

The logo consists of the letters 'PFDA' in a bold, black, serif font, centered within a white rectangular box. The box is set against a dark blue background with a repeating geometric pattern of white lines forming a sunburst or starburst design.

**PFDA**

Pennsylvania Funeral  
Directors Association

**2024**

CONVENTION  
& EXPO

**WIND CREEK RESORT & CASINO**

JUNE 9TH - 12TH | BETHLEHEM, PA

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**EXHIBITOR PROSPECTUS**

# JOIN US

## PFDA Annual Convention & Expo

June 9-12, 2023 | Wind Creek | 77 Wind Creek Blvd., Bethlehem, PA 18015



We are excited to announce the PFDA Annual Convention & Expo taking place on June 9th-12th, 2024. We are pleased to celebrate at our new location of Wind Creek Resorts and Casino, Bethlehem Pennsylvania!

This is your best opportunity to connect with hundreds of Pennsylvania funeral directors, funeral home owners and managers, and crematory owners and managers at one event.

At the PFDA Exhibit Hall, convention attendees search the trade show floor for the products and services they need to support them in the funeral service profession. Be prepared to show them how you and your company can help them.

PFDA develops its Convention & Exhibit Hall with you in mind. We work hard to attract the

best prospective customers and keep them in the hall. A significant percentage of our attendees have control over their companies' purchases. Our attendees represent many of the most successful funeral homes in the state.

The PFDA Annual Convention attendees return year after year for the quality educational offerings and exhibit hall. Based on the number of funeral firms and combination funeral firms with crematories who normally attend the PFDA Convention, your products and services have the potential to be offered to more than 90,000 families annually in Pennsylvania.

# ADVERTISING OPPORTUNITIES:

## FREE WITH YOUR BOOTH FEE

Free Attendee Directory • Listing On PFDA Website  
Listing In PFDA Newsletter • Attendees Receive Exhibitors Directory

## 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 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. A new addition this year is our Expo Hall Opening Day cocktail Celebration. Each exhibitor will receive 4 complimentary drink tickets. This event will be held immediately after the close of the first day of our expo hall and continue until 6:30 pm. There will be hors d'oeuvres, live music, and a cash bar. We are offering sponsorship for this event.

### Draping & Signage

Your booth space will be framed with an 8 foot high back drape and 3 foot high side rails. A 6' X 30" draped table with two chairs and waste basket will be in the booth. You will also receive a 7" x 44" booth identification sign showing your company name and booth number. Tabletop only exhibits will receive 6'x30" draped table with two chairs and waste basket.

### Security Guard Service

The PFDA contracts for security throughout the show hours. We do not guarantee against loss or damage.





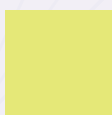


**We attract business minded owners and top managers, in other words, buyers.** Our convention educational sessions are geared toward helping funeral directors, funeral home and crematory managers, and owners improve their businesses, better serve families and increase revenues.

