basis. Neither the Association nor Kalahari Resorts will guarantee the exhibitors against loss or assume responsibility for fire, theft or other damage of any sort.

Acts of God
The performance of this agreement by either the PFDA or the exhibitor is subject to Acts of God, war, terrorism, government regulation, disaster, strikes, civil disorder, and curtailment of transportation facilities or other emergencies making it advisable, illegal or impractical to provide the facilities or to hold the Annual Convention & Expo. It is provided that this agreement may be terminated for any one or more such reasons by written notice from one party to the other without liability. The Exhibitor shall waive any claim for damages or compensation, except of the pro rata return of amounts paid for space, after the deduction of actual expenses incurred in connection with the Exhibit, and there shall be no further liability on the part of either party.

Liability
Neither the PFDA nor the Kalahari Resorts shall be responsible for any loss, damage, or injury that may occur to the Exhibitor or the Exhibitor’s agents or property from any cause whatsoever, prior to, during, or subsequent to the period covered by the exhibit contract; and, the Exhibitor, on signing the contract, expressly releases PFDA from and agrees to indemnify same against any and all claims, fees, penalties, costs, fines, including reasonable attorney’s fees, for such loss, damage, or injury. Any damage to the building due to acts or omissions of the Exhibitor must be paid for by the Exhibitor causing same. PFDA shall not be responsible for any damage to the exhibitor’s business for failure to provide space for the exhibit, for the removal of same, or for failure to hold meetings as scheduled. Exhibitor’s sole remedy for breach of any obligation on the part of PFDA is a pro rata refund of any monies paid by exhibitor for exhibit lease space or other assessments. The Exhibitor agrees to abide by the above rules and regulations for the convention. Any deviation, without the express permission of PFDA, may result in removal from the show and forfeiture of any monies paid. The Exhibitor whose name appears on this contract takes responsibility for and shall indemnify the PFDA for any liabilities incurred by any and all individuals representing the Exhibitor while at the convention or exhibits. The furnishing of security shall not be deemed to affect the non-ability of the above-named parties or to modify in any way the assumption of risk and release provided for them. It is recommended that exhibitors obtain adequate insurance coverage at their own expense for property loss or damage and liability for personal injury.
Once again, we'll have our Passport to Prizes! We encourage you to participate in this year's Passport game.

**Maximize the Volume of Traffic to Your Trade Show Booth!**

The rules are simple:
- Only licensed funeral directors are eligible to win.
- Passport card will be included in each funeral director's registration bag.
- To be eligible for the Passport drawings, funeral directors must visit all the vendors listed on their Passport entry card.
- At each participating booth, funeral directors will have their passport stamped.
- The completed passport card is deposited into the raffle drum located at the convention registration desk on Wednesday, April 26, 2017 by 2:15 pm.
- A $1,000 grand prize drawing will be held at the conclusion of the educational program on Wednesday afternoon, April 26, 2017.

To be a part of the Passport to Discovery, the fee is $150.00. Please complete the necessary area of the registration form to be included
SPONSORSHIP OPPORTUNITIES INCLUDE:

• Expo Sponsor $10,000*
• Tuesday Exhibit Hall Dinner $8000*
• Luncheon (2 available) $5000*
• Speakers (4 available) $2500
• Attendee Gift $2500
• Name Badge Holder Lanyards $2000
• Continental Breakfast (2 available) $1000
• Beverage Stations (4 available) $500 each
• Registration Bags

* Additional customized sponsor benefits to be determined.

GENERAL RECOGNITION OPPORTUNITIES:

• In the Pre-Convention and Post-Convention PFDA Newsletters (mailed to 1100 funeral firms)
• Slide Show in Exhibit Hall
• Social Media Posts including Facebook, Twitter and LinkedIn
• Weekly Eblasts/faxes to 1100+ firms
• Logo on Table Tents located throughout convention
• In the on-site convention program
• VIA convention on-site signage
• VIA announcements from the podium
• Brochure/flyer in each convention attendee bag
• Keep your marketing message in front of convention attendees
• Three months complimentary advertising on PFDA website.

GUIDELINES:

• Sponsorships are assigned on a first-come first-served basis
• Sponsorships may be partnered with another company to co-sponsor an event. You can lock in your company as the exclusive sponsor of a particular event by paying the maximum amount for that event.
• For more information on sponsorship opportunities, please contact Donna Centofanti, Convention Coordinator at donna@pfda.org or 1-800-692-6068.
# Exhibitor Application and Contract

## Company Information:
<table>
<thead>
<tr>
<th>Exhibiting Company Name:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>City/State/Zip:</td>
<td></td>
</tr>
<tr>
<td>Daytime Phone:</td>
<td></td>
</tr>
<tr>
<td>Fax:</td>
<td></td>
</tr>
<tr>
<td>Email:</td>
<td></td>
</tr>
<tr>
<td>Website:</td>
<td></td>
</tr>
<tr>
<td>Person Completing Form:</td>
<td></td>
</tr>
</tbody>
</table>

## Booth Selection & Fees:

All booth space contracts received will be assigned on a first-come, first-served basis.

