

2014 EXHIBITOR PROSPECTUS



ICCFA

**ALL STAR**  
**ANNUAL CONVENTION  
& EXPOSITION**

APRIL 8-11, 2014 • LAS VEGAS, NV  
MANDALAY BAY

[ICCFACONVENTION.COM](http://ICCFACONVENTION.COM)

# ALL★STAR

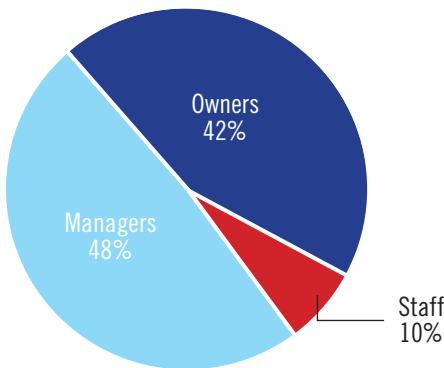
The ICCFA Annual Convention & Exposition, April 8-11, 2014, at the Mandalay Bay Resort & Casino in Las Vegas is your best opportunity of the year to connect with more than 1,000 cemetery, cremation and funeral service owners and managers from throughout North America and the world.

## Make More Sales

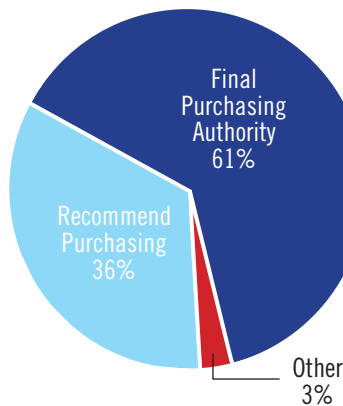
The ICCFA develops its Convention & Exposition with you in mind. We work hard to attract **the best prospective customers and keep them in the Expo Hall.**

A remarkable **97 percent** of our attendees have a say in their companies' purchases, with nearly two-thirds holding final purchasing authority. And because our attendees represent many of **the most successful companies in this industry**, more than half are from firms that own and operate multiple locations ... so your sales extend beyond a single facility. Check out our stats and see why the ICCFA Expo is the fastest-growing, highest-rated show in the profession.

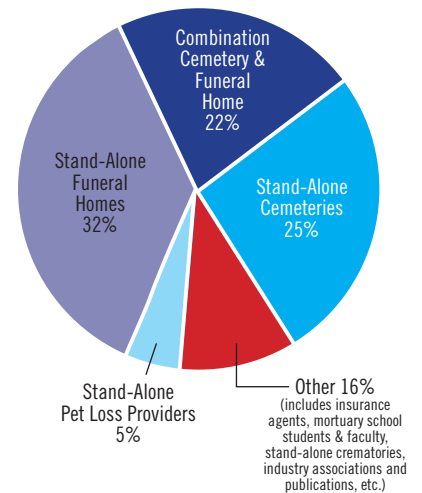
**Who Attends the ICCFA Convention**



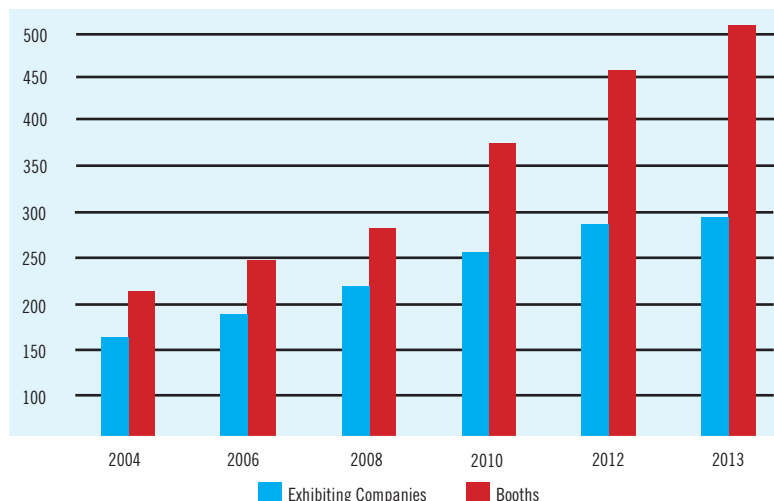
**Decision Makers Attending ICCFA Convention**