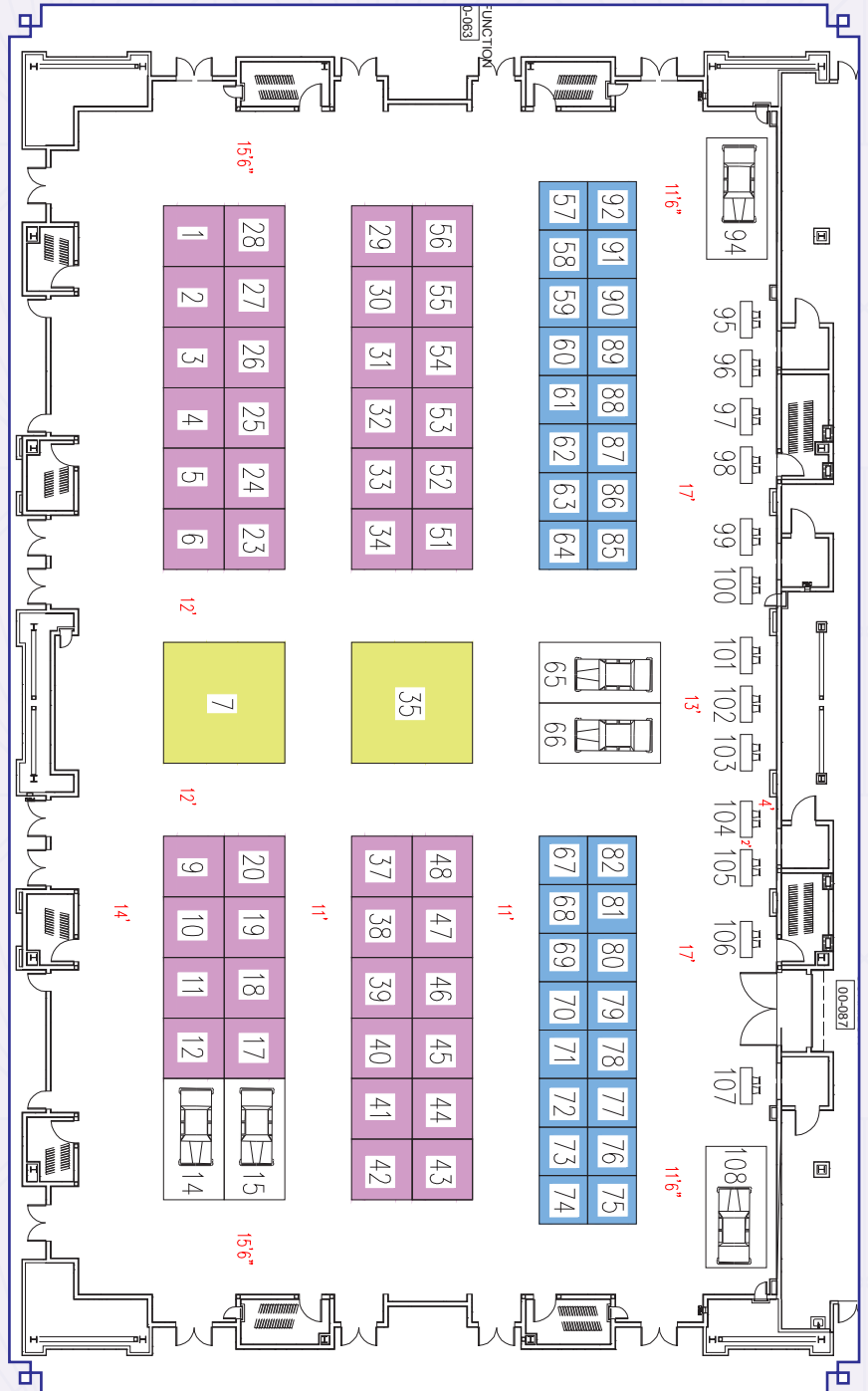
**We hold no competing programming during Expo hours.** Our show is designed to make the most of your time. No standing around waiting for sessions to break. No wondering where everyone is. They're in the hall ...with you! We believe in keeping buyers and sellers engaged and connected during show hours.

**We provide exhibitors with pre-marketing tools.** Such as the PFDA Newsletter and the PFDA Website, letting buyers know that you will be an exhibitor at our Convention. This is an excellent way to get free advertising and exposure to buyers.



# 2024 EXHIBIT HALL FLOOR PLAN

- 
**8'x8' Booths**  
 57-64  
 67-82  
 85-92
- 
**10'x10' Booths**  
 1-6, 9-12, 17-20,  
 29-34, 37-48, 51-56
- 
**20'x20' Booths**  
 7, 35
- 
**10' x 20' Automobile Booths**  
 14-15, 65-66, 94, 108
- 
**6' Skirted Tables**  
 95-107







# 2024 EXHIBIT HALL SCHEDULE & RATES

## Move In - Set Up

Monday June 10th, 2024  
7:30 am - 4:00 pm,  
Tuesday June 11th  
7:30 am - 9:30 am

## Show Management

Tuesday, June 11th  
10:00 am

## Exhibit Hall Open

Tuesday, June 11th  
11:00 am - 2:00 pm,  
Wednesday June 12th  
11:00 am - 2:00 pm

Opening Day Expo Hall Cocktail Reception: Tuesday, June 11th | 3:30 pm - 6:30 pm

**6' Skirted  
Table**

\$650

**8' x 8'  
Booth**

\$900

**10' x 10'  
Booth**

\$1200

**Automobile  
Booth**

\$1500

**20' x 20'  
Booth**

\$4500

There will be no 8' x 10' booths this year.

