

National Funeral Directors & Morticians Association, Inc.
72nd Annual National Convention & Expositions
“Celebrating 85 Years!”

Dear Exhibiting Partner:

We are pleased to invite you and your Company to exhibit at the **72nd Annual National Convention & Exposition** of the National Funeral Directors & Morticians Association, Inc. In 2009, we are also celebrating our 85th association anniversary! This year’s convention is being held **Saturday, August 1** through **Thursday, August 6, 2009** in Detroit, MI at the **COBO Center**. Expo dates are **Tuesday, August 4th** and **Wednesday, August 5th**. The convention hotel is the **Detroit Marriott at Renaissance Center**.

Enclosed is all the information you will need to select the exhibit space. Keep in mind, space is assigned on a first reserved basis. Don’t delay! Select early to get the best location.

Your booth purchase includes the following services and events:

- ❖ Food Concessions open during move-in, shows hours and move-out
- ❖ Exhibitors Welcome & Networking Session on Monday August 3, 2009
- ❖ Convention Attendee List for Pre-mailings (upon request)
- ❖ Standard booth piping and draping and one (1) identification sign
- ❖ Exhibitor contact and booth information listed in on-site convention materials
- ❖ Assistance from Shepard Exposition Services

BOOTH SPACE

All booths are sold in dimensions of 10ft. x 10ft. Please take note of **2009 Pricing:**

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|--|----------------------|
| ▪ Entrance booths (shaded in gray on floor plan) | \$15 per square foot |
| ▪ Corner booths | \$15 per square foot |
| ▪ Booth selection that includes a corner booth | \$15 per square foot |
| ▪ All other 10x10 booths | \$12 per square foot |
| ▪ Any size island booth | Additional \$500 |

An ID sign will be provided with your booth space. **Tables, chairs, and other furniture can be purchased from Shepard Exposition Services.** *A special package will be available for only \$100!*

Please submit the Contract for Exhibit Space on or before **MONDAY, JUNE 8, 2009.**

REFUND/CANCELLATION

The contract for exhibit space must be signed and paid in full. If you cancel the space **prior to Friday, June 26, 2009** you will receive a refund minus a \$75.00 service fee. Booth space cancelled **after Friday, June 26, 2009** is non-refundable.

BADGE REQUIREMENTS

All company representatives must be registered and will be required to wear their exhibitor badges for admittance to any function, including exhibit setup and tear down. **We will issue badges based on a tiered structure.** The names of your company representatives must be submitted by **Tuesday, June 30, 2009.** Additional badges and on-site badges will be charged a nominal fee of \$25.00 per badge, **NO EXCEPTIONS** this year. Please see the enclosed badge request form to submit your representatives.

SPONSORSHIP OPPORTUNITIES

Various levels of sponsorship opportunities are available. Please see the enclosed Sponsorship Packages for more details. Sponsorships submitted by **Monday, March 16, 2009** will be listed in official convention registration booklet. Sponsorships received after that date will be recognized in the official On-site Convention Guide and on tradeshow signage. **Please send your company logo by email for printing purposes.** Ticket pick up for Sponsors will be at the Exhibitor Registration Desk.

SOUVENIR JOURNAL

Maximize your marketing opportunities by advertising your company in our convention Souvenir Journal. Contracts received by May 1, 2009 will receive a 5% discount. The absolute deadline to submit an ad contract is **Friday July 3, 2009.** Send ads and payment to:

National Convention Souvenir Journal Committee
c/o C.W. Morris – J.W. Henry Funeral Home
12700 Hamilton Ave.
Highland Park, MI 48203
Phone: (313) 868-3500
Fax: (313) 868-3539
Email: nfdma2009ads@yahoo.com
Contacts: James W. Henry, Sr., James W. Henry, Jr., or Justin K. Henry

EVENTS

You are welcome to participate in any of NFD&MA's convention events. Tickets are available for the Welcome Reception, Professional of the Year Awards Dinner and Exhibit Hall Lunch. See the Ticket Order Form in this packet.

Also included in this packet, you will find helpful information in planning your hotel and travel for the NFD&MA 72nd Annual National Convention and Exposition.

We are looking forward to you joining us in Detroit for a great show!

Sharon L. Seay

Sharon L. Seay, CMP
Executive Director

Crystal Amos

Crystal Amos
Trade Show Coordinator/New Business Manager