



CALIFORNIA FUNERAL DIRECTORS ASSOCIATION

EXHIBITOR'S PROSPECTUS

Join Us! June 25-26, 2012

"A Vacation Paradise"

CFDA Annual Convention and Get-Away

June 25-26, 2012

Hyatt Regency

Newport Beach, California

California Funeral Directors Association
invites you to join us in beautiful
Newport Beach

Exhibits
June 25-26, 2012

Located at the Hyatt Regency
Plaza Ballroom

What is included in the Exhibit Fee?

Networking opportunities with California's Leaders
and
A working vacation in one of California's finest cities!
Plus you'll be provided with:
Draped table(s) - venue is carpeted.
Two (2) complimentary Convention badges.
Attendee list - 10 days prior to convention.
100-word company description listed in program.
Post Convention attendee list for your reference and follow-up.
Added Bonus: No Union Fees! No move-in / move-out expenses!

General Display Rules:

Exhibitors will be provided with **two (2)** company
representative badges and a draped table.

Inner Ballroom Exhibitors are permitted to have displays which
stand no higher than 72" from the floor (only 6' high) and it
must weigh less than 250 pounds.

Outer Ballroom Exhibitors with tables against the wall
may have signage and props higher than 6' against the
back wall only and NOT along sides
that would infringe on neighboring exhibitors.

Arbor Tabletops

In the Arbor tall backdrops are allowed against back wall only.

Think about your neighbors.

See "Terms and Agreements" for details.

Exhibitor's Meeting - June 26, 2012

Annual Supplier/Exhibitor Meeting will be held again this year
on Tuesday, June 26 at 9:30 AM in the exhibit hall.

We want to work together to review this year's convention
and work towards a fantastic time next year in
San Francisco, June 24-25, 2013!



Hyatt Regency Newport Beach,

Phone ASAP 888-421-1442



Hyatt Regency Newport Beach
1107 Jamboree Road
Newport Beach, CA 92660
(888) 421-1442

CFDA Special Rates are: \$169 single and double
occupancy. Identify CFDA to receive the savings.
Rates are good three days prior and three days after
the event so the whole family can enjoy!

Visit: <https://resweb.passkey.com/go/CFDA>
to make hotel reservations online
or Visit www.cafda.org for direct link.

Hotel reservations are the responsibility of the individual.
Reservations will not be guaranteed after

June 1, 2012

or once the room block has been filled. So register early!
You can always cancel up to 72 hrs. prior to convention.

We have blocked rooms at the Hyatt Regency at a great
price and hope that you will stay at the hotel.
Staying at this hotel will make your visit relaxing
and it will help us fill our room block.
Let the Hyatt Registration Center
know you are with CFDA when making your
reservation



SPONSORSHIP & ADVERTISING OPPORTUNITIES!

Advertising Space is available in our on-site Convention Program.

Prices are: \$50 for Business Card,

\$200 for 1/2 page and \$400 for a full page ad.

