

MAY 17 & 18, 2016  
PRAIRIE MEADOWS  
EVENT CENTER  
ALTOONA, IOWA

 THE PREMIER  
MI  WEST  
FUNERAL SERVICE EXPO

EXHIBITOR PROSPECTUS



# DEAR EXHIBITOR

Dear Prospective Sponsor/Exhibitor:

Back by popular demand from vendors, sponsors, and members – The Premier Midwest Funeral Service Expo and 136th Annual IFDA Convention! The name says it all – we are the premier funeral service expo in the Midwest and the expo hall is part of the 136th Annual IFDA Convention.

The Premier Midwest Funeral Service Expo is an excellent opportunity to make contact with several existing and prospective clients at one time and to showcase your products and services to funeral directors and to their spouses, office managers, and others working in the funeral home.

This is also the way to stretch your marketing dollars even further because more than 1,000 funeral directors in the Midwest have been invited to attend this event.

You asked and we listened...the Convention and Expo are moving to Prairie Meadows Event Center in Altoona, Iowa. All of the classes, hotel rooms, and Expo are under one roof! There's also a casino, horse track, restaurants, and many other attractions to make your stay at our event worthwhile.

The IFDA Golf Outing will be at Toad Valley Golf Course located 237 NE 80th Street in Pleasant Hill, Iowa (behind South East Polk High School) and will be held on Monday, May 16, 2016. All members and potential members are invited to attend. More information will be made available at a later date.

Setup will begin on Monday, May 16, 2016, and tear down will be after the drawing at 12:45 PM on Wednesday, May 18. Exhibitors are asked to maintain their booths until the designated tear down time.

There are several sponsorship opportunities for the 136th Annual IFDA Convention and the golf outing.

If you have any questions, please contact IFDA Executive Director Suzanne Gebel at [sgebel@iafda.org](mailto:sgebel@iafda.org).

We look forward to seeing you in May!

Patrick A. Leonard

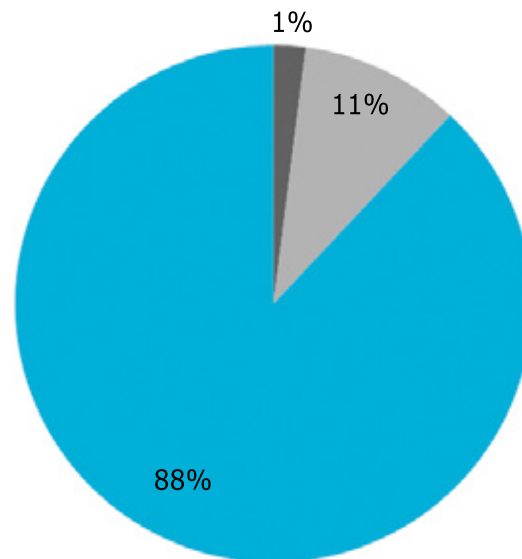
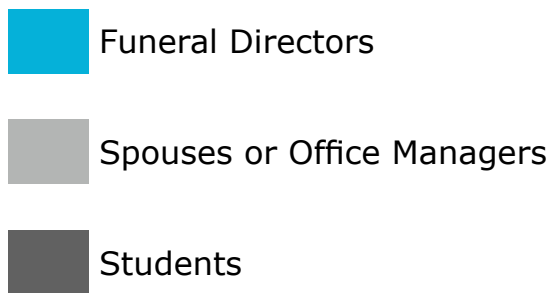
IFDA President-Elect  
Chairperson, IFDA Education Committee

# WHY EXHIBIT?



- Receive valuable leads, contacts, and sales before, during and after the show
- Enhance your visibility as a major supplier of products, services, and programs for funeral directors
- Network with funeral directors, funeral home office managers, preneed sales people, and other decision makers in Iowa's funeral homes
- Listing on the Expo and Convention mobile app
- Listing in the Conference Program

## YOUR CUSTOMERS



## YOUR SPACE

### **Exhibit Space Includes:**

- Pipe and draping; 8' back drape and 3' side walls
- Skirted table
- Two chairs
- Wastebasket
- Four exhibitor badges
- General perimeter security
- IFDA Membership Directory
- Carpet
- Listing on Expo Mobile App

### **Booth Enhancements Available to Order through Prairie Meadows:**

- Inbound/outbound shipping and freight handling costs
- Electricity
- Audiovisual/computer equipment
- Additional furniture



# PRELIMINARY SCHEDULE

The Premier Midwest Funeral Service Expo and 136th Annual IFDA Convention offers numerous opportunities for exhibitors to gain exposure to attendees. Here's a quick look at some of the events.

