



• 1011 East Main Street • Suite 400 • Richmond • Virginia • 23219 •
Phone: (804) 264.0505 • Fax: (804) 264.3260

December 30, 2009

Dear Funeral Service Suppliers:

Each year the VFDA works closely with our suppliers and members to ensure our Trade Show is successful and productive for both parties. This year, we listened to your needs and are offering 7 hours of face-to-face time with no interruptions from continuing education classes and meetings. This time is solely dedicated to you the supplier!

In addition to 7 hours of uninterrupted face time on the trade show floor, the 2010 VFDA Annual Convention offers continuing education classes ranging in “Regulations for Preneed Funeral Planning” to “Embalming and Restorative Art”.

Plan to take advantage of our 2-day event in beautiful Newport News, Virginia. This year’s trade show offers you the following:

- 8’x10’ pipe & drape booth for a low fee of \$750 or;
- 6’x2’ table top display for a low fee of \$500
- 2 free staff registrations per booth
- Attendee list following the convention
- Uninterrupted trade show hours
- Access to social activities and meals during the convention
- Acknowledgement for support level/activity on convention signage, website, mailing, and *Bulletin* if contract is received before print deadlines

Automobile Exhibits are available on the Trade Show Floor this year!!

We are pleased to offer automobile exhibits on the trade show floor this year. Take advantage of this offer and reserve your space for a low fee of \$5,000 (3 cars) or \$2,500 (1 or 2 cars).

Please reserve your booth space quickly. Contact the VFDA office if you have any questions at (804) 264-0505 or info@vfda.net.

We look forward to working with you and making the VFDA 2010 Trade Show a success.

Kind Regards,

C. Keister Whitt, III, President



2010 VFDA Annual Convention **Sunday, June 13, 2010 – Tuesday, June 15, 2010**

Expo Hall Specifications

Location: The Trade Show Hall is located in the Grand Ball Room & Lobby at *Marriott Newport News at City Center, 740 Town Center Drive, Newport News, Virginia 23606.*

Carpet: Grand Ball Room and Lobby are carpeted.

Dismantling: All exhibits must be dismantled and removed from the exhibit area by the exhibiting company at its own expense no later than 6 p.m. on Tuesday, June 15th.

Loading/Unloading: Exhibitors will have access to the loading dock at the hotel.

Travel and Accommodations: Marriott Newport News at City Center. The VFDA room block rate is \$139. The cut-off date for making reservations is Friday, May 14, 2010.

Vehicles for Display: Exhibitors must take special measures to protect floors from damage. A vehicle waiver must be signed and returned to the VFDA office prior to convention. Vehicles must meet the terms and conditions as outlined in the Car Waiver agreement included in this packet.

Booth Assignments: Exhibit space is limited and will be on a first-come, first-serve basis. Spaces will be assigned by the exhibits committee and based on receiving full payment. All preferences listed above will be considered when making booth assignments.

Exhibitor Agreements: Signed agreements with the first deposit of \$375 are due by April 12, 2010. The remaining balance is due by May 3, 2010. Exhibitors with payments outstanding on June 13th will not be permitted on the exhibit floor.

Cancellation of Booth Space: Written notice to withdraw a booth space from the trade show shall be received from the exhibitor to the VFDA office by April 16, 2010. In the event notice is received by April 16, 2010, the exhibitor will receive a refund, except for the \$375 per booth deposit, which is non-refundable. In the event that notice is received after April 16, 2010, no refunds will be made if the Association is unable to resell the space(s).

Exhibit Hall Passes: Two representatives may attend per booth. Passes for the two representatives will be given in your exhibitor's packet during check-in on Sunday, June 13th and Monday, June 14th. Three representative passes will be given to automobile exhibitors. Additional passes for guests can be purchased for a fee of \$45 per pass. Guest passes are to be used to visit the exhibit hall only and will not be permitted to enter educational programs.



Exhibitor Agreement

Agreement: Exhibitor agreements must be completed in full and a deposit of \$375 returned to the VFDA office. Incomplete forms will not be processed until completed by the exhibitor.

