

**IFDA ANNUAL
CONVENTION**
Peoria Civic Center
Peoria, IL • June 25-28, 2018



Honoring the
PAST

Treasuring the
PRESENT

Shaping the
FUTURE

PARTNERSHIP PROSPECTUS

WHAT IS THE ANNUAL CONVENTION?

The Illinois Funeral Directors Association Annual

Convention is a state-wide meeting that attracts more than 700 of the top funeral care professionals from around the state. Exhibiting at this event not only places your company in front of hundreds of funeral professionals, but also offers unique opportunities for these funeral professionals to pair with your company's products and services. The IFDA Annual Convention is focused on providing world class continuing education, partnering our attendees with our exhibiting vendors and developing long lasting relationships so that our attendees remain on the cutting edge as funeral professionals.



WHY EXHIBIT?



This is your opportunity to present your products and services to top decision-makers, buyers and influencers from funeral homes around the state in just two days. The bottom line—Business is happening at the Annual Convention!

91% of attendees have purchase power and/or input/influence over the buying decision.

DISCOVER

new clients and untapped business opportunities.

NETWORK

on and off the show floor. Secure new contacts and renew relationships with industry leaders all throughout the meeting. From the Early Arrival Meet & Greet to the Member Appreciation Party, we offer more than exhibit hours to network! Take advantage of these prime opportunities!

SUCCEED!

Ask our returning exhibitors about their success in past years. You are the reason our participants emerge with innovative ideas and solutions to improve their funeral home's productivity. In turn, you will leave with new customers and fresh leads!

IMPORTANT DATES

November 1, 2017	Associate Members emailed Prospectus
December 4, 2017	Prospectus is published on IFDA website
March 1, 2018	Deadline to be included in Convention Registration Brochure sent to all IL Licensed Funeral Directors
March 31, 2018	Cancellation/Withdraw deadline to receive 75% of total booth fee
April 30, 2018	Deadline to be included in onsite Convention Program (Sponsorship, Booth listing, Advertising)
May 1, 2018	Notification of booth location to exhibitors
June 25, 2018	Early Arrival Meet & Greet
June 26, 2018	Exhibit Installation Car Dealer Set-up (8:00am-10:00am) All others Set-up (11:00am-4:00pm) Exhibit Floor Ribbon Cutting (5:15pm – 7:15pm) Member Appreciation Party (7:15pm – 10:15pm)
June 27, 2018	Exhibit Floor Open (11:30am – 2:30pm, lunch served at 12:30 pm) Dismantle (2:30pm)


What exhibitors and sponsors have to say about being part of the IFDA Annual Convention -

"...have attended five state conventions this year and this was the best!"

"Great traffic!"

"Important tool to reach our customers for the past 31 years."





For 138 years, companies that focus on the death care profession have been participating in the IFDA Annual Convention. Join us June 25-27 as we showcase this annual event in Peoria, IL. This is your prime opportunity to meet funeral directors, funeral home owners, professional leaders, interns, students and other prospective customers who are most interested in your products and services.

GET IN ON THE ACTION

Maximize your opportunities and increase ROI by exhibiting at the largest funeral care exposition in Illinois

LEADERS UNITED

No other show can command state-wide attendance like the IFDA Annual Convention. Centrally located, Peoria is a prime location for assembling key funeral care figures, policy makers and industry professionals. With numerous networking opportunities and events – both on and off the show floor –you can rely on making the valuable connections that matter most to your agenda.

NETWORKING OPPORTUNITIES

Early Arrival Meet & Greet

The Early Arrival Meet & Greet is the first official get together. Held on Monday evening, attendees include IFDA leadership, funeral directors, funeral home owners, guests and industry representatives. This is a can't miss for anyone looking to get quality face-time with attendees.

Member Appreciation Party

The largest networking reception – comprised of funeral directors, funeral home owners, interns, students, guests and industry representatives, all gathered to enjoy this highly anticipated evening which has become the social highlight of the Convention. If you're looking to extend your networking, this is the event to attend.