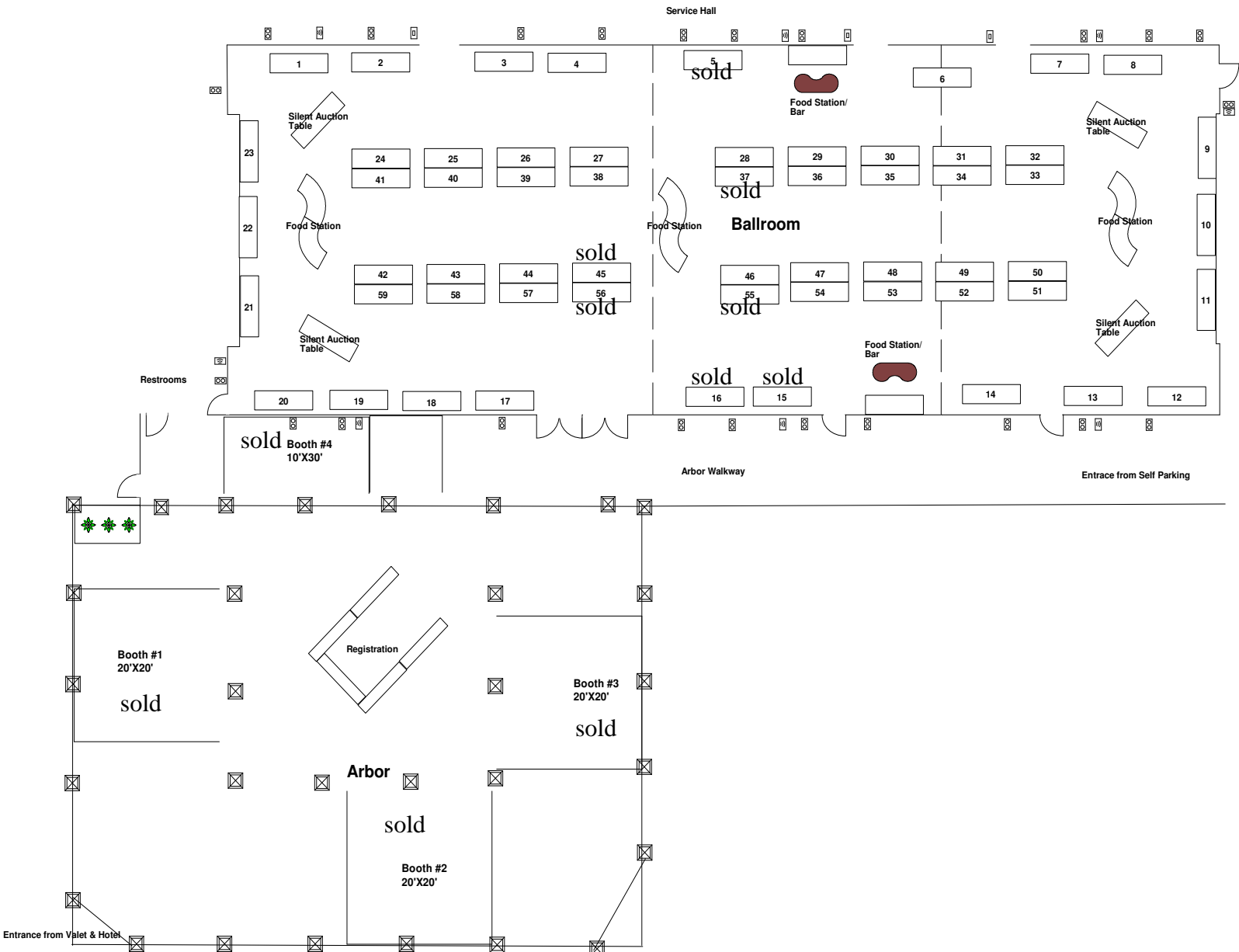
Please make note and payment on the registration form.

Send your ad via Email to Joan Achermann by May 16.

Sponsorships are available. Please see attached flyer for details.

CFDA members recognize your efforts and willingness to support
their profession. Thank you!

Joan Achermann: jachermann@amgroup.us ~ 800-255-2332 x 109



Exhibitor Schedule and Pricing

Sunday, June 24, 2012

Golf Tournament ~ See attached Flyers for more information

Monday, June 25, 2012

Tuesday, June 26, 2012

8 AM - 10 AM	Tennis Tournament	11:30 AM - 2:30 PM	Exhibit Floor Open
Noon - 4 PM	MOVE IN	2:30 PM	Clean and Pack
4:30 PM - 8 PM	Exhibit Floor Open	3 PM - 4 PM	MOVE OUT

Exhibit Space Pricing

EARLY Bird - Prices Prior to or on May 4, 2012

	Member	Non-Member
1) Arbor Spots:	sold	
2) Inner Tables: 8' Tabletops: No displays over 6' high	\$550	\$850
3) Outer Tabletops: Tall Pop-ups allowed along wall / 8' table plus 1' on each side of table	\$700	\$1,000

LATE Bird - Prices After May 4, 2012

1) Arbor Spots:	sold	
2) Inner Tables: 8' Tabletops: No displays over 6' high	\$850	\$1,150
3) Outer Tabletops: Tall Pop-ups allowed along wall 8' table plus 1' on each side of table	\$1,000	\$1,300

Electrical available for \$35 per space

REGISTER EARLY! Spaces will be reserved on a first-received, first-assigned basis.

