

Exhibitor Prospectus  
[www.gocana.org/CANA22](http://www.gocana.org/CANA22)

APPLICATION DEADLINE: July 17, 2022



Atlanta

104th Annual Cremation  
Innovation Convention  
August 17-19, 2022

CANA

First-come first-served registration now open.  
Payment is required to confirm space.



#CANA22





CANA offers you the opportunity to meet with influential leaders. Exhibitions increase your ROI when you make face-to-face contact with your customers. You'll gain the qualified leads and build the relationships that are important in today's marketplace.

**Important Deadlines**  
**Applications Due: July 17, 2022**  
**Exhibit Cancellations: July 17, 2022**  
**Inclusion in Convention Program: July 27, 2022**

## Exhibit Option One • \$1295 Includes:

- One (1) 6' x 30" wide x 30" high draped table and one (1) chair
- One (1) exhibitor badge which includes full event registration, excluding special events

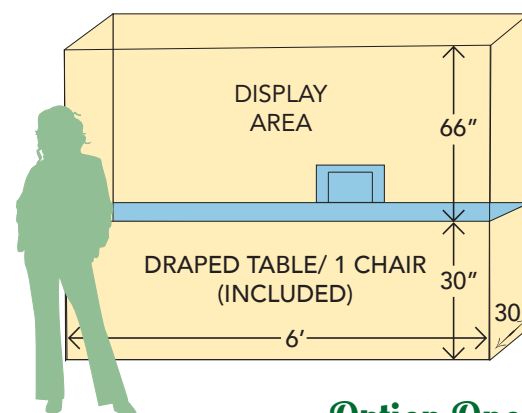
## Exhibit Option Two (limited number available)

### \$2495 Includes:

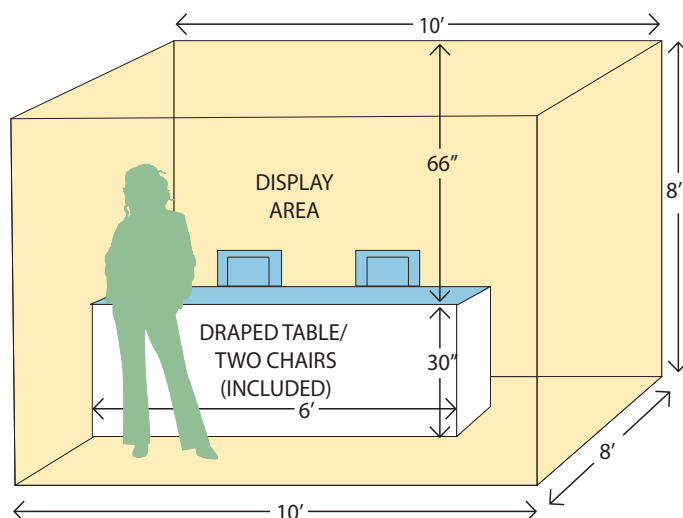
- One (1) 10' x 8' exhibit space with one (1) 6' x 30" high draped table and two (2) chairs
- Two (2) exhibitor badges which include full event registration, excluding special events

## All Exhibits Include:

- Stage time to introduce yourself and your business to all attendees in the Supplier Showcase
- Profile on the event website (company name and description, contact info, up to 3 images, including logo, embedded YouTube video)
- Brief description and photo in the convention wrap-up of the August issue of *The Cremationist*
- A 100-word company description in the program
- Pre-convention and post-convention attendee list with postal mailing addresses



**Option One**



**Option Two**

For more information and registration, visit

**[GoCANA.org/CANA22](http://GoCANA.org/CANA22)**

## Exhibit Schedule



### WEDNESDAY, AUGUST 17

12:00pm - 3:30pm	Exhibit Set Up
3:30pm - 4:00pm	Supplier Meeting
4:00pm - 7:00pm	Opening Reception/Exhibits

### THURSDAY, AUGUST 18

7:00am - 7:45am	Breakfast/Exhibits
7:45am - 7:50am	Convention Opening/Welcome Remarks
7:50am - 8:30am	Supplier Showcase (exhibitor introductions from the stage)
9:30am - 10:00am	Break/Exhibits
12:00pm - 1:00pm	Lunch
2:00pm - 4:00pm	Exhibits
4:00pm - 4:30pm	Membership Meeting/In Memoriam
4:30pm - 5:00pm	Prizes Awarded
5:00pm	Exhibit Tear Down



### Exhibitors are a Priority!

CANA knows that exhibitors are the heart of every great event, and we work hard to make you feel welcome. Presentations and exhibits are all together in the same room, giving an intimate feel to the Convention. We ensure that you have plenty of quality time to mingle with attendees, and we keep you well fed throughout. Join us and experience the CANA difference for yourself!