SPONSORSHIP OPPORTUNITIES

Connect with the Right People

Annual Convention attendees are excited to learn about solutions that exhibitors and sponsors can provide to help them maintain success and a competitive edge. This convention gives you the opportunity to connect directly with decision-makers with buying power.

Promote Your Company

Promote your company to key decision-makers in the funeral care profession. These leaders come prepared and focused on hearing about products and services that will help meet their goals and run their business.

Contribute to the Experience

Take advantage of being face-to-face with hundreds of current and potential clients by sharing your knowledge and expertise.

Increase ROI

Many of our exhibitors come back year after year not only because it provides decision-makers in the funeral care profession, it also delivers results – connections that lead to long-term clients.

Not sure where to start? Call us! No matter your budget or size, a partnership with IFDA is a can't-miss opportunity. We can create a comprehensive marketing plan that works!

We've provide a starting point of sponsorship options, but are open to ideas. Feel free to contact us.



Every Sponsorship receives the following:

- Recognition in the E-news Bulletin
- Complete list of all IFDA attendees and contact information
- Recognition in the onsite Convention Program given to attendees
- Acknowledgement of partnership in all print/web/social media advertising of event
- Recognition from the podium at the convention

In addition, Sponsoring Organizations receive the following—

\$10,000 & \$5,000 Gimmes

Customized marketing plan designed to drive new business leads for you, create memorable experiences for attendees and give your brand maximum exposure well beyond the convention.



SPONSORSHIP OPPORTUNITIES

\$2,500 Gimmes

- Logo placement in the pre-convention materials
- Quarter page ad in Convention Program
- 1 ad in the E-News Bulletin with a live link
- Branding opp on the Convention page-ad w/link
- Convention welcome signage with your logo

\$1,000 Gimmes

- Logo placement in the pre-convention materials
- 1 ad in the E-News Bulletin with a live link
- Branding opp on the Convention webpage-ad w/link
- Convention welcome signage with your logo

Wi-Fi

\$5,000

Help attendees stay connected and enhance their convention experience! Additional benefits include:

- Logo on Wi-Fi cards handed out at registration
- Opportunity to include company name in branded Wi-Fi password

Opening General Session

\$5,000 | 2 @ \$2,500

Be the first to make an impression at the kick-off event for IFDA 2018! This is a unique opportunity to receive the benefits of sponsorship, while reaching hundreds at one event of the convention. Additional sponsor benefits include:

- Company logo featured in the intro video loop as attendees arrive to the opening event
- Opportunity to provide a chair drop

Member Appreciation Party | \$20,000 exclusive | 4 @ \$5,000

This mid-event party brings attendees together for a fun night of cocktails and networking. There are more than a few hors d'oeuvres thrown in too! It's a great way to show clients and prospects your fun side by hosting the biggest party of the event.

Member Appreciation Party Entertainment | \$2,700

Attendees will thank you over and over again for the fun and fabulous time they have listening to the Member Appreciation Party Entertainment!

Exhibit Floor Lunch | \$16,000 exclusive | 8 @ \$2,000

Checking out the exhibit hall is exhausting and requires nourishment! Be the hero by sponsoring lunch for attendees—a real crowd pleaser! Additional sponsor benefits include: A booth strategically placed next to the food station is a great conversation starter!

Continental Breakfast | \$10,000 ea | 2 available | 4 @ \$5,000

A full day of learning and networking is exhausting! It requires nourishment. Be the hero by sponsoring breakfast for attendees—an unexpected surprise!

Convention Keynote & General Sessions | \$10,000 exclusive | 4 @ \$2,500

Show attendees your dedication to their education by providing a top-notch keynote or general session presentation.

Continuing Education Programs | 14 @ \$1000

Show attendees your dedication to their education by providing top-notch education presentations.