A 50% deposit is required with registration. FULL PAYMENT must be received by June 1, 2012.

Mail copy of registration form on opposite side, with payment to:

CFDA Exhibits, One Capitol Mall, Suite 320, Sacramento, CA 95814

Notes:

Each representative with badge will receive two drink tickets and are welcome to appetizers on June 25th. Beverage and lunch will be included on June 26th for each representative with badge.

June 26th, President's Installation Dinner Tickets are available for an additional charge of \$85 per person.

Don't hesitate to call with questions.

CFDA: 800-255-2332 x 109

For office use only
 Revd _____ Deposit _____ Due _____
 Invoiced _____ Early Bird _____ Booth # _____
 Conf. sent _____ Note _____
 Sponsorship _____ Auction _____ Banquet _____
 Sponsorship Signage _____ 100 wd discription _____
 Ad _____ Reps _____ Golf _____ Tennis _____

CFDA Annual Convention

June 25-26, 2012

Hyatt Regency Newport Beach
1107 Jamboree Road, Newport Beach, CA

Exhibit Space Registration / Contract

Please ***type or print*** the following information **exactly as it should appear in all printed convention materials:**

1. Exhibitor Information

Please print clearly

Company Name: _____
 Contact: _____
 Address: _____
 City _____ State _____ Zip: _____
 Phone: _____ Fax: _____
 Email: _____
 Description of your services: _____
 Website: _____

2. Marketing and Networking

- ☐ I will sponsor an event
☐ I will send my 100 word company summary
☐ I will donate and bring a labeled Silent Auction item
☐ I am interested in Advertising in the Convention Program,
 Circle one: \$50 Business Card, \$200 Half Page, \$400 Full page

3. Badge Information (print clearly)

Two (2) Exhibit Representatives per space.

1. Name _____
 2. Name _____

Additional Reps. and/or Family Members: \$100 each :

3. Name _____

If you need extra space, please submit on separate piece of paper.

4. Exhibit Decorator No Decorator this year. You are on your own. Pack light, unload yourself, bring your own waste basket and clean up after yourself this year. No additional costs. SAVE MONEY ~ and with the money you save, please sponsor!

5. Hotel Information Please stay at the Hyatt Regency to assure your best experience. Enjoy networking with other suppliers and funeral directors. Call by June 1, 2012 Call 888-421-1442 and mention California Funeral Directors for special rate.

6. Special Non-member Information

An extra bonus for all Non-members paying the higher Non-member exhibit fee. Once a Non-member has paid the higher fee in full, CFDA will revise their membership status from Non-member to Member for one year at no extra charge!
 Member good through June 30, 2013.

Please return copy of this form and payment to:

California Funeral Directors Association
 One Capitol Mall, Suite 320, Sacramento, CA 95814

Save a copy for your records

CFDA meetings comply with the Americans with Disabilities Act (ADA). Please indicate if you require any special assistance.

CFDA Phone: 800-255-2332 x 109 Hotel Phone: 888-421-1442
 CFDA FAX 916-444-7462

7. Exhibit Space Options (please choose up to 4 locations)

Exhibit space will be reserved on a first-received, first-assigned basis.

EARLY Bird Specials (Register and deposit due by 5/04/12)

Please Circle One:

	Member	Non-Member
Inner Tables Ballroom (6' height restriction)	\$550	\$850
Outer Tables Ballroom	\$700	\$1,000

LATE Bird Prices (Registering after 5/04/12)

Please Circle One:

	Member	Non-Member
Inner Tables Ballroom (6' height restriction)	\$850	\$1,150
Outer Tables Ballroom	\$1,000	\$1,300

Preferred Space Location: Please indicate the most desirable space locations. Indicate at least three exhibit space numbers below. CFDA reserves the right to assign exhibit space.