### Why CANA?

- Build new relationships with targeted customer contacts
- Attract qualified customer leads for business growth
- Connect with current customers
- Showcase your latest products and services
- Discuss customers' future purchasing plans and directions



# So Many Opportunities . . .

Select as many sponsorships as you like! A wide range of choices and add-on options means there's something to fit every budget.

When registering online, only available items will be displayed. First come, first served—so register soon! Not sure what to choose? Call Denise Costello at 708-837-4135! She'll be happy to help you pick the best options to fit your needs.

## Sponsorship Options

OPTIONS→ ----- DETAILS ↓	Charging Stations \$900	Speaker/ Sessions \$1000	Refreshment Station \$1000	Cemetery Tour \$1000	After Party \$1500	Coffee Breaks \$1500	Ad Pkge A \$1500	Ad Pkge B \$2000	Breakfast or Lunch \$2000	Internet for mobile space \$3500	Mobile App Level A \$5000	Reception \$5000
#of sponsorships available	3	7 exclusive	4	2	4	4 (2 per break)	no limit	no limit	6 (2 per meal)	1	1	2
Name recognition in preshow emails to attendees	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Display of logo on welcome sign and break slides	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor recognition in August issue of <i>The Cremationist</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo featured in onsite program	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Pre-show CANA social media promotions	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo recognition on the convention event website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo in pre- show and confirmation emails					✓	✓	✓	✓	✓	✓	✓	✓
Email ad in the CANA Update and CANA Education							✓	✓				
Onsite program ad							1/2 page	full page		1/2 page	full page	full page
Number of convention registrations included	—	—	—	—	1	1	—	—	1	2	3	3



# Partnering with CANA

## Registration System + Event App = More Opportunity for Exhibitors!

Our powerful event management system and on-site event app means increased opportunities for you to get your message out! Enhance your exhibitor profile on the website and in the event app. Be sure to add detailed information about your company, display up to three logo images, and embed a YouTube video.

## Gamification!

Encourages interaction and increases time spent on the exhibit floor.  
Please consider donating a prize to be given away to those who play.



## Hotel Accommodations



To make your sleeping room reservations at Omni Atlanta Hotel at CNN Center, either book online at **CANARooms.com** or call (404) 659-0000 in order to receive the CANA rate. Please make housing arrangements by July 15, 2022—before the CANA room block is sold out!

Room Rates \$189 USD for a Deluxe King Room.



# Exhibit Rules and Regulations

**Important:** Please read carefully in order to avoid any problems while onsite.

- Standard exhibit spaces are Table Top without pipe and drape
- Displays cannot be higher than 96" total
- Table top signs are preferred. Floor signs may only be placed in front of or behind tables and must be placed flush with table. Signs may not be placed on either side of the table.
- Any "free standing" standard displays **MUST** have prior written approval from CANA Headquarters and **CANNOT** be wider than 6 feet, deeper than 30" or higher than 96"
- There will be no exceptions to these rules.

## A. SET UP

Exhibitors may set up displays on Wednesday, August 17, between the hours of 12:00 p.m. and 3:30 p.m.

## B. EXHIBIT HOURS

Please refer to the schedule on page 3.

## C. DISPLAY RULES

1. Exhibitors will be provided with a 6-foot-long, x 30" deep by 30" tall draped and skirted table and one chair (two chairs for premium booth).
2. Size Restrictions: Exhibitors are not permitted to have displays or pop-up signs which exceed 66" in height from the top of the table or 96" from the floor. The weight of the display (placed on the provided table) may be no more than 250 pounds. If you have a single free-standing display or product, such as a casket, which cannot be displayed on a table, you may set it on the floor in place of the table but the display must not exceed NINETY-SIX inches (96") in height from the floor, 30 inches in depth, and six (6) feet in width.

Table top signs are preferred. Floor signs may only be placed in front of or behind tables and must be placed flush with table. Signs may not be placed on either side of the table. No signs may exceed 96" from the ground.

*EXHIBITS WILL NOT BE ALLOWED TO EXCEED THE HEIGHT OR WIDTH RESTRICTIONS. PLEASE MEASURE YOUR DISPLAY AND BE SURE THAT IT COMPLIES.*

3. All signage must be one-sided and placed so all artwork, messaging, display items, etc. are visible only when facing your table.
4. Exhibitors must contact hotel to set up electricity and hotel billing for electricity charges. ALL ELECTRICITY USAGE MUST BE PRE-APPROVED BY CANA and approval is at the sole discretion of CANA. Please see your exhibitor portal for ordering instructions.
5. No rugs/carpets shall be placed on the floor in front of, beside, or beneath your display. Aisles must be kept clear; no items may block or narrow aisles, by order of the Fire Marshall. Any items that do block the aisles will be removed.