SPONSORSHIP OPPORTUNITIES

Professional Session & Service of Remembrance | \$2,500

Show attendees your dedication to the profession as we take time to honor those who have passed and reflect on the achievements of the past year.

Refreshment Breaks | \$5,000 exclusive | 4 @ \$2,000

Learning and networking takes a lot out of attendees. Be the hero and provide them with refreshments to get them going in between sessions. Attendees will thank you for the pick-me-up!

Premium Visibility Convention Lanyard Badge Pouch—\$2,500

Place your company logo in a prominent position on every single badge at the Convention. This exclusive sponsorship has outstanding visibility!

Convention Registration Packet—\$1,900

Your brand will be front and center on every Convention attendee packet.

Convention Pens—\$1,400

Attendees will appreciate having a pen emblazoned with your company logo to take notes during the Convention!

Trifecta Sponsorship—\$5,300
Take all three (lanyard, packet, pen) for \$5,300! Discounted \$500!

Show Bags—\$5,000

Your company's logo will appear on the show bags handed to each attendee at registration. Plus, you'll receive a complimentary show bag insert!

Show Bag Insert - \$1000 ea

Get the word out about your exhibit/ sponsorship by inserting your postcard or promotional piece in the IFDA 2018 Annual Convention show bag handed to all conference registrants. You supply the piece, we take care of the rest!

PAC RAFFLE

A big hit of the 2017 Convention is returning for 2018 - the IFDA Legislative Committee is again holding a 50/50 Raffle! It's easy! Buy a ticket (or several) and you're in! Prizes will be given away during the Convention. 2017 tickets SOLD OUT! Planned drawings include:

Tuesday, June 27

\$500-@ the Professional Session

\$500-@ the Member Appreciation Party

Wednesday, June 28

\$1,000-@ the exhibit hall lunch

\$3,000-@ the last CE session

If the minimum number of tickets are not sold (400), the prize drawings will be adjusted accordingly. You do not have to be present to win.

This effort allows us to continue our work with legislative issues that impact funeral directors and embalmers across the State of Illinois. A copy of the raffle rules is available at ifda.org. Show your support with the purchase of a ticket or tickets today!

A copy of our report filed with the State Board of Elections is (or will be) available on the Board's official website (elections.il.gov) or for purchase from the State Board of Elections, Springfield, Illinois. ifda.org

Tickets \$25 each or 5 for \$100

EXHIBIT PRICING & INFORMATION

Booth Pricing

Booth Size:	Booth Price	Booth Reps:
Tabletop	\$459	2
10 X 10	\$729	4
10 X 20	\$1449	8
10 X 30	\$2179	12
10 X 40	\$2899	16
20 X 20	\$2899	16
20 x 30	\$4349	24
20 x 40	\$5799	32

Exhibitor Hours

Installation

Tuesday, June 26:

Car Dealer Set-up 8:00am-10:00am

All others Set-up 11:00am

Expo Hall Hours

Tuesday, June 26:

Exhibit Floor Ribbon Cutting 5:15pm – 7:15pm

All others Set-up 11:00am - 4:00pm

Wednesday, June 27:

Exhibit hall open 11:30am – 2:30pm

Lunch on exhibit floor at 12:30

Dismantle

Wednesday, June 27

Exhibit hall closes 2:30pm

Dismantle 2:30pm



Service Information

The official general service contractor is Best Expo, Inc. The Exhibitor Services Kit will be available early April.

What's Included:

- 8' draped back wall and 3' side rails (tabletops are a 6ft. table.) The show floor is not carpeted.
- Complimentary listing in the 2018 Convention Program (if submitted by April 30, 2018)
- Complimentary listing on the 2018 Convention website
- 7" x 44" Customized Vendor Identification Sign
- Four (4) complimentary full convention registrations per 10'x10' booth (tabletops are two registrations)

Announcement that your company is exhibiting

This will be published in:

- Annual Convention Registration Materials (if booth is reserved by March 1, 2018)
- IFDA Website (ifda.org)
- IFDA E-News (The Director)
- IFDA Social Media promotion

Attendee Mailing List

A spreadsheet of all pre-registered attendees who have not opted out of receiving exhibitor marketing materials will be emailed in early June.