Please call PFDA if you require a specific  
layout and/or reconfiguration.  
\*All times subject to change



# EXHIBITOR INFORMATION

## **Booth Applications & Assignments**

Exhibit booths are assigned to PFDA Annual and Convention Sponsors first, then on a first come, first serve 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 May. Directions to the convention site and unloading/loading information will be contained in your assignment packet.

## **Hotel Accommodations**

Room Rate: \$ 159.00 plus applicable sales tax

PFDA attendees will be making reservations directly with hotel or attendees may contact the Wind Creek Hotel's Reservation Department at (877)-726-3777 and will identify themselves as attendees of PFDA Convention to receive special group rate. Rooms will be assigned based on availability.

## **Exhibitor Service Kit & Electrical/Internet Order Forms**

The Exhibitor Service Kit along with electrical and internet service order forms will be emailed 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 O'Donel, (610) 495-8866 or [sodonel@generalexposition.com](mailto:sodonel@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 desk during move-in and move-out times, during all show hours to address questions regarding orders, and other services.

## **Dress**

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





# 2024 SILENT AUCTION

Taking place during the PFDA Convention & Expo - we invite you to join in making the 2024 Silent Auction even more successful than previous years. Thanks to our generous donors we have consistently raised over \$5,000 each year.

Your donations are truly appreciated! Let's make it another successful year! All proceeds benefit the PFDA Funeral Service Action Fund & Building Fund.

## Ideas For Silent Auction Donations:

**Sports:** Tickets for professional or college games, gift certificates for guided fishing tours, memorabilia signed by professional players

**Just for Fun:** Gift certificates for hotel/bed & breakfast stay, small getaway packages, theater & dining certificates  
Spa Gift Certificates/Spa items

Home Decorative Items/Hobby items  
Liquor/Wine/Beer Assortments  
Artwork/Jewelry

**Theme Baskets:** Summer/Game Night/Beach/Camping

Gift Certificates for Favorite Shops/  
Restaurants  
Children's Items

**We Need Your Help To Make The 2024 Silent Auction A Success!**

We ask that all donations have a retail value of \$100 or more.



# 2024 SILENT AUCTION DONATION FORM

**We Need Your Help To Make The 2024 Silent Auction A Success!**

We ask that all donations have a retail value of \$100 or more.

General Information		
Name:		
Organization:		
Address:		
City, State, Zip:		
Daytime Phone:		
Email:		
Donation Description: (Please be as detailed as possible, we will use this for the description of your item)		
Donation Estimated Value: (So we can set a minimum bid)		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We will bring the donated item to the Convention Registration Desk	We will mail the donated item to the PFDA office by May 17, 2024	We will hand deliver the donated item to the PFDA office by May 17, 2024

Please complete the Silent Auction Donation Form **BY APRIL 21st**  
Fax to PFDA at 717-545-7360 or email to [abby@pfda.org](mailto:abby@pfda.org)



# PASSPORT TO DISCOVERY

Maximize The Volume Of Traffic To Your Trade Show Booth!

Once again, we'll have our Passport to Prizes!

We encourage you to participate in this year's Passport game.

To be a part of the Passport to Discovery, the fee is \$150.

Please complete the necessary area of the registration form to be included.



## 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 drawing, 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, June 12, 2024 by 2:00 pm.
- A \$1,000 grand prize drawing will be held at the conclusion of the educational program on Wednesday afternoon, June 12, 2024.



# SPONSORSHIP OPPORTUNITIES

(Options For Exhibiting And Non Exhibiting Companies)

## SESSION SPONSORSHIPS:

### **General Session - \$2,500 (4 available)**

Support the PDFFA Convention at the heart of its function – the programming. With renowned speakers from Joseph Gawler’s Son, LLC, Funeral Home in Washington, D.C.. our keynote, to topics on a two part CE on Cultural Diversity, as well as Narcan training, PTSD, and Active Shooter training. We will also have topics surrounding high profile funerals and procedures needed to coordinate with the state police. The 2024 speaker and session line-up are sure to be well received by the nearly 200 funeral directors in attendance.