Please indicate preferred booth Selections: (see Expo Floor plan on page INSERT).

<table>
<thead>
<tr>
<th>1st Choice:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Choice:</td>
<td></td>
</tr>
<tr>
<td>3rd Choice:</td>
<td></td>
</tr>
<tr>
<td>4th Choice:</td>
<td></td>
</tr>
</tbody>
</table>

**Total Cost of Exhibit Space:**

Total Enclosed:

## Exhibit Specifications:

<table>
<thead>
<tr>
<th>Height at highest point:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions (depth x width):</td>
<td></td>
</tr>
<tr>
<td>Weight (maximum):</td>
<td></td>
</tr>
</tbody>
</table>

## Competition Proximity:

The PFDA will make every effort to comply with your request to be close too or separated from specific companies. However, this may not always be possible. The PFDA will have final authority on booth assignments. Please list names of specific companies:

<table>
<thead>
<tr>
<th>We wish to be CLOSE TO the following companies:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>We wish to be SEPARATED FROM the following companies:</td>
<td></td>
</tr>
<tr>
<td>Products you will be exhibiting:</td>
<td></td>
</tr>
</tbody>
</table>
SPECIAL NOTICE:

- Each exhibit booth package includes two (2) complimentary registrations for onsite company representatives to attend the Expo, all Expo food functions, convention education sessions, and non-ticketed social activities. Additional badges for company employees may be purchased for $75.00 each.
- Spouse/Guest Registration Fee: $75.00 each. Guests are persons outside the funeral services, cemetery and related professionals accompanying a registrant.
- ALL REPRESENTATIVES AND SPOUSE/GUEST MUST WEAR A NAME BADGE TO ENTER THE EXHIBIT AREAS.
- Please complete this form and email, fax or mail it to PFDA with payment for additional company representatives.
- If any of the below registrants have any special needs due to a disability, please check here and attach a statement of their needs.

COMPANY REPRESENTATIVE BADGE REQUEST:

<table>
<thead>
<tr>
<th>Print Name Exactly as it is to appear on Badge</th>
<th>REGISTRATION FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1)</td>
<td>Complimentary</td>
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<td>2)</td>
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<tr>
<td>3)</td>
<td>$75.00</td>
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<tr>
<td>4)</td>
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<td>6)</td>
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SPOUSE/GUEST REGISTRATION

<table>
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<tr>
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<th>REGISTRATION FEE</th>
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</thead>
<tbody>
<tr>
<td>1)</td>
<td>$75.00</td>
</tr>
<tr>
<td>2)</td>
<td>$75.00</td>
</tr>
</tbody>
</table>

AUTHORIZED REPRESENTATIVE:

The following individual will serve as the authorized representative of the company listed above regarding the 2017 PFDA Expo. This person will receive all exhibit related mailings regarding the Expo. I have read the rules and regulations pertaining to the 2017 PFDA Convention and Expo and agree that all representatives and exhibiting personnel from my company will comply with them.

Name of authorized representative (please print):

Address (if different from above):

Email Address:

Signature of Authorized Representative:

Authorized Signature:

For Official Use Only

<table>
<thead>
<tr>
<th>Date Received</th>
<th>Total Due $</th>
<th>Credit #/Credit Card Payment</th>
<th>Booth Space Assignment</th>
</tr>
</thead>
</table>
PAYMENT INFORMATION:

Free Listing in the PFDA Newsletter: Your company will be highlighted in the March, April and May issues of the PFDA newsletter. These issues receive wide distribution through the mail and electronically to 2,500+ newsletter readers in Pennsylvania and to others nationwide. You must submit your Booth Space & Application by February 17, 2017 for inclusion in this listing. Please email your profile logo to donna@pfda.org.

Free Listing on the PFDA Website: Your company and logo will be included in our exhibitor listing on the PFDA website pre- and post-convention.

Discounted Advertising Opportunities on PFDA Website: All exhibitors at the 2017 convention & expo will receive a discount on advertising in the Business Supplier Directory and Display Ads - Banner Program available on the PFDA website. We will also indicate your booth space number at the Expo to tell readers who want to follow-up with you following convention.

Free Exhibitors’ Table at Convention Registration Desk: Supply us with the materials and we will insert them into each convention attendee bag. Great promotional opportunity for your company. And, if you chose to offer an Expo special, attendees will know about it. Please note that approval by PFDA of materials is required.