A spreadsheet of all registered attendees who have not opted out of receiving exhibitor marketing materials will be emailed following the Convention.

ADVERTISING OPPORTUNITIES

Keep your brand top-of-mind when you advertise in the official IFDA publications!

Convention Program Book

**SPACE CLOSES April 30, 2018 /
ARTWORK DUE May 1, 2018**

A key resource for IFDA convention attendees, the Convention Program Book is a cost-effective way to increase exposure and drive traffic to your booth. The program will be available onsite and a pdf will also be posted online. Reserve your space today!

Full Page	7 1/2w x 9 1/4h	\$499
1/2 Page	7 1/2w x 4 3/8h	\$249
1/4 Page	3 1/2w x 4 3/8h	\$129
Outside Back Cover	7 1/2w x 10h	\$799
Inside Back Cover	7 1/2w x 10h	\$699

Ads should be 300 dpi JPEG, VECTOR or PDF format. No bleeds except on cover ads.

Associate Members get 10% Ad Discount!

On-Site Program Book Coupon

Included in the onsite program is a special "Exhibitor Coupon" section. Increase your booth traffic by offering a discount/special or you may also offer a giveaway/drawing only available to be redeemed at your booth during the Convention; this is not to be used as an ad and is subject to IFDA approval. **This is a FREE marketing opportunity available to Associate Members only.** Deadlines apply.

Coupon Size 3 1/2w x 2h **FREE**

**Stop by booth 215 for
your chance to win a
\$500 Gift Card.**



Coupon ads should be 300 dpi JPEG, VECTOR or PDF format.