Representative: Each company exhibiting at the trade show shall have one (1) person to represent their company. This representative shall represent the exhibitor and have authority to sign the enclosed agreement and make any decisions on behalf of the company as it relates to exhibit space. All business will be conducted through this representative. Two complimentary registrations are provided with each booth. Automobile exhibits will receive three complimentary registrations. All exhibit registrants must register for the trade show. Please use form enclosed.

Exhibitors will be provided identification badges. Badges will be required for admittance to the Exposition Hall.

Exhibitor Personnel: All exhibitors including personnel and guests must be registered for this convention. Those not registered prior to the exhibitor agreement deadline will not be permitted on the trade show floor.

Exhibitor personnel registration forms must be completed and returned with your exhibitor agreement by April 12, 2010.

Exhibit Set-Up: Exhibit set-ups will be on Monday, June 14th from 7:00 a.m. to 4:30 p.m. The annual ribbon cutting ceremony will take place on June 14th at 5:00 p.m.

Rental Order Form: Form enclosed.

Order directly with Exhibits, Inc.

2505 Glen Center Street

Richmond, VA 23233

Phone (804) 788-4400

Fax (804) 788-0186

XhibitsInc.com

Forms: Mail completed forms to:

VFDA

1011 East Main Street, Ste 400

Richmond, Virginia 23219.

Deadlines:

April 12, 2010 – Deposit of \$375 due.

May 3, 2010 – Remaining booth space balance due.

May 14, 2010 – Sleeping room cut-off at the Marriott Newport News at City Center.

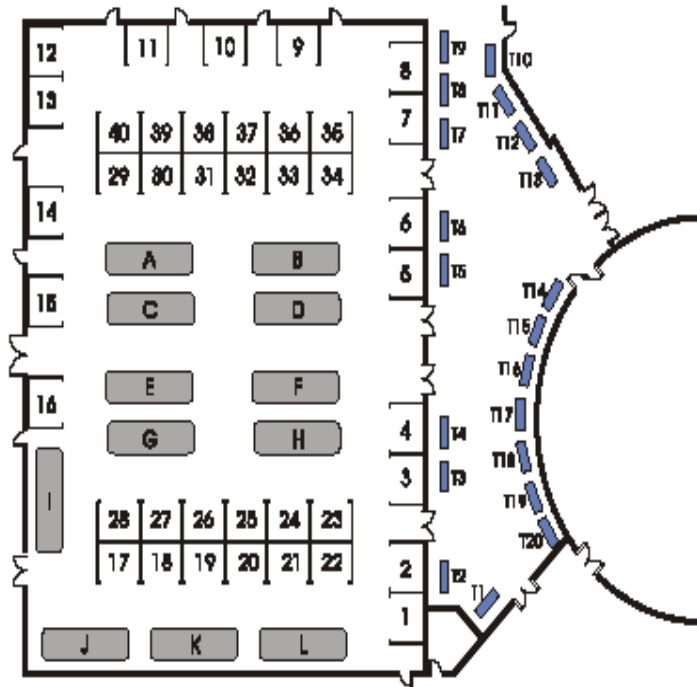
June 10, 2010 – Advance Shipments received by Exhibits, Inc.

June 14, 2010 – Exhibitor set-ups will be on Monday, June 14th from 7:00 a.m. to 4:30 p.m.

June 14, 2010 – Ribbon Cutting Ceremony 5:00 p.m.

Floor Plan for 122nd Annual VFDA Convention

Marriott
NEWPORT NEWS
AT CITY CENTER



All Booths 10-ft Wide x 8-ft Deep



OWNER: VA Furred Division	Market A1
EVENT DATES: June 14-15, 2010	Created: 08-18-09
LOCATION: Grand Ballroom & Lobby	
SCALE: 1"=8' ROOM: 0207	



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Automobile Waiver

TERMS & CONDITIONS

It is the Responsibility of the Vendor to follow and abide by the Newport News Marriott at City Center policies and city regulations regarding vehicles described as Exhibit/Show Cars. The Vendor will:

- 1) Ensure fuel, oils, and flammables are removed from the Exhibit/Show Cars prior to being brought into the Hotel.
- 2) Purge the fuel system to ensure no fumes are present.
- 3) Disconnect the electrical system.
- 4) Provide a certificate of auto liability insurance.
- 5) Provide mats to be placed under the Exhibits/Show Cars while in the Hotel.