PAYMENT INFORMATION:

Exhibit Fee Selection:

☐ Automotive Space $1075
☐ 10’ X 10’ Booth $1050
☐ 8’ X 10’ Booth $850
☐ 8’ X 8’ Booth $790
☐ 6’ X 10’ Booth $775
☐ 4’ X 10’ Booth $700
☐ 6’ X 30’ Tabletop $475
☐ 20’ X 20’ $15.00/square foot
☐ 20’ X 25’ $15.00/square foot
☐ 20’ X 30’ $15.00/square foot

Additional Representative Badges: __________ @ $75.00 each

☐ Check
☐ Credit Card:

Credit Card Number:

Name as it appears on credit card:

Expiration Date:

Security ID:
(3 digit # on back of card or 4-digit # on front of AMEX card)

Card Holder’s Billing Address/Zip:

Authorized Signature:

MAIL COMPLETED REGISTRATION FORMS TO:

Submit Booth Space Application and Exhibitor Personnel Registration forms to:
PFDA
7441 Allentown Boulevard | Harrisburg, PA 17112
Scan and Email: donna@pfda.org | Fax: (717) 545-7360
Questions: Please call 1-800-692-6068

For Official Use Only

| Date Received | Total Due $ | Credit #/Credit Card Payment | Booth Space Assignment |
|---------------|-------------|------------------------------|------------------------|------------------------|
|               |             |                              |                        |                        |
SPONSORSHIP OPPORTUNITIES

COMPANY INFORMATION:

<table>
<thead>
<tr>
<th>Company Name:</th>
<th></th>
</tr>
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<tbody>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>City/State/Zip:</td>
<td></td>
</tr>
<tr>
<td>Daytime Phone:</td>
<td></td>
</tr>
<tr>
<td>Fax:</td>
<td></td>
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<tr>
<td>Email:</td>
<td></td>
</tr>
<tr>
<td>Website:</td>
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</tr>
<tr>
<td>Contact Person Name:</td>
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SPONSORSHIP INFORMATION:

<table>
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<tr>
<th>Sponsorship Type</th>
<th>Cost</th>
<th>Sponsorship Type</th>
<th>Cost</th>
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<tbody>
<tr>
<td>☐ Passport to Discovery</td>
<td>$150.00</td>
<td>☐ Attendee Gift</td>
<td>$2500.00</td>
</tr>
<tr>
<td>☐ Expo Hall Sponsor</td>
<td>$10,000.00</td>
<td>☐ Name Badge Holder Lanyards</td>
<td>$2000.00</td>
</tr>
<tr>
<td>☐ Tuesday Exhibit Hall Dinner</td>
<td>$8000.00</td>
<td>☐ Continental Breakfast (2 available)</td>
<td>$1000.00 each</td>
</tr>
<tr>
<td>☐ Luncheon (2 available)</td>
<td>$5000.00 each</td>
<td>☐ Beverage Station (4 available)</td>
<td>$500.00 each</td>
</tr>
<tr>
<td>☐ Speakers (4 available)</td>
<td>$2500.00</td>
<td>☐ Registration Bags</td>
<td>provided by supplier</td>
</tr>
</tbody>
</table>

Grand Total:

PAYMENT INFORMATION:

☐ Check
☐ Credit Card:

Credit Card Number:

Name as it appears on credit card:

Expiration Date:

Security ID:

(3 digit # on back of card or 4-digit # on front of AMEX card)

Card Holder’s Billing Address/Zip:

Authorized Signature:

MAIL COMPLETED REGISTRATION FORMS TO:

Submit Completed Sponsorship Registration forms to:
PFDA Convention Sponsorship
7441 Allentown Boulevard  | Harrisburg, PA 17112
Scan and Email: donna@pfda.org  | Fax: (717) 545-7360
Questions: Please call 1-800-692-6068
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Past President: Norman Shropshire, Minshall-Shropshire-Bleyer Funeral Home

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Frank Kapr, Frank Kapr Funeral Home, Inc.
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Tammy L. Breitfeller, Trexler Funeral Home, Inc.
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Bruce Parthemore, Parthemore Funeral Home & Cremation Services, Inc.
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Quaker State: Norman Johnson, Dupree Funeral Home

NFDA Policy Board Member:
Joseph A. Tomon, Jr., Joseph A. Tomon, Jr. Funeral Home & Crematory

For More Information or Questions Please Contact:
Pennsylvania Funeral Directors Association
7441 Allentown Boulevard  |  Harrisburg, PA 17112
Questions: Call PFDA 717-545-7215 or 1-800-692-6068
Donna Centofanti, Convention Coordinator  |  email: donna@pfda.org

download this booklet at www.pfda.org