## MONDAY, MAY 16, 2016

### **Golf Outing**

11 AM	Golf Outing Lunch & Registration at Coldwater Golf Links, Ames, IA
12 Noon	Shotgun start for Golf Outing
5 PM	Golf Outing Awards

### **Exhibit Setup**

7 AM to 5 PM – Prairie Meadows (**by appointment only** – contact IFDA to reserve your time)

## TUESDAY, MAY 17, 2016

8 AM to 12:30 PM	Exhibitor Setup at Prairie Meadows (first come, first served)
12:30 PM	Exhibitor Lunch
1 PM – 4 PM	Expo Open
2 PM – 4 PM	Cocktails in Expo Hall
6 PM – 6:30 PM	Celebration of Life (exhibitors invited)
6:30 PM – 7 PM	Cocktail Reception (exhibitors invited)
7 PM – 8:30 PM	Presidential Banquet and Awards Ceremony (exhibitors invited - additional charges to attend)
8:30 PM – 10:30 PM	Dueling Pianos and Prizes (exhibitors invited)

## WEDNESDAY, MAY 18, 2016

10 AM - 1 PM	Expo Open
11 AM – 12:30 PM	Lunch
12:45 PM	Drawing in Expo Hall
1 PM	Exhibitor Move-Out (Prairie Meadows staff will give all exhibitors a diagram and plan for move out)

# SPONSORSHIPS



There are a variety of sponsorships available for the Golf Outing, Expo, and Convention. Select from the list below and indicate your choices on the application form. Your sponsorship will be acknowledged in signage and materials.

Have a sponsorship idea? Contact IFDA (admin@iafda.org, 800-982-6561).

## MAY 16

**Golf Outing General Sponsorship** **\$500**

*includes hole sponsorship and signage*

**Golf Outing Hole Sponsorship** (18 available) **\$250**

*a sign with your logo will be posted at each hole you sponsor*

## MAY 17

**Past Presidents Luncheon** **\$350**

**Celebration of Life** (3 available) **\$350**

**Presidential Banquet** (3 available) **\$2,500**

**Dueling Pianos Event**

Single Sponsor **\$3,000**

Multiple Sponsors (3) **\$1,000**

## MAY 18

**Ladies Luncheon & Outing** **\$350**

## GENERAL

**General Convention Sponsorship** **\$250**

**Flowers** **\$350**

**Convention breakfast rolls and coffee** **\$500**

**Convention beverage breaks** **\$500**

## PRODUCTS

All of the below items must have both the exhibitor's logo and the Convention logo on them. IFDA must approve product and artwork if sponsored product is supplied by the exhibitor.

**Notepads**

*provided at registration desk for con-ed notetaking; full color imprint*

**Supplied  
by IFDA  
\$800**

**Supplied by  
Exhibitor (qty: 400)  
\$500**

**Water bottles**

*provided at registration desk; 2-color imprint*

**\$750**

**\$450**

**Pens**

*provided at registration desk; 1-color imprint; multiple barrel/cap colors*

**\$300**

**\$200**

**Tote bags**

*provided with registration packet; 1-color imprint; multiple colors available*

**\$650**

**\$350**



# APPLY TO SPONSOR

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (Area Code) \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Representative to be contacted regarding contract \_\_\_\_\_

**Sponsored items/events** (please list)

**Price**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**TOTAL Due to IFDA**

**\$** \_\_\_\_\_

The full fee must accompany this application form. Please provide our Communications Coordinator (mharms@iafda.org) with a high quality logo or artwork by April 1, 2016 (promotional products) or May 2, 2016 (other sponsorships).

Signature \_\_\_\_\_ Title \_\_\_\_\_

Date \_\_\_\_\_

**CREDIT CARD PAYMENT**

If you wish to pay IFDA via credit card, please complete the following information:

*Once your credit card has been charged, this information will be destroyed. IFDA does NOT keep credit card information on file.*

If you have questions, contact IFDA at 800.982.6561.