ADVERTISING OPPORTUNITIES



E-News Bulletin Ad

Banner Ad with click-thru URL

1X @ \$250, 3X @ \$225, 6X @ \$200, 12X @ \$175

In Bulletin AD with click-thru URL

1X @ \$225, 3X @ \$200, 6X @ \$180, 12X @ 170

Website Ads – Ads posted on the IFDA website

Regular Size Ad Rates

Subpage Right Rail - 1X @ \$250, 3X @ \$225, 6X @ \$200, 12X @ \$175

Double Size Ad Rates

Subpage Right Rail – 1X @ \$300, 3X @ \$275, 6X @ \$250, 12X @ \$225

NEW! Convention E-blasts

\$500 PER E-BLAST - LIMITED AVAILABILITY

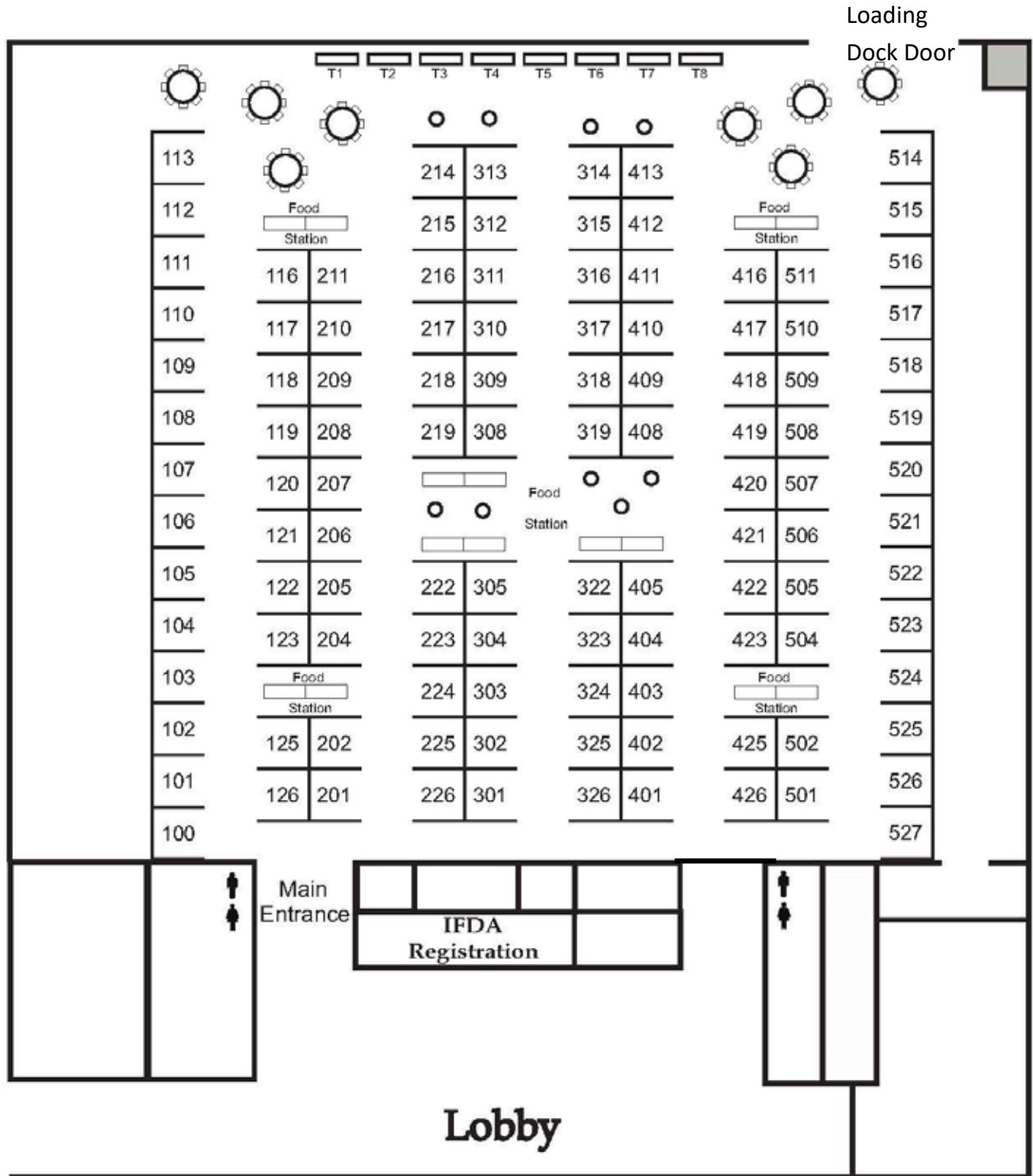
Reach your more than 1,300 funeral directors and funeral home owners by advertising in the IFDA Convention E-blasts. Beginning April 2018, these bi-weekly e-blasts will provide important updates on the convention and are the perfect opportunity to promote activities at your booth in the Exhibit Hall. Sponsorship includes exclusive ad placement in one e-blast.

Revolving Information Kiosk Panel — \$250 ea

Advertise your message to attendees by sponsoring one or all panels on the revolving kiosk. Located in the hallway where all Convention attendees are guaranteed to pass multiple times during the show, these kiosks provide high visibility and ROI. Market your brand and drive traffic to your booth or tabletop. Provide your ad in PowerPoint or PDF format.



IFDA ANNUAL CONVENTION • FLOOR PLAN



TERMS & CONDITIONS OF AGREEMENT

The Exhibitor/Exhibiting Company identified on the signatory line of this Contract hereinafter referred to as "Company", the IFDA 2018 Annual Convention hereinafter referred to as the "Event" and the Peoria Civic Center hereinafter referred to as "Event facility".