6. CANA shall have full discretion and authority in the placement, arrangement and appearance of all exhibits. CANA may require the rearrangement, redressing or redecorating of any item or of any exhibit, and no liability shall attach to CANA for costs that may incur thereby by the exhibitor. CANA may, in its sole discretion, make such requirements at any time as it deems necessary or expedient as to uniformity in signs, colors, displays, or any other materials. Exhibitors shall only display those items which they manufacture or sell within the regular course of their business. CANA reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or any exhibitor or its representatives, with or without cause. If cause is not given, liability shall not exceed the amount of the exhibitor's registration fee unearned at the time of ejection. If any exhibit or exhibitor is ejected for violation of any of the applicable rules or for any other cause, no return of exhibit fees shall be made.

## D. DISMANTLING

All displays must be removed and the exhibit area cleaned AFTER 5:00pm Thursday, August 18.

## E. EARLY DISMANTLING OF EXHIBITS

CANA is unique in the fact that we have exhibit tables in the same room as the speaker presentations in order to allow the most traffic possible in the exhibit hall. It also puts a greater trust in the exhibitors to not disrupt the convention educational sessions or exhibit hours with early dismantling of your exhibit. **SHOULD YOUR COMPANY DISMANTLE EARLY, YOU WILL BE CHARGED A \$200 DISMANTLING FINE.** This fine will be charged post-convention.

## F. TABLE ASSIGNMENTS

Exhibitors may indicate three table choices on the Contract for Exhibit Space. In the event all of those choices are unavailable, effort will be made to assign the next closest table. The table assignments made by CANA are within its sole and absolute discretion. Changes to the exhibit diagram may be necessary if more or fewer tables are sold from the original floor plan layout. Exhibit Diagram changes or special requests may require some exhibitors to have table numbers changed or locations changed. CANA will notify exhibitors at the earliest time possible, if this



should happen, and will make every possible effort to work with the affected exhibitors to minimize any concerns.

#### **G. SPECIAL REQUIREMENTS**

If you have any special requirements, such as freestanding displays, or any questions, please call Denise Costello (708) 837-4135 or email [denise@cremationassociation.org](mailto:denise@cremationassociation.org). All requests must be made in writing and can either be mailed/emailed to CANA Headquarters. Approval or denial for special requirements will be made in writing from CANA headquarters.

#### **H. SECURITY**

Guard service will be provided while the exhibit hall is closed during the following times: Wednesday 7:00 p.m. to Thursday 7:00 a.m.

Exhibitors will be responsible for their own displays at all times. Valuable items should not be kept in the Exhibit Hall overnight. CANA is not responsible for lost or stolen items.

#### **I. INSURANCE AND LIABILITY**

It is agreed that the Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury to persons or damage to exhibitor's displays, equipment or other property brought upon the premises of the hotel and its owners, servants, agents and employees against all claims or expenses for such losses, including reasonable attorney's fees, arising out of the use of the hotel premises excluding any liability caused by negligence of CANA or hotel or its owner, servants, agents and employees. The Exhibitor understands that neither CANA nor hotel maintain insurance covering the Exhibitor's property or lost revenue and it is the sole responsibility of the Exhibitor to obtain such insurance. Furthermore, the Exhibitor may not permit anything to be done by their employees through which act the premises, property or equipment of hotel or other exhibits will be damaged. No signs or articles can be affixed, nailed or otherwise attached to walls, doors, etc., in such a manner to deface or destroy them. Likewise, no attachments can be made to the doors by nails, screws or other devices that would damage them. All space is leased and subject to these restrictions Exhibitors will be held liable for damages in such violation(s).

#### **J. CANCELLATION OF SPACE**

If notice is received prior to or on July 17, 2022, exhibitors are responsible for 50% of the total amount of the exhibit space reservation fee. After July 17, 2022, no refunds will be given on canceled space. Should circumstances arise that result in the postponement or cancellation of the convention, exhibitors will receive a full refund. CANA's liability for any cancellation is limited to a refund of the registration fee and shall not extend to any other claims, including but not limited to travel expenses, cancellation fees, lost wages, inconvenience and other related costs.



ACVB Marketing/Melissa McAlpine



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Information and registration at  
**[GoCANA.org/CANA22](http://GoCANA.org/CANA22)**

# Exhibit Map

# International Ballroom

## Omni Atlanta Hotel at CNN Center

## Exhibit Option 1

### Tables 1-56

## Exhibit Option 2

booths A and B