Visa

MasterCard

AmEx

**Credit Card Type**

\_\_\_\_\_  
**Cardholder Name**

\_\_\_\_ / \_\_\_\_  
**Expiration Date**

\_\_\_\_\_  
**Security Code**

\_\_\_\_\_  
**Card Number**

\_\_\_\_\_  
**Authorization Signature**

**Detach this form and mail or fax with payment to IFDA: 1454 30th St., Suite 204 / West Des Moines, IA 50266 / 515-270-1569.**

# EXHIBITOR POLICIES



## **Expo hall Sponsorship and Objectives**

The IFDA Expo hall is produced by and is the property of the Iowa Funeral Directors Association (IFDA). The Expo hall is an adjunct to the professional and educational meetings held during the Iowa Funeral Directors Association's Annual Convention. The Expo hall is meant to supplement the educational sessions by providing attendees with various types of products, services, and information available to them. Exhibitors are expected to display the products and/or discuss their services with an awareness of the professional and practical needs of IFDA Convention attendees.

## **Eligibility for Participation**

IFDA determines the eligibility of any company or product(s) for exhibition in the IFDA Expo hall. Until an exhibitor's application has been accepted by IFDA in writing, no rights to exhibit are granted. IFDA may refuse acceptance, installation or order dismantling of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the character or purpose of the IFDA Annual Convention.

IFDA reserves the right to refuse to rent space to any company whose display of goods or services is not compatible with the general character and objectives of the IFDA Expo hall. To that end, IFDA reserves the right to prohibit any Exhibitor (i) which in IFDA's judgment, may detract from the general character of the event; (ii) if the business or exhibitor carried on by the Exhibitor or the manner of conducting the same is not as represented at the time of making this Agreement or is not in keeping with the traditions or character of the Convention; (iii) if the exhibit was entered under false pretenses; or (iv) if the exhibit is in violation of any of the Conditions outlined in this Agreement. If an exhibit is prohibited under the terms of this paragraph or because of a violation of any of the terms thereof, IFDA shall have the right, but no obligation, to remove the exhibit or any banner, advertising matter, or other property of the Exhibitor situated within or about the assigned exhibit space, but such removal shall in any event be at the cost and expense of the Exhibitor and the Exhibitor shall immediately reimburse IFDA for any cost or expense of the Convention incurred in so removing the Exhibitor's exhibit or portions thereof. Under such circumstances, Exhibitor shall not be entitled to a refund of moneys paid to IFDA under the terms of this agreement.

**1. AGREEMENT TO CONDITIONS** - Each exhibitor, for himself and his employees, agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit area rests with the Iowa Funeral Directors Association.

**2. ASSIGNMENT OF SPACE** - Classification of exhibits and assignments of space will be determined by the character of the proposed exhibits and individual requirements. Assignment of space will be made on a first-come, first-served basis.

**3. PAYMENT** - The full fee (\$200 of which is non-refundable) must accompany each Application for Exhibit Space.

**4. CANCELLATION** - Should the exhibitor be unable to occupy and use the exhibit space contracted for and should he notify the Association prior to March 31, 2016, all sums paid by the exhibitor, less the deposit of \$200 per booth, will be refunded. No refund will be made if notice of cancellation is received after March 31, 2016, unless the space has been resold, in which case the exhibitor will be entitled to a refund, less the deposit stated above.

**5. LIABILITY** - The Iowa Funeral Directors Association undertakes no duty to exercise care, nor assumes any responsibility for the protection and safety of the exhibitor, his officials, agents, or employees, or the protection of the property of the exhibitor or his representatives, or of property used in connection with the exhibit, from the theft or damage or destruction by fire, accident or other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. Any protection exercised, in fact, by the Association shall be deemed purely gratuitous on its part and shall in no way be construed to involve it in liability by the exhibitor.

The exhibitor agrees to indemnify and hold the Iowa Funeral Directors Association harmless from all such claims and from all liability of any nature whatsoever arising from the activities of the exhibitor or any of his representatives from the property of the exhibitor.

The Iowa Funeral Directors Association shall not be liable for the fulfillment of this agreement as to delivery of space, if non-delivery is due to any one of the following causes: destruction of or damage to the building or the exhibit area by fire or act of God; acts of public enemy; strikes; the authority of the law; or any cause beyond its control. The Association will, however, in the event it is not able to hold an exhibit for any of the above-named causes, reimburse exhibitors pro-rata on any rental fee paid, less any and all legitimate expenses incurred by the Iowa Funeral Directors Association for advertising, administration, etc.

**6. INSURANCE** - In all cases, exhibitors wishing to insure their goods must do so at their own expense.

**7. PROTECTION OF THE EXHIBIT FACILITY** - Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the convention hall exhibit area without permission from the proper building authority. Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibits Manager, or convention hall manager or their assistants.