## SPECIAL EVENT SPONSORSHIP:

### **President’s Welcome Reception - \$3,500 (exclusive)**

A tradition to kick off PFDA’s Convention, the President's Welcome Reception is an evening event on Sunday, June 9th located onsite at the Wind Creek Bethlehem. Join PFDA members and their guests as they enjoy cocktails and hors d'oeuvres while networking with colleagues.

## FOOD & BEVERAGE SPONSORSHIPS:

### **Networking Lunch - \$5,000 (2 available)**

Stand out as one of the networking luncheons sponsors, providing PFDA Convention attendees with hearty and healthy options for their lunch break in the exhibit hall on Tuesday, June 11th and Wednesday, June 12th. The networking lunches offer sponsors, exhibitors, and attendees alike the opportunity to partake in great food and conversation. Food will be provided by Wind Creek Bethlehem during each lunch, and sponsors will be recognized with signage both onsite and in Convention materials in print and online.

### **Coffee & Breakfast - \$2,000 (3 available)**

Brighten PFDA Convention-goers’ mornings with a freshly brewed array of coffees and teas and satisfying breakfast to start their day off right. Beverages and breakfast will be provided by Wind Creek Bethlehem each morning: Monday, Tuesday, and Wednesday. Sponsors will be recognized with signage both onsite and in Convention materials in print and online.

## **Membership Brochure Advertisement Opportunities:**

Back Page : \$1000 | Inside Full Page : \$800 | (2) Half Page Ads Available: \$500



# SPONSORSHIP OPPORTUNITIES

(Options For Exhibiting And Non Exhibiting Companies)



CONVENTION WIDE SPONSORSHIPS:

## **Name Badge Holder - \$3,500 (exclusive)**

Keep your company front and center throughout the PFDA Convention by sponsoring the official name badge holders. Name badges will be designed to prominently include your company's logo, and every attendee will be required to wear their name badge to gain entry to the events and sessions during the duration of the convention, including all activities in the exhibit hall.

## **Registration Bags - \$3,500 (exclusive)**

Keep your company in the hands of every PFDA Convention attendee by sponsoring the official PFDA Convention registration bag. This bag will be presented to each and every attendee when they register for the convention and is often used by attendees throughout the show to carry their information and materials. Lightweight totes will display your company's logo and important information. Designs will be reviewed by sponsor prior to manufacturing.

## **Floor Decals- \$2,000 (exclusive)**

Help PFDA Convention attendees find their way to the important places they need to be at the 2024 Convention, while displaying your company's logo and message with custom made floor decals. These large, highly visible decals will be used throughout the hotel and expo hall to help guide attendees, while at the same time featuring your company's key information. Designs will be reviewed by sponsor prior to manufacturing and set-up.

## **Expo Hall Cocktail Reception - \$4,000 (exclusive)**

A new addition to kick off PFDA's Expo Hall Opening Day, the Expo Reception is a late afternoon event on Tuesday, June 11th located onsite alongside our vendor booths from 3:30- 6:30 . Join PFDA members and their guests as they enjoy live music, cocktails and hors d'oeuvres while networking with colleagues. Event signage and program recognition as well as 5 min – mic time.



# EXHIBITOR APPLICATION & CONTRACT 2024 PFDA CONVENTION & EXPO

Company Information	
Exhibiting Company Name:	
Address:	
City, State, Zip:	
Daytime Phone:	Fax:
Email:	
Website:	
Person Completing Form:	

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 \$175.00 each. Spouse/Guest Registration Fee: \$175.00 each.

Guests are persons outside the funeral services, cemetery and related professions accompanying a registrant.  
**ALL REPRESENTATIVES AND SPOUSE/GUESTS MUST WEAR A NAME BADGE TO ENTER THE EXHIBIT AREAS.**  
 If any of the below registrants have any special needs due to a disability, please attach a statement of their needs.

