



• P.O. Box 395 • Hanover • Virginia • 23069 •  
Phone: (804) 264.0505 • Fax: (804) 264.3260

December 4, 2012

Dear Funeral Service Suppliers:

Join the Virginia Funeral Directors Association (VFDA) at the beach. The 125<sup>th</sup> Annual Convention will be held on July 7-10, 2013 at The Cavalier Hotel in Virginia Beach. This year's convention offers 7 hours of face time on the trade show floor.

In addition to the 7 hours of face time on the trade show floor, the 2013 VFDA Annual Convention offers a discount to those exhibitors who are association members and who reserve their booth space early. Reserve your exhibits space on or before May 17, 2013 (before the trade show rates increase) and receive the following:

- 8'x10' pipe & drape booth for a low fee of \$750 (association members) or \$850 (non-members) or;
- 6'x2' table top display for a low fee of \$500 (association members) or \$600 (non-members)
- 2 free staff registrations per booth
- 2 free staff social tickets for Monday and Tuesday nights social events (total of 4 tickets)
- 4 guest passes (exhibit hall only – will not be permitted to enter educational programs and ticketed events)
- Attendee list following the convention
- Acknowledgement for support level/activity on convention signage, website, mailing, and *Bulletin* if contract is received before print deadlines

**\*\*Exhibit space reserved after May 17, 2013 will be subject to a 10% increase!\*\***

***Automobile Exhibits are available this year!!***

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

Please reserve your booth space before May 17, 2013. Contact the VFDA office if you have any questions at (804) 264-0505 or [snuckols@vfda.net](mailto:snuckols@vfda.net).

We look forward to working with you and making the VFDA 2013 Trade Show a success.

Kind Regards,

Lacy S. Whittaker, Executive Director

# 2013 VFDA Annual Convention

## Expo Dates: Monday, July 8<sup>th</sup> & Tuesday, July 9<sup>th</sup>

### Expo Hall Specifications

**Location:** The Trade Show Hall is located in the Beach Club at *The Cavalier Hotel, 4201 Atlantic Avenue, Virginia Beach, Virginia 23451.*

**Carpet:** The Beach Club is carpeted.

**Dismantling:** All exhibits must be dismantled and removed from the exhibit area by the exhibiting company at its own expense no later than 6:45 p.m. on Tuesday, July 9<sup>th</sup>.

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

**Travel and Accommodations:** The Cavalier Hotel. Sleeping room reservations can be made online or by calling the hotel at (800) 446-8199 or online at the VFDA website at [www.vfda.net](http://www.vfda.net). The VFDA room block rate is \$165-\$225 (depending on room type). The cut-off date for making reservations is **July 7, 2013.**

**Booth Assignments:** Exhibit space is limited and will be on a first-come, first-serve basis. Spaces will be assigned based on receipt of full payment. All preferences listed below will be considered when making booth assignments.

**Exhibitor Agreements:** Signed agreements with the first non-refundable deposit of \$375 are due by May 17, 2013. The remaining balance is due by June 17, 2013. Exhibitors with payments outstanding on July 8<sup>th</sup> 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 May 24, 2013. In the event notice is received by May 24, 2013, 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 May 24, 2013, no refunds will be made if the Association is unable to resell the space(s).

**Exhibit Hall Passes:** Two representatives may attend per booth. Two registration passes and two social tickets for Monday and Tuesday night's social events (total of 4 tickets) for the two representatives will be given in your exhibitor's packet during check-in on Sunday, July 7<sup>th</sup> and Monday, July 8<sup>th</sup>. Three representative passes will be given to automobile exhibitors. Additional passes for guests can be purchased for a fee of \$45 per registration pass. Additional social event tickets must be purchased in advance and attendees must pre-register for these events. We cannot guarantee additional social event tickets will be available the day of the event, please purchase your social event tickets in advance. Guest passes are to be used to visit the exhibit hall only and will not be permitted to enter educational programs.

## Exhibitor Agreement Instructions

**Agreement:** Exhibitor agreements must be completed in full and a non-refundable 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. Complimentary registrations are outlined in the expo hall specification form. It is the responsibility of the company representative to communicate all necessary information back to the exhibiting company. 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 May 17, 2013.

**Exhibit Set-Up:** Exhibit set-ups will be on Monday, July 8<sup>th</sup> from 12:30 p.m. to 4:00 p.m. (lunch provided). The annual ribbon cutting ceremony and cocktail reception will take place on July 8<sup>h</sup> at 4:00 p.m.

**Electricity:** 110 Volt \$60 and 220 Volt \$80

**Rental Order Form:** For additional booth materials not included in your booth rental, order directly with Alliance Exposition Services. Visit [www.vfda.net](http://www.vfda.net) to order online.

Alliance Exposition  
Connie Denton  
44880 Falcon Place, Suite 113  
Sterling, VA 20166  
Phone: (919) 597-0522  
Fax: (703) 542-1263  
cdenton@alliance-exposition.com

**Forms:** Mail completed forms to:  
VFDA, P.O. Box 395, Hanover, Virginia 23069

### **Deadlines:**

May 17, 2013 – Deposit of \$375 due

**\*\*\*EXHIBIT SPACES RESERVED AFTER MAY 17, 2013 WILL BE SUBJECT TO A 10% INCREASE!\*\*\***

### **Deadlines Continued:**

June 17, 2013 – Remaining booth space balance due.