Premium choice _____ 2nd choice _____ Non-premium choice _____ 2nd choice _____

8. Total Amount Due:

Full payment or 50% deposit is due with registration.
 Any balance is due by June 1, 2012 No Space will be reserved without deposit.

_____ Space(s) (includes 2 badges)	\$ _____
# _____ Additional badges x \$100	\$ _____
# _____ Banquet Tickets x \$85	\$ _____
_____ Electrical at \$35	\$ _____
_____ Advertising: Card, 1/2 or Full	\$ _____
Total Due	\$ _____

9. Reservation Agreement

Upon receipt of this registration by CFDA and acceptance by CFDA, this registration shall become a binding agreement between the Exhibitor and CFDA. The Terms and Conditions set forth are hereby incorporated by reference. The Exhibitor acknowledges that none of the exhibit space fee is refundable except as expressly set forth in the Terms and Conditions on opposite side of form.

Signature _____

Date _____

10. Payment Information

O Check made payable to CFDA in the amount of \$ _____

O Please charge my: O Visa O MasterCard O Am Ex

Credit Card Number (Print Clearly) _____ Exp. Date _____
 Security Code (4 digit # on AMEX or 3 digit # on back of Visa and MC) _____

Signature _____ Date _____

Billing Address same as contact info? Y N If not, please give us your billing address.

CFDA's ANNUAL CONVENTION TERMS & CONDITIONS

EXHIBIT PRICING: 8' TABLETOP SPACE:

Height Restrictions: As indicated on form, prices vary depending on location. Inner Tables located in the center of the ballroom have height restrictions. To keep the view open, from the floor, nothing can be over 72". No space can disrupt view of neighboring space. (See "Use of Space" below)

REGISTER EARLY! Spaces will be reserved on a first -received, first-assigned basis. A minimum 50% deposit is required with registration. FULL PAYMENT must be received by June 1, 2012. Mail copy of registration form on opposite side, with payment to:
CFDA Exhibits, One Capitol Mall, Suite 320, Sacramento, CA 95814

EXHIBIT SPACE - TABLETOP EXPO AND ELECTRICAL.

Each space is carpeted and will include: 1 draped 8' table only. Electrical is available by request prior to event, at a \$35 charge. Internet access is NOT included.

BADGES and CLEAN UP.

Each company will receive 2 exhibitor badges per booth. Additional badges may be purchased for \$100 each. Each badge will permit entrance onto Tradeshow Floor, and Workshops. Opening Reception Food and Tuesday's lunch are also included. Breakdown can start at 3 PM Tuesday, June 26. You will pack and clean your own area and have boxes ready for shipping by 5 PM.

EXHIBIT SPACE LOCATION

Location assignments will be based upon first-received and completed registration form and 50% deposit. Full payment must be received by June 1, 2012. **CFDA reserves the right to assign exhibit space to preserve exhibition continuity.** Every attempt will be made to assign space as preferred by the Exhibitor, however, in rare occasions, it may be necessary to reassign space location. CFDA retains the exclusive right to reassign space at its discretion. *Checks or CC information may be mailed with registration. Faxed registration must include CC information.*

USE OF SPACE

To maintain uniformity and prevent visual obstruction of adjoining space, inner displays must not be higher than 6' and in all locations nothing may be erected which interferes with the view or visitation of adjoining spaces. Exhibit hall fire exits and safety equipment must be left accessible and in full view at all times. Display materials and equipment of significant size, must be submitted in writing and pre-approved by CFDA by May 1. All exhibit materials and equipment must be contained within the space purchased. CFDA reserves the right to ask that exhibits be redesigned on the spot if necessary.

NOISE

Sound or amplifying systems that project beyond the exhibit space are Prohibited.

LIABILITY

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless CFDA and the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims. Exhibitor will give CFDA and the Hotel prompt notice of any claim made or suit instituted against the Hotel which would result in indemnification by Exhibitor hereunder, CFDA and the Hotel shall have the right to compromise or participate in the defense of same to the extent of its own interest.