Booth Fee

The booth fee includes (for every 10 x 10 space) 8ft back drape and 3ft side drape and 1 one-line ID sign. The show floor is not carpeted. Table top fee includes a 6ft draped table, two chairs and 1 one-line ID sign.

Payment and Terms

All amounts due from Company must be paid in a timely manner by the deadlines established in the Contract. Failure to pay the amounts owed by the deadlines may result in termination of this Contract by IFDA.

Cancellation

By Company. All cancellations must be in writing and will be handled according to the schedule below.

Date Written Notice Received by IFDA	Cancellation Fee Is
On or Prior to March 31, 2018	25% of exhibit fee
On or After April 1, 2018	100% of exhibit fee

Company will remain responsible for the exhibit fee as indicated above along with all fees paid or payable by IFDA with respect to Company, including without limitation costs associated with the booth, branding, advertising and similar expense relating to Company. These amounts shall be considered to be liquidated and agreed upon damages for the injuries IFDA will suffer as a result of Company's cancellation. If Company reduces its space, IFDA reserves the right to treat such reduction as a cancellation of the original space and purchase of new space, in which event the original booth cost will not be reduced or refunded and Company may be required to move to a new location.

By IFDA. If Company fails to timely make any payment required by this Contract or otherwise breaches any of its obligations under this Contract, IFDA may terminate this Contract and Company's participation in the Event by providing Company with written notice of termination, and may reassign and/or resell Company's booth location to another party. No payments made by Company will be refunded under these circumstances.

Of the Event. If IFDA cancels the Event due to circumstances beyond its reasonable control including without limitation acts of God, war, labor strike, government emergency or damage or loss of the Event facility, then this Contract shall be automatically cancelled. In such cases, Company's sole and exclusive remedy shall be to receive a pro-rata refund of the amount actually paid by Company under this Contract.

Use and Assignment of Space

The space contracted for is to be used solely by Company and Company shall not sublet or assign any portion of the space without IFDA approval. IFDA will assign space to Company prior to the Event and will endeavor to take into account any request by Company about its proximity to other exhibitors, however, IFDA cannot guarantee that all such requests will be honored.

IFDA RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS. IFDA SHALL HAVE NO LIABILITY FOR ITS FAILURE OR INABILITY TO COMPLY WITH COMPANY'S REQUESTS AND COMPANY SHALL HAVE NO RIGHT TO CANCEL THIS CONTRACT BECAUSE OF IFDA'S FAILURE TO COMPLY WITH COMPANY'S REQUESTS.

Exhibit Content

The Event is designed to provide a showcase for goods and services specifically designed for or customarily used by the industry. Company may not, under any circumstances, display or promote any goods or services other than its own goods and services of the kind described on the front of this contract. Company shall at all times conduct itself with decorum and good taste and in a manner compatible with the general character and objectives of the Event and IFDA reserves the right to close Company's exhibit, withdraw acceptance of the Contract, or require Company to change its personnel, exhibits or promotional materials in the event Company violates this paragraph.

Distribution of Materials

Company may only distribute samples and promotional materials at its exhibit booth. Company shall not display any advertising or promotional materials in areas outside of its booth space without the express written consent of IFDA.

Company's Authorized Representative

Company must designate at least one person as its representative in connection with installation, operation and removal of its exhibit. The designated representative shall be authorized to enter into exhibition service



TERMS & CONDITIONS OF AGREEMENT

contracts for which Company shall be responsible. The designated representative must be in attendance throughout the Event and shall be responsible for keeping the exhibit neat, staffed and orderly at all times. We occasionally use photographs and videos of the Event in promotional materials. By virtue of attendance, Company agrees to likeness in such materials.

Compliance with Laws and Rules

Company assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health and for all applicable federal and state laws. Company shall also comply with all rules and requirements of the Event facility including without limitation any union labor work rules or agreements applicable to the Event.

Licenses/Permits

Company shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the Event. Company shall be responsible for paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activities at the Event.