**8. INSTALLATION AND DISMANTLING** - The specific requirements as to time for installation and dismantling of exhibits shall be supplied to each exhibitor for the particular convention for which a license has been granted. Such requirements shall be binding upon the licensee as fully set forth herein. All displays must be in place and set up by the time of the official opening of the exhibit. Space not occupied or set up by that time may be re-assigned for other purposes by the Association. Exhibitors will be expected to set up and tear down according to the Iowa Funeral Directors Association's schedule of events. Exhibitors who do not conform to Iowa Funeral Directors Association schedules, especially tear-down times, will not be invited to participate in future Iowa Funeral Directors Association's conventions.

**9. DEFAULT OCCUPANCY** - Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying for such space at the full rental price, and the Iowa Funeral Directors Association shall have the right to use such space as it sees fit to eliminate blank space in the expo hall, provided such booth space is not occupied by one hour before the official show opening.

**10. PERSONNEL** - All people participating in the exhibit area of the Iowa Funeral Directors Association convention are expected to use special care whenever they deem it necessary to hire temporary help to assist in their exhibit or hospitality activities, so that personnel so selected by them will be of a caliber in keeping with the high standards of the exhibition and the meeting.

**11. USE OF SPACE** - Exhibits shall be shown only in the official area established by the Iowa Funeral Directors Association. Neither the exhibitor nor non-exhibitors shall be permitted to display articles, equipment, or information concerning services, or movies of such articles, equipment or services in private suites or rooms during the convention, in accordance with prior agreements between the Iowa Funeral Directors Association and officials of hotels and the convention bureau in the locale of the convention.

No exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to him nor shall he display articles not manufactured or sold normally by him. Co-participation by any other corporation or firm or its representative in space assigned to the original applicant must be by written permission of the Iowa Funeral Directors Association, only, and shall be subject to an additional charge of \$75 per day per additional participant for the run of the convention.

**12. CONFLICTING MEETINGS AND SOCIAL ACTIVITIES** - In the interest of the success of the entire convention and exposition, the exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of members or exhibitors from the convention or expo hall during the official hours of the convention or exposition.

**13. EXHIBIT HOURS - Tuesday, May 17 - 1 PM to 4 PM**  
(social planned for 2 PM to 4 PM on the expo hall floor)  
**Wednesday, May 18 - 10 AM to 1 PM**

**NOTE: Exhibitors who tear down early (prior to 1:00 PM on Wednesday)  
will not be invited to participate in future shows.**

Early Bird Deadline for requests is February 26, 2016. Absolute deadline is April 4, 2016.  
No refunds will be given after March 31, 2016.



# APPLY TO EXHIBIT



Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (Area Code) \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Representative to be contacted regarding contract \_\_\_\_\_

**Name of contact person attending convention (receives convention materials)** \_\_\_\_\_

**Address** \_\_\_\_\_ **City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Telephone (area code)** \_\_\_\_\_ **Fax** \_\_\_\_\_ **Email** \_\_\_\_\_

Brief description of the products or services you plan to display \_\_\_\_\_

**EXHIBIT SPACE REQUESTED: Exhibitors will be accepted on a first-come, first-served basis. Spaces will be assigned once full payment is received. ----- ALL BOOTHS WILL BE CARPETED -----**

**\*\* Special IFDA Members Exhibitor Rates\*\***

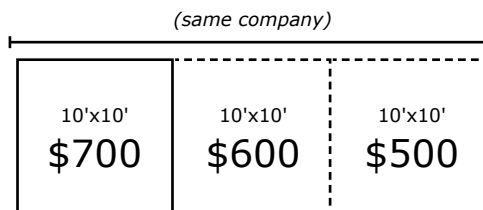
**Early Bird - Contract postmarked by February 26, 2016**

\_\_\_\_\_ First booth - \$700 (ALL BOOTHS are 10'x10')

Additional booths (same company) will be adjacent to the first booth

\_\_\_\_\_ Second booth - \$600

\_\_\_\_\_ Third (or more) booth - \$500



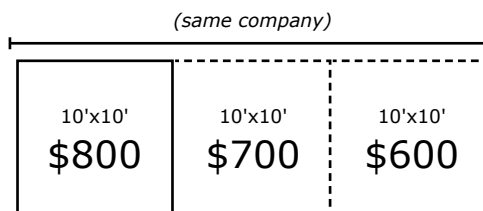
**Rates for contract postmarked after February 26, 2016**