SECURITY

The Ballroom will be locked and secured each evening and morning hours, exercising reasonable care for the protection of exhibitor's materials and equipment. Neither CFDA, the show facility, nor any officers, directors or staff thereof will be responsible for the safety of property or exhibitor personnel.

RESTRICTIONS

CFDA reserves the right to prohibit any display or exhibit, or any part of a proposed exhibit, that it deems unsuitable or not in accordance with the accepted professional ethics of its members.

TAX DEDUCTION

Contributions or gifts to CFDA are not deductible as charitable contributions for income tax purposes.

EXHIBITOR REPRESENTATIVES

CFDA shall have sole control over all admission policies at all times. Up to two (2) exhibitor representative badges per space are available. Exhibitor badges must be worn at all times. Badge swapping is strictly prohibited. Additional badges are available for \$100 each.

CANCELLATION POLICY

Cancellations must be received in writing and will be confirmed by envelope postmark or fax transmittal dates. In the event an exhibitor must cancel, the following refund policy applies: A full refund will be issued if space is cancelled by March 9, 2012; a 50% refund will be issued if space is cancelled by April 13, 2012; no refund will be issued for cancellation received after April 13, 2012.

RIGHT TO REFUSE

CFDA reserves the right to review and reject any registration for exhibit space without prejudice.

NO EXHIBIT DECORATOR THIS YEAR - YOU ARE ON YOUR OWN.

Easy Move In - Tabletop Ease - Easy Breakdown - No big shipments - Please clean up after yourselves when leaving. No union, no extra costs to you and your company! If you use one of the three corner space you are still responsible for loading / unloading labor. There is no shipping dock, no additional workers and no forklift. It is your sole responsibility.

SHIPPING AND STORAGE

All shipments are at the exhibitor's risk and expense. Only bring enough for a tabletop. Pack lightly. Unload and load yourself during setup hours. If you must ship something send it to yourself as a guest, in care of the hotel, to arrive no sooner than June 22, 2012.

FOOD AND BEVERAGE

All food, beverage, and miscellaneous concessions prepared, sold or consumed on the tradeshow floor must be supplied by the Convention Hotel. No popcorn, etc.

INSTALLATION AND DISMANTLING

If the exhibitor fails to set up its display in its assigned space by 4 PM, Monday, June 25, leaves its space unattended during show hours, or fails to remit payment at times specified, CFDA shall have the right to take possession of the space and utilize such space in any manner. Exhibitor may not breakdown until the Tradeshow closes on Tuesday, June 26, 2012 at 3 p.m. Clean, Pack up and out by 5 p.m.

AGREEMENT TO TERMS, CONDITIONS AND RULES

Exhibitor agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by CFDA from time to time for the efficient and safe operation of the Exhibition. In addition to CFDA's right to close a display and withdraw its acceptance of the registration, CFDA in their sole judgment, may refuse to consider for participation in future trade shows any Exhibitor who violates or fails to abide by all such terms, conditions, and rules. This registration represents the entire agreement between the Exhibitor and CFDA concerning the subject matter of this registration.

EXHIBIT HOURS:

SUNDAY, JUNE 24:

DAY ON YOUR OWN / ENJOY

GOLF AND TENNIS

TBD

MONDAY, JUNE 25:

Set up and Registration
Exhibit Hall Open
On your own for dinner

10 AM - 4 PM
4:30 PM - 8 PM
8 PM

Hyatt Arbor and Ballroom
with Reception

TUESDAY, JUNE 26:

Workshops
Exhibitor's Circle/Meeting
Exhibit Hall Open
Auctions / Raffle
Exhibit Hall Closed
Breakdown, Pack, Ship
President's Banquet

8:30 AM
9:30 AM - 10 AM
10:30 AM - 2:30 PM
2:30 PM
3 PM
3 - 5 PM
5 PM
General Session/Ballroom
The Arbor
Lunch served at Noon
Arbor Announcements
Ballroom
Ballroom
Optional Choice