Company Representative Badge Requests	
Print name exactly as it appears on badge.	REGISTRATION FEE
1.	Complimentary
2.	Complimentary
3.	\$175
4.	\$175
5.	\$175
6.	\$175

Spouse/Guest Registration	
Print name exactly as it appears on badge.	REGISTRATION FEE
1.	\$175
2.	\$175

# EXHIBITOR APPLICATION & CONTRACT

## 2024 PFDA CONVENTION & EXPO

### 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)

Booth Size:

1st Choice:

2nd Choice:

3rd Choice:

4th Choice:

Person Completing Form:

Exhibit Fee Selection:

20' x 20' Booth \$4500

20' x 10' Automotive Booth \$1500

10' x 10' Booth \$1200

8' x 8' Booth \$900

6' x 30" Tabletop \$650

### Exhibit Specifications

Height at Highest Point:

Dimensions (depth x width):

Weight (max):

### Competition Proximity

The PFDA will make every effort to comply with your request to be close 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:

We wish to be CLOSE to:

We wish to be SEPARATED from:

Products you will be exhibiting:



# EXHIBITOR APPLICATION & CONTRACT 2024 PFDA CONVENTION & EXPO

Payment Information	
Booth Total:	
Additional Badge Total:	@\$175
<b>Total Enclosed:</b>	
<input type="checkbox"/> Check: Please make checks payable to PFDA	<input type="checkbox"/> Credit Card: #
Name as it appears on card:	
Expiration Date: /	Security ID:
Credit Card Billing Address:	
Authorized Signature:	

Authorized Representative
The following individual will serve as the authorized representative of the company listed above regarding the 2024 PFDA Convention & Expo. This person will receive all exhibit related mailings regarding the Expo. I have read the rules and regulations pertaining to the 2024 PFDA Convention and Expo (see Rules of Expo), and agree that all representatives and exhibiting personnel from my company will comply with them.
Print Name of Authorized Representative:
Address (if different from company):
Name as it appears on card:
Email Address:
Signature of Authorized Representative:

Submit completed Exhibitor Application & Contract to:

PFDA Convention Exhibitor  
7441 Allentown Boulevard | Harrisburg, PA 17112  
Email: kristine@pfda.org | Fax: (717) 545-7360  
Questions: Please call 1-800-692-6068

# SPONSORSHIP APPLICATION & CONTRACT 2024 PFDA CONVENTION & EXPO

Company Information	
Sponsorship Company Name:	
Address:	
City, State, Zip:	
Daytime Phone:	Fax:
Email:	
Website:	
Person Completing Form:	

Sponsorship Selection (Please Circle)			
Sponsorship Type:	Cost:	Sponsorship Type:	Cost:
General Session	\$2500	Name Badge Holder	\$3500
President's Welcome Session	\$3500	Registration Bags	\$3500
Networking Lunch	\$5000	Floor Decals	\$2000
Coffee & Breakfast	\$2000	Membership Brochure	Front \$1000    Back \$800
Expo Hall Cocktail Reception	\$4000	Membership Brochure	Half Page \$500
Passport to Discovery	\$150		

Payment Information	
<b>Total Enclosed:</b>	
<input type="checkbox"/> Check: Please make checks payable to PFDA	<input type="checkbox"/> Credit Card: #
Name as it appears on card:	
Expiration Date:                    /	Security ID:
Credit Card Billing Address:	
Authorized Signature:	

Submit completed Exhibitor Application & Contract to:  
 PFDA Convention Sponsor  
 7441 Allentown Boulevard | Harrisburg, PA 17112  
 Email: kristine@pfda.org | Fax: (717) 545-7360  
 Questions: Please call 1-800-692-6068



# WIND CREEK<sup>®</sup>

## BETHLEHEM

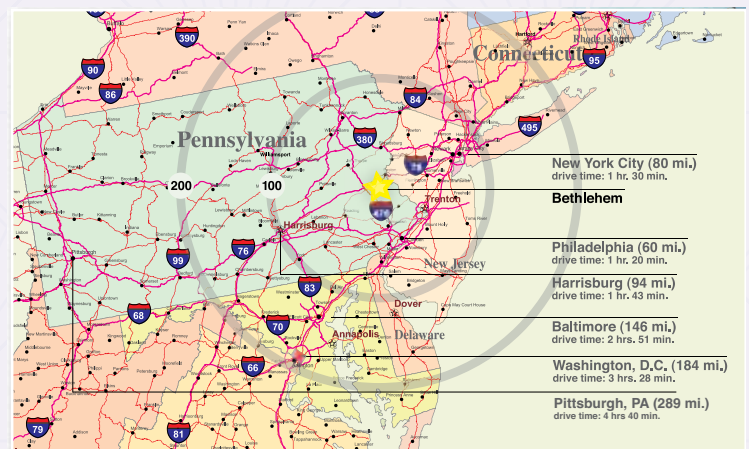
ESCAPE TO EXCEPTIONAL MEETINGS

## DESTINATION EXHILARATION

Nestled in the rolling hills of Pennsylvania's beautiful Lehigh Valley, Wind Creek Bethlehem is poised and conveniently located just 90 minutes from New York City. Additionally, Wind Creek Bethlehem is easily accessible from popular Northeast hubs such as Philadelphia and North/Central New Jersey, making it an ideal destination for a wide range of meetings and events.