\_\_\_\_\_ First booth - \$800 (ALL BOOTHS are 10'x10')

Additional booths (same company) will be adjacent to the first booth

\_\_\_\_\_ Second booth - \$700

\_\_\_\_\_ Third (or more) booth - \$600



**Regular Exhibitor Rates** (call IFDA Office to inquire about IFDA membership and discounts)

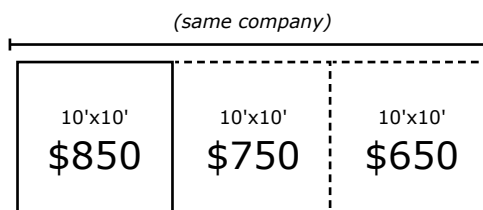
**Early Bird - Contract postmarked by February 26, 2016**

\_\_\_\_\_ First booth - \$850 (ALL BOOTHS are 10'x10')

Additional booths (same company) will be adjacent to the first booth

\_\_\_\_\_ Second booth - \$750

\_\_\_\_\_ Third (or more) booth - \$650



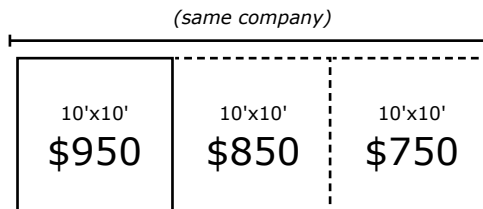
**Rates for contract postmarked after February 26, 2016**

\_\_\_\_\_ First booth - \$950 (ALL BOOTHS are 10'x10')

Additional booths (same company) will be adjacent to the first booth

\_\_\_\_\_ Second booth - \$850

\_\_\_\_\_ Third (or more) booth - \$750



**All Exhibitors**

To help us in assigning you the best possible booth, please list any special requirements for your display, such as names of competitors you do not wish to be near or unusual size or shape of display: \_\_\_\_\_

BADGE INFORMATION: Each exhibitor is entitled to four name badges. Additional badges are \$25/each. Additional names should be submitted on a separate sheet of paper attached to this contract. The appropriate fees should be submitted above.

Name \_\_\_\_\_ Name \_\_\_\_\_

Name \_\_\_\_\_ Name \_\_\_\_\_

**PAYMENT SUMMARY:**

Exhibit Space Total (from above): \$ \_\_\_\_\_

Additional Badges for more than four exhibitors in your booth (# of badges over four x \$25/each) \$ \_\_\_\_\_

Drawing Card Sponsorship - OPTIONAL - Cost is \$25 (total) \$ \_\_\_\_\_  
(attendees will be required to get a signature from your booth to be entered in a drawing for CASH)

**TOTAL Due to IFDA** \$ \_\_\_\_\_

The full fee must accompany this application form; \$200 of this fee is non-refundable. No refunds after **March 31, 2016**, unless space is sold prior to convention. Booth reservations will not be taken by telephone, fax, or email. Your check must accompany this Application for Exhibit Space.

**The company I represent and I will adhere to all Exhibitor Policies.**

Signature \_\_\_\_\_ Title \_\_\_\_\_

Date \_\_\_\_\_

**Please note the Exhibitor Policies on the previous pages.**

**CREDIT CARD PAYMENT**

If you wish to pay IFDA via credit card, please complete the following information:

*Once your credit card has been charged, this information will be destroyed. IFDA does NOT keep credit card information on file.*

If you have questions, contact IFDA at 800.982.6561.

Visa

MasterCard

AmEx

\_\_\_\_\_/\_\_\_\_\_  
**Expiration Date**

\_\_\_\_\_  
**Security Code**

**Credit Card Type**

\_\_\_\_\_  
**Cardholder Name**

\_\_\_\_\_  
**Authorization Signature**

\_\_\_\_\_  
**Card Number**

**Detach this form and mail or fax with payment to IFDA: 1454 30th St., Suite 204 / West Des Moines, IA 50266 / 515-270-1569.**

2017 EXPO 



MARK YOUR CALENDARS IN 2017 FOR

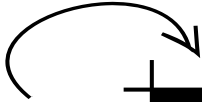
 THE PREMIER  
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MAY 16 & 17, 2017

PRAIRIE MEADOWS EVENT CENTER

ALTOONA, IOWA

2016 IFDA  
CONVENTION



**Blueprint**

← MAY  
17-19



**for the  
Future**

PRAIRIE MEADOWS  
EVENT CENTER  
ALTOONA, IA