Please sign the registration form to confirm that you have read and agree with the Terms and Conditions. Keep copies of registration form and terms for your records. Return the original registration form and payment to:

California Funeral Directors
One Capitol Mall, Suite 320
Sacramento, CA 95814
Fax: 916-444-7462 attention Joan

HYATT REGENCY, NEWPORT BEACH, CALIFORNIA

CALL FOR RESERVATIONS 888-421-1442- TODAY

LET THEM KNOW YOU ARE WITH CALIFORNIA FUNERAL DIRECTORS

Convention Questions: Joan Achermann 800-255-2332 x 109

CFDA Convention June 25-26, 2012

Sponsorship Opportunities

\$ 500	Service of Remembrance	<input type="checkbox"/>
\$ 500	Tennis Tournament	<input type="checkbox"/>
\$ 1,000	Coffee/Beverage Breaks	<input type="checkbox"/>
\$ 1,500	Workshops/AV Sponsorship	<input type="checkbox"/>
\$ 1,500	Student Scholarships (2 available)	<input type="checkbox"/>
\$ 1,500	Past Presidents' Luncheon	<input type="checkbox"/>
\$ 3,000	Photography	<input type="checkbox"/>
\$ 4,500	Monday Reception	<input type="checkbox"/>
\$ 5,000	Tuesday Lunch w/ Exhibitors	<input type="checkbox"/>
\$30,000	President's Dinner	<input type="checkbox"/>

Exhibitor's General Sponsorships

\$25,000 - up	<u>Grand Convention Sponsor</u>	<input type="checkbox"/>
\$10,000 - up	<u>Platinum Sponsor</u>	<input type="checkbox"/>
\$5,000 - \$9,999	<u>Diamond Sponsor</u>	<input type="checkbox"/>
\$3,000 - \$4,999	<u>Gold Sponsor</u>	<input type="checkbox"/>
\$1,500 - \$2,999	<u>Silver Sponsor</u>	<input type="checkbox"/>
\$ 500 - \$1,499	<u>Bronze Sponsor</u>	<input type="checkbox"/>

Company or Association Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Contact Person: _____ Cell Phone: _____

Phone Number: _____ Email: _____

I would like to sponsor: _____

Amount enclosed: _____ Paid by: Check MC AmEx Visa

CC Number: _____ Exp. Date: _____

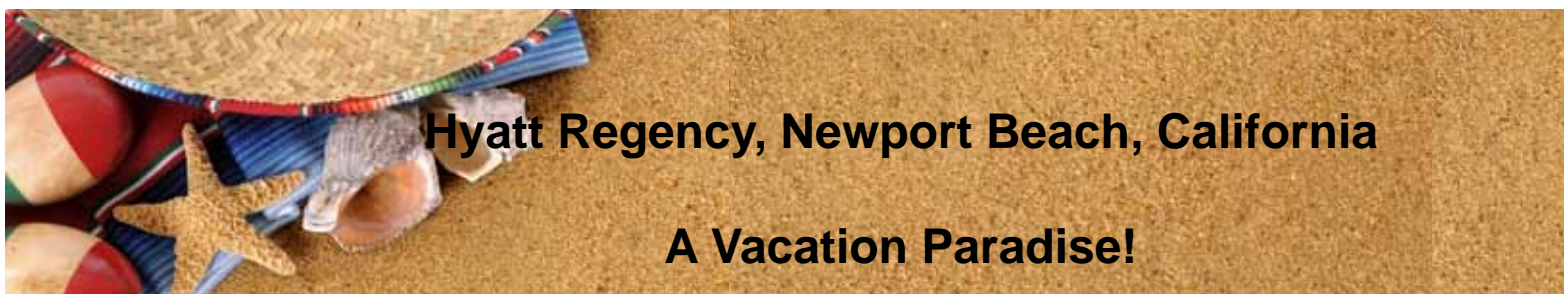
Security Code (4 digit # on AM EX, or 3 digit # on back of Visa and MC) _____

Billing Address and Zip _____

Name on Card: _____

Signature: _____ Date: _____

Payment and mailing instructions on back



CFDA Convention ~ “A Vacation Paradise” ~ June 25-26, 2012

Hyatt Regency, Newport Beach, California

Orange County Funeral Directors Association

Golf Tournament

Invites All OCFDA & CFDA Members and Convention Attendees!