### Airport

Lehigh Valley International Airport (ABE) offers numerous nonstop destination options for both business and leisure travelers. ABE partners with 4 major airlines to provide a hassle-free travel alternative out of the Lehigh Valley rather than flying through congested major hub airports. Non-stop destinations include Chicago, DC, Detroit and Atlanta.







## 552 LAVISH HOTEL ROOMS

True luxury, style and sophistication meld effortlessly to create an unparalleled—and unforgettable—hotel experience in Bethlehem, Pennsylvania. Details make the difference. Special touches abound, from the minute guests enter the soaring, elegant lobby to the outside terrace with glass-enclosed indoor pool, lounge seating, and panoramic views.

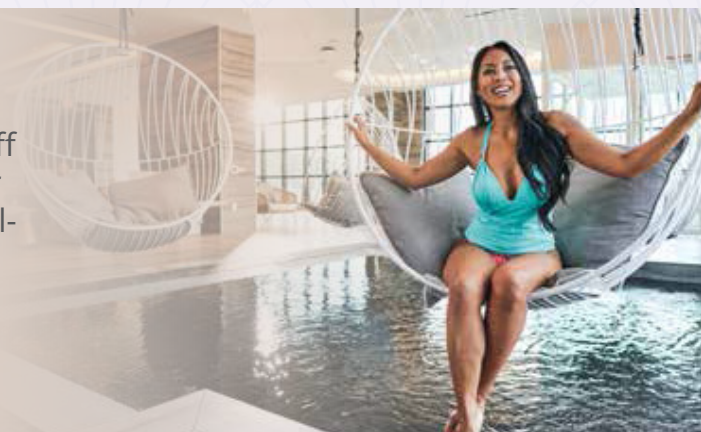
### GUEST ROOMS AND SUITES

- 552 Rooms
- 50 Suites
- Complimentary Self-Parking
- Complimentary Wi-Fi
- Glass-Enclosed Indoor Saltwater Pool
- Outdoor Rooftop Terrace
- State-of-the-Art Fitness Center

### CHAIRMAN'S LOUNGE

- For VIP's
- Private Enclave for VIP Check-in
- Available for Private Events
- Light Snack and Beverage Service
- Dedicated Concierge

Escape to our tranquil oasis and let our professional staff indulge you in a luxurious spa treatment. Or relax in our sauna and steam room, co-ed lounge with fireplace, vitality pools, arctic room and hanging chairs over our refreshing shallow pool.



# RULES OF THE EXPO

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The following Rules & Regulations pertaining to the 2024 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.

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## **EXHIBITOR PERSONNEL AND BADGES**

Exhibitors will be provided identification badges in accordance with exhibitor convention registration policy. Badges ARE NOT transferable to anyone 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. 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, a half hour prior to the scheduled opening of exhibit activities. 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.

## **RESTRICTIONS ON EXHIBITING**

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

## **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.

## **SECURITY SERVICE**

The PFDA will provide security on a 24-hour basis. Neither the Association nor Wind Creek Resort & Casino will guarantee the exhibitors against loss or assume responsibility for fire, theft or other damage of any sort.



# RULES OF THE EXPO

## **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.

## **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.

## **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 April 21, 2024 the exhibitor will receive a refund. If notice is received after April 21, 2024, 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).

## **LIABILITY**

Neither the PFDA nor the Wind Creek Resort & Casino 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 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.

## **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 9:30am 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.

## **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.

## **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 inadvisable, 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.



# 2023-2024 PFDA/UNICHOICE BOARD OF GOVERNORS AND OFFICERS

Jennifer Tomon | Joseph A. Tomon, Jr. Funeral Home And Crematory  
Harry Readshaw | Readshaw Funeral Home  
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