July 1, 2013– Advance shipments received by Alliance Exposition Services warehouse

July 5, 2013 – Direct shipments to exhibit site

July 7, 2013 – Sleeping room cut-off at The Cavalier Hotel, Virginia Beach, VA.

July 8, 2013 – Exhibitor set-ups

July 8, 2013 – Ribbon Cutting Ceremony and Cocktail Social

*All advance shipments to the warehouse should be addressed and labeled as follows:*

Exhibiting Company and Booth #  
125th Annual Virginia Funeral Directors Association Convention  
c/o Alliance Exposition/YRC  
1313 Cavalier Blvd  
Chesapeake, VA 23323

THE LAST DAY SHIPMENTS WILL BE ACCEPTED AT THE WAREHOUSE IS MONDAY, JULY 1, 2013.

*All shipments direct to Show Site should be addressed as follows:*

Exhibiting Company Name and Booth #  
c/o Alliance Exposition Services  
125th Annual Virginia Funeral Directors Association Convention  
The Cavalier Hotel  
Beach Club  
4201 Atlantic Ave  
Virginia Beach, VA 23451

## Exhibitor Agreement

VFDA 125<sup>th</sup> Annual Convention      July 7-10, 2013      Virginia Beach

### 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)

**\*\*\*EXHIBIT SPACES RESERVED AFTER MAY 17, 2013 WILL BE SUBJECT TO A  
10% INCREASE\*\*\***

**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 Members or  
\$850 Non-Members = \$ \_\_\_\_\_**

6'x2' table top display;  
Includes 1 - 6ft table and 2 chairs;  
two (2) representatives per display  
**Total Table Top Displays \_\_\_\_\_ x \$500 Members or  
\$600 Non-Members = \$ \_\_\_\_\_**

3 Automobiles \$3,000  
1 or 2 Automobiles \$1,500  
**Total Automobiles \_\_\_\_\_  
Total Amount Due \_\_\_\_\_**

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

**Electricity**      110 volt \_\_\_\_\_ x \$60 = \$ \_\_\_\_\_      220 volt \_\_\_\_\_ x \$80 = \$ \_\_\_\_\_

### Booth Selections (See floor plan)

\_\_\_ 1<sup>st</sup> choice    \_\_\_ 2<sup>nd</sup> choice    \_\_\_ 3<sup>rd</sup> 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 May 17, 2013. The remaining balance is due June 17, 2013.\*\***

### Payment Information

Checks: Make payable to VFDA. Check Number \_\_\_\_\_  
Credit Card: \_\_\_ Visa    \_\_\_ MasterCard    \_\_\_ Discover    \_\_\_ American Express  
Credit Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Name as it appears on the card: \_\_\_\_\_ CCV Code \_\_\_\_\_  
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: \_\_\_\_\_

## Exhibitor Personnel/Guest Registration Form

### ***Company Information***

Exhibiting Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email address: \_\_\_\_\_ Web site: \_\_\_\_\_

Person Completing the Form: \_\_\_\_\_

Signature: \_\_\_\_\_

---

---

***Registration Fees*** Payment is to be accompanied by exhibitor agreement.

### ***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 Events:

Monday Night Banquet \$65 each \_\_\_\_\_ Fee: \_\_\_\_\_

Tuesday Night Closing Social \$55 each \_\_\_\_\_ Fee: \_\_\_\_\_

Monday Children's Menu \$12 each \_\_\_\_\_ Fee: \_\_\_\_\_

Tuesday Children's Menu \$12 each \_\_\_\_\_ Fee: \_\_\_\_\_

2. Name \_\_\_\_\_ Badge Name \_\_\_\_\_ Complimentary  
Spouse/Guest\* \_\_\_\_\_ Badge Name \_\_\_\_\_ Fee: \_\_\_\_\_

Ticketed Events:

Monday Night Banquet \$65 each \_\_\_\_\_ Fee: \_\_\_\_\_

Tuesday Night Closing Social \$55 each \_\_\_\_\_ Fee: \_\_\_\_\_

Monday Children's Menu \$12 each \_\_\_\_\_ Fee: \_\_\_\_\_

Tuesday Children's Menu \$12 each \_\_\_\_\_ Fee: \_\_\_\_\_

3. Name \_\_\_\_\_ Badge Name \_\_\_\_\_ Fee: \_\_\_\_\_  
Spouse/Guest\* \_\_\_\_\_ Badge Name \_\_\_\_\_ Fee: \_\_\_\_\_

Ticketed Events:

Monday Night Banquet \$65 each \_\_\_\_\_ Fee: \_\_\_\_\_

Tuesday Night Closing Social \$55 each \_\_\_\_\_ Fee: \_\_\_\_\_

Monday Children's Menu \$12 each \_\_\_\_\_ Fee: \_\_\_\_\_

Tuesday Children's Menu \$12 each \_\_\_\_\_ Fee: \_\_\_\_\_

4. Name \_\_\_\_\_ Badge Name \_\_\_\_\_ Fee: \_\_\_\_\_  
Spouse/Guest\* \_\_\_\_\_ Badge Name \_\_\_\_\_ Fee: \_\_\_\_\_

Ticketed Events:

Monday Night Banquet \$65 each \_\_\_\_\_ Fee: \_\_\_\_\_

Tuesday Night Closing Social \$55 each \_\_\_\_\_ Fee: \_\_\_\_\_

Monday Children's Menu \$12 each \_\_\_\_\_ Fee: \_\_\_\_\_

Tuesday Children's Menu \$12 each \_\_\_\_\_ Fee: \_\_\_\_\_