Music and Other Effects

Company acknowledges that the use or performance of recorded or live music at the Event must be licensed from the copyright owner or its agent. Company takes full responsibility for obtaining any necessary licenses to play or perform such music and agrees to defend, indemnify and hold harmless IFDA from any damages or expenses (including reasonable attorney's fees) incurred by IFDA due to Company's use or performance of music. If the use of sound, lighting, laser devices and similar items interfere with the Event or other exhibits, IFDA may require the Company to cease use of such items.

Functions During Expositions Hours

Company's booth will be open and fully staffed during all official Event hours. Company expressly agrees that it will not, nor will its employees or representatives, conduct any functions in private rooms during the official Event hours.

Americans With Disabilities Act

Company acknowledges their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Company shall also indemnify and hold harmless IFDA and Event facility against cost, expense, liability or damage, which may be incident to, arise out of or be caused by Company's failure to have their booth comply with requirements under the Act. Company

shall indemnify and hold harmless the City of Peoria, their agents, employees, servants, and officials from any and all claims, losses, damages, or expenses, including reasonable attorney's fees, arising out of or resulting from Company's failure to comply with the ADA or applicable regulations.

Installation and Removal

Company must install its exhibit before the opening of the Event. The exhibit must be dismantled and removed immediately after the Event's close and in all cases prior to the established dismantlement cutoff time in the Exhibitor Manual. Anything not removed by the stated deadline will be discarded at Company's cost. Exhibits shall not be dismantled prior to the Event's close.

Assumption of All Risks; Releases

Company shall be solely responsible for all risks associated with its participation in the Event, including without limitation, all risks of theft, loss, harm, damage or injury to person or property, regardless of the cause. Company shall be solely responsible for its property and all losses and damages to its property. Company's responsibilities under this paragraph include sole responsibility and liability for all of Company's property and persons while in transit to and from the Event facility and while located in the facility. Neither IFDA nor its officers, directors, employees, contractors, vendors, agents, representatives or assigns, nor the Owner or manager of the Event facility, shall have any liability to Company relating to the Event, regardless of cause or type of claim. Company expressly waives and releases all of them from any liabilities relating to or arising from any loss, damage or injury to persons or property. Company shall be responsible for all costs and damages to the Event facility or the other Exhibitors' property which are caused by Company or its employees, personnel, agents or representatives, and shall promptly pay for the same.

Indemnification

Company agrees to defend, indemnify and hold harmless IFDA and the Event facility owner and manager (collectively, "Indemnitees") from and against all claims, demands, actions, damages, losses, costs, liabilities, expenses and judgments recovered from or asserted against one or more of the Indemnitees on account of injury or damage to person or property to the extent that (a) any such damage or injury may be incident to, rise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Company or of any of its booth personnel, representatives, agents, servants, employees, contractors, patrons, guests, licensees or invitees, or of any other



TERMS & CONDITIONS OF AGREEMENT

person entering in or about the Company's booth space with the express or implied permission of Company; (b) any such injury or damage is the result, proximate or remote, of the violation by Company or of any of its booth personnel, representatives, agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind; (c) any such injury or damage arises from or relates to the Company's participation in, or presence at, the Event or the operation or use of Company's exhibitor booth space; or (d) any such damage or loss arises from or relates to any violation or infringement of any party's patent, copyright, trademark or other intellectual property rights. Company shall not be required to indemnify any Indemnitee for any proportionate share of the above damages that is the result of the gross negligence or willful misconduct of that Indemnitee. Company covenants and agrees that in the event an Indemnitee is made a party to any litigation commenced by or against Company or relating to this Contract or to Company's participation in the Event, then Company shall pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by that Indemnitee by virtue of such litigation.