Sunday, June 24, 2012

Check in Begins at 11:30 a.m.

Shot Gun Start begins at 1:00 p.m.

OAK CREEK GOLF CLUB



**One Golf Club Drive
Irvine, California 92618**

Price: \$125 per Golfer

Includes Green Fees, Teaching Clinic, Tournament (*Scramble Format*), Shuttle Service from Hyatt Regency, Cart, Range Balls, Lunch, Awards, Team Prizes and Reception

Box Lunch will be provided

Sponsored by Hepburn –Superior/U.S. Chemical

~ Golf Clinic ~

Teaching Professional will be on the driving range at 11:30 a.m.

Sponsored by

Valley Crest, Landscape Maintenance

Awards and reception will follow at the Hyatt Regency Hotel Poolside

6:00 p.m. till 8:00 p.m.

Hors-d'oeuvres and no host bar

Reception Sponsored by Aurora Casket



Orange County Funeral Directors Association
Golf Registration and Tee Sponsor Form
(Due by June 8, 2012)

Name: _____

Company _____ Telephone: _____

Address, City, State, Zip _____

E-Mail: _____ Handicap _____ (No handicap? Average score _____)

I would like to be paired with (if possible): _____

Golf \$ _____ + Tee Sponsorship(s) () @ \$100 \$ _____ = Total \$ _____

Foursomes will be constructed to be groups of funeral directors and suppliers by ability. The spirit of the tournament is to promote professional relationships and equal opportunity to win.

If there is another golfer who you wish to play with please note above.

Thank you for your participation in a great day of golf.

Tee Sponsorships are \$100 includes Tee Sign and recognition at reception.

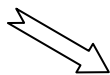
1st Place Team - \$100.00 each payer

2nd Place Team - \$75.00 each player

3rd Place Team - \$25.00 each player

Closest to the Pin and Putting Contest

AWARDS



Shuttle service from hotel to golf course available

Check Box if you need Shuttle from Hyatt Regency to Golf Course ☐

Reservations and Sponsorship must be received by June 8, 2012

Make Checks Payable to OCFDA and Mail registration form with check to:

Attn: Bart Torres

455 W. Central Avenue

Brea, CA 92821-3086

For More Information Contact Bart Torres

Office (714) 529-3961 Fax (714) 990-9543 or btorres@memorygarden.com



Additional Events

You are cordially invited to play in the
CFDA Convention's Fourth Annual FUN Tennis Tournament!

Date: Monday, June 25, 2012
Time: 8 a.m. – 10 a.m. *(Be there at 8 a.m.)*
Courts reserved at: Palisade Tennis Club – located next
door to the Hyatt Regency.
(An easy one minute walk away.)

www.palisadestennis.com

Please register for the fun-tournament
on the Convention Registration
Form if you plan on playing.

No Charge



Send information by June 1, 2012
Mail to CFDA Service of Remembrance
One Capitol Mall, Suite 320
Sacramento, CA 95814

Service of Remembrance

Adiós, a mi me encanta siempre te recuerdo

If you have lost someone close in the last year and would like
to have them remembered during service, please provide

- ☐ Deceased's name, title, date of birth and date of death
- ☐ Deceased occupation and establishment affiliation
- ☐ Your relationship with the deceased
- ☐ Your name, phone number, address and Email
- ☐ Short message (2-3 typed lines), optional

“El que canta, sus penas espanta”

We hope you can join us as we rejoice and remember.

You are cordially invited to attend the Service of Remembrance June 26, 2012 at CFDA's Annual Convention, Hyatt Regency, Newport Beach, California. The service will be presented by Homer Alba and Teri Featheringill and will take place immediately after the CFDA General Meeting at 3 PM.