The Vendor will be responsible for any cleaning fees or damages to the hotel caused by the Exhibit/Show Cars.

*Those not abiding by the above terms will be removed from the trade show floor.

Signature _____ Date: _____

Print Name: _____ Title: _____

Company: _____

*****A signed copy of this waiver must be returned to the VFDA office when you reserve your automobile space(s). *****



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Exhibitor Agreement

VFDA 122nd Annual Convention June 13-15, 2010 Newport News

Company Information

Exhibiting Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email address: _____ Web site: _____

Person Completing the Form: _____

Booth

(\$375 non-refundable deposit per booth space)

Indicate your choice(s) below:

8'x10' pipe & drape booth;
Includes 1 - 6ft table and 2 chairs;
two (2) representatives per booth
Total Booth(s) _____ x \$750 = \$ _____

6'x2' table top display;
Includes 1 - 6ft table and 2 chairs;
two (2) representatives per display
Total Table Top Displays _____ x \$500 = \$ _____

3 Automobiles \$5,000

1 or 2 Automobiles \$2,500

Total Automobiles _____

Total Amount Due _____

Includes 6ft table and 2 chairs; three (3) representatives per booth

Booth Selections (See floor plan)

___ 1st choice ___ 2nd choice ___ 3rd choice

I prefer my booth to be near _____

I prefer my booth not to be near _____

Other considerations pertaining to my booth assignment _____

**** Deposit of \$375 per booth is due by April 12, 2010. The remaining balance is due May 3, 2010.**

Payment Information

Checks: Make payable to VFDA. Check Number _____

Credit Card: ___ Visa ___ MasterCard ___ Discover ___ American Express

Credit Card Number: _____

Name as it appears on the card: _____ Exp. Date _____

Card holder's billing address/Zip: _____

Signature: _____

Authorized Representative

The person listed below is the authorize representative of this company. This representative will receive all exhibit mailings regarding the VFDA Trade Show.

Name: _____

Address: _____ City/State/Zip _____

Phone: _____ Fax: _____ Email: _____

Signature: _____



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Exhibitor Personnel/Guest Registration Form

Company Information

Exhibiting Company Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Email address: _____ Web site: _____
Person Completing the Form: _____

Registration Fees

Payment is to be accompanied by exhibitor agreement.

Ticketed Events:

Farewell Social and Dinner (Tuesday) _____ tickets @ \$65 each

Total Number of Tickets _____

Total Amount Enclosed \$ _____

Payment Information

Checks: Make payable to VFDA. Check Number _____

Credit Card: Visa MasterCard Discover American Express

Credit Card Number: _____

Name as it appears on the card: _____ Exp. Date _____

Card holder's billing address/Zip: _____

Signature: _____



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Attendees

Please use space below for each individual your company is registering. **All exhibitors must be registered including the two complimentary registrants.** Submit this form with your exhibitor agreement.

1. Name _____ Badge Name _____ Complimentary
Spouse/Guest* _____ Badge Name _____ Fee: _____

Ticketed Event _____ Farewell Social and Dinner (enter number of tickets) Fee: _____

2. Name _____ Badge Name _____ Complimentary
Spouse/Guest* _____ Badge Name _____ Fee: _____

Ticketed Event _____ Farewell Social and Dinner (enter number of tickets) Fee: _____

3. Name _____ Badge Name _____ Fee: _____
Spouse/Guest* _____ Badge Name _____ Fee: _____

Ticketed Event _____ Farewell Social and Dinner (enter number of tickets) Fee: _____

4. Name _____ Badge Name _____ Fee: _____
Spouse/Guest* _____ Badge Name _____ Fee: _____

Ticketed Event _____ Farewell Social and Dinner (enter number of tickets) Fee: _____

**Registration is due to the VFDA offices
1011 East Main Street, Ste 400
Richmond, VA 23219**

**QUESTIONS?
(804) 264-0505**

****For more exhibit options please see the Exhibits, Inc. Rental Order Form.****