Limitation on Liability

Under no circumstances shall IFDA or the Event facility owner or manager be liable for any lost profits, consequential, incidental, special, indirect or punitive damages for any reason. Under no circumstances shall IFDA's liability for any reason exceed the amount actually paid by Company under this Contract. IFDA makes no representations or warranties, express or implied, about the number and nature of attendees, other exhibitors, or any other matters relating to the Event, and IFDA expressly disclaims the same.

Other Contracts

IFDA may be subject to other contracts governing the Event, including contracts with the Event facility and contracts with certain contractors hired to perform exclusive services for the Event. Company shall observe the terms of all such contracts and, to the extent needed for the Event; Company shall use only those exclusive contractors to perform the type of services under contract.

Resolution of Disputes

In the event of a dispute or disagreement between Company and an official contractor, or between Company and a labor union or labor union representative, or between two or more exhibitors, or concerning the

interpretation of the rules and regulations, the actions or decision concerning this dispute or disagreement by IFDA intended to resolve the dispute or disagreement shall be final and binding on Company.

Integration

This contract contains the entire agreement between IFDA and Company. It may not be orally modified. Only an agreement in writing signed by a duly authorized representative of the party against whom enforcement or waiver or modification is sought will be enforceable.

Severability

In the event any provision in this Contract is deemed to be invalid or unenforceable by a court of competent jurisdiction, that provision shall be considered severed from this Contract and the rest of the Contract shall remain in full force and effect.

Choice of Law and Forum

This contract shall be governed by the laws of the State of Illinois. Any action commenced by Company arising out of or relating to this Agreement, or arising out of or relating to the Event, shall be brought solely in the state circuit court in Sangamon County, Illinois or in the federal court in Sangamon County, Illinois, as appropriate, unless IFDA consents in writing to another forum. Company consents to the jurisdiction of these courts for the resolution of any action arising out of or relating to this Contract, or arising out of or relating to the Event.

Photo Release

We occasionally use photographs or videos of our exhibitors/sponsors/advertisers in promotional materials. By virtue of your attendance, you automatically agree to usage of your likeness in such materials.

Other Rules and Regulations

IFDA RESERVES THE RIGHT TO CHANGE THE EXHIBITOR MANUAL AND TO MAKE ADDITIONAL RULES AND REGULATIONS AS IT DEEMS TO BE IN THE BEST INTERESTS OF THE EVENT. IFDA SHALL HAVE SOLE POWER TO INTERPRET, AMEND AND ENFORCE RULES AND REGULATIONS. THIS CONTRACT DOES NOT LIMIT THE REMEDIES AVAILABLE TO IFDA IN THE EVENT OF A BREACH OF CONTRACT BY COMPANY, AND IN SUCH CASE, IFDA MAY PURSUE ANY REMEDY AVAILABLE TO IT UNDER CONTRACT, BY LAW OR IN EQUITY.

The above Terms and Conditions are accepted by Company upon signing and returning the Convention Contract.

JOIN

IFDA

**Reach Funeral Directors and
Funeral Home Owners**

Joins IFDA as an Associate member and receive the following benefits

- IFDA Membership provides you access to the decision makers who make the spending decisions for their funeral homes and companies.
- Be seen as an industry supporter and thought leader.
- Member rates at all IFDA programs for owners and employees.
- 10% discount on booth space at Convention.
- 10% discount on Convention advertising.
- Priority access to the Convention Prospectus two weeks prior to everyone else.
- Coupon inclusion in onsite Convention Program (traffic builder).
- Owner and designated employees receive the E-News Bulletin.
- Organization will be featured in our Association Member Spotlight in the E-News Bulletin.
- Licensed employees can serve on IFDA Committees.
- Organization has access to the Members Only side of the website.
- Organization has access to the online Membership Directory.
- Organization can promote your membership by proudly displaying the IFDA Membership Logo.



Membership is only \$525

Contact Elizabeth Lovegrove today!
217-525-2000 | elovegrove@ifda.org
www.ifda.org

Sign Up @ ifda.org or call 217-525-2000