**Convention Attendance By Company Type**



**ICCFA Convention Exhibitors**



## BREAKING RECORDS AGAIN ... AND AGAIN, AND AGAIN!

The ICCFA Expo is the **only** national trade show that keeps growing. While exhibit shows throughout our profession and across all industries are struggling, the quality of the ICCFA Expo and the word-of-mouth buzz our show attracts has kept our attendance high. **For the past four years, we shattered previous attendance records. Here's why you can't afford to miss the 2014 show:**

- ★ **We hold no competing programming during Expo hours.** That's right. Our show is designed to make the most of your time. No standing around waiting for sessions to break. No wondering where everyone is. They're in the hall ... with you!
- ★ **We provide continuous free food and beverage service throughout the show.** We create not just a sales opportunity, but a social opportunity. Think of it as the profession's biggest networking party!
- ★ **We attract business-minded owners and top managers ... in other words, buyers.** Our convention educational sessions are geared toward helping cemetery and funeral home owners improve their businesses, better serve families and increase revenues. Our attendees arrive looking for new ways to grow. Be prepared to show them how your company can help them make it happen!
- ★ **ICCFA's Expo is the only event that combines all aspects of the profession—cemetery and funeral service management, cremation, memorialization, Jewish and pet loss services.** Nowhere else will you find such a diverse group, all looking for ways to expand their business and learn from each other.
- ★ **All of our convention general sessions will be held in the same room as the ICCFA Expo.** This format benefits attendees and exhibitors alike, as it allows for continuous, highly productive networking.
- ★ **Our exhibitor satisfaction rate is the best in the profession.** Exhibitors who participated in our 2013 Expo rated that show an average of 8 on a scale of 1 to 10, and 90% indicated they "definitely" would return to exhibit with us in 2014.

## EXHIBIT HALL SCHEDULE

### Move-In/Set-Up

---

Monday, April 7  
8 a.m. – 6 p.m.

Tuesday, April 8  
8 a.m. – Noon

### Show Management Inspection

---

Tuesday, April 8  
Noon – 3 p.m.

### Exhibit Hall Open Hours

---

Tuesday, April 8  
3 – 7 p.m.  
(includes Grand Opening Reception with open bar and heavy hors d'oeuvres)

Wednesday, April 9  
Noon – 4 p.m.  
(includes lunch and IMSA happy hour)

Thursday, April 10  
11 a.m. – 2 p.m.  
(includes lunch)

### Teardown/Move-Out

---

Thursday, April 10  
2 – 7 p.m.

## KEYNOTE SPEAKERS



**Archie Griffin**  
Being a Lifelong Champion

A leader both on the field and off, the only two-time Heisman Trophy winner Archie Griffin said that his career reflects the high standards instilled in him by his family: hard work,

devotion to excellence and passion. Funeral professionals will recognize these traits as being imperative to their own work.

The gridiron is very similar to the business world. It's about out-smarting your opponents, practice and preparation, and constantly stepping up your game. Griffin will share his thoughts on what it means to be a leader, the similarities between triumphs on the football field and in business, how to maintain the "hunger" for exceeding expectations and being the best at what you do, and the importance of lifelong personal development.

Known as one of the best running backs in NCAA history, Griffin played football for The Ohio State University in college. He won four Big Ten Conference titles with the Buckeyes and was the first player ever to start in four Rose Bowls. After college, he spent seven years in the NFL as a Cincinnati Bengal. He is currently the president of the Alumni Association and the assistant athletic director at Ohio State.

The Ohio State University relationship between ICCFA president Nancy R. Lohman, CCFE, and Archie Griffin was instrumental in extending this opportunity to our profession.



**Scott Deming**  
Creating the Ultimate Customer Experience

Some see "branding" as a logo and a tagline. In reality, your brand is defined by our customers.

Learn from customer service and emotional brand-building guru Scott Deming how to create the ultimate customer experience to attract loyal customers and the most powerful brand in the industry.

In his presentation, Deming will explain how to break the boundaries of typical customer service or brand-building processes and dispel the popular, yet incorrect, thinking that advertising and marketing lead to powerful, emotional brands. He will take you on a fast-paced, high energy journey through the six critical steps to creating the ultimate customer experience. This process consists of a probing analysis of your business model, including:

- Who you are, what you do and what you sell
- What people think of when they see or hear your name
- Whether or not you provide an uncommon, innovative and emotional experience
- If you are relying on products or your service to drive your sales (it's the service that drives sales and keeps customers coming back)
- How you are building trust and emphasizing value, not price
- The outcome of each interaction you and your employees have

Scott Deming is a different kind of speaker, trainer, and consultant. For one, his experience consulting and coaching numerous Fortune 500 companies such as 3M, AT&T, Countrywide Home Loans, Delta Airlines, Frito Lay and Verizon, to name a few, speaks for itself. But most importantly, he has the unique ability to engage and connect with people so that they're ready, willing and anxious to learn.

Deming has been interviewed for his fresh ideas, unique processes and energetic spirit on national television and radio shows, and in newspapers, national magazines and trade publications. He has written articles on the topics of emotional brand building and enhancing the customer experience for numerous magazines, including *Entrepreneur* magazine, *Business Week*, *Sales and Service Excellence*, and *Inc.* He is also the author of the internationally best-selling book *The Brand Who Cried Wolf*.



## Stedman Graham

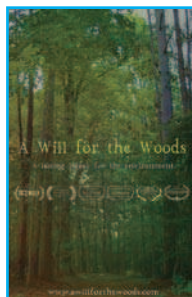
Leaders Without Labels:  
A New Plan for the  
21<sup>st</sup> Century

Diversity is changing the face of business today. The world is different than it was 5, 10 or 20 years ago—or even one year ago. The demographics of all areas are changing at a pace quicker than you probably realize, and in this global environment, diversity has become a permanent business characteristic. Opportunities will be plentiful for companies who lead the way in widening their workforce and customer base to include **ALL** members of the community. Are you?

Author, educator and entrepreneur Stedman Graham (aka Mr. Oprah Winfrey) will discuss how some giants of business have navigated these paradigm shifts, how they've flourished, share some of their secrets to success and how you can too. Furthermore, he will present the findings of research he's conducted on companies in our profession of various sizes, offer suggestions of how they may expand their offerings to reflect the customs and practices of burgeoning submarkets, and provide a strategy for how they may further their reach and grow their marketshare. Use these examples as a template for your business of how to prosper and serve families in need without labels.

Stedman Graham is chairman and CEO of S. Graham & Associates, a management and marketing consulting company that specializes in the corporate and educational markets. Clients have included Merrill Lynch, Hyatt, YMCA, the U.S. Olympic Committee, GlaxoSmithKline and CNN. As a businessman, educator and speaker, he presents, consults and conducts training with corporations, organizations and nonprofits on the topics of maximizing leadership, achieving success, growing a business and embracing diversity. In the 1980s, he was a pioneer in the field of embracing multiculturalism as he launched a marketing firm that specialized in bringing mainstream messages to varying demographic groups.

## AND TWO INDUSTRY-RELATED DOCUMENTARY FILM PREMIERES



## A WILL FOR THE WOODS

ABOUT GREEN BURIAL

**A Will for the Woods** features musician, folk dancer and psychiatrist Clark Wang as he battles lymphoma while facing a potentially imminent need for funeral plans. Determined that his last act will not harm the environment and may even help protect it, Wang has discovered the movement to further sustainable funerals that conserve natural areas.

Enabling Wang's wish is green burial pioneer Joe Sehee, who aims to realize this concept's vast potential by helping define its goals and standards and endeavoring to open the world's largest conservation burial ground.

Moved by Wang's persistence and relying on Sehee's guidance, local cemetarian Dyanne Matzkevich, though avowedly "not a greenie," establishes the first natural burial ground in North Carolina. Together she and Wang endeavor to protect the tract of forest adjacent to her conventional cemetery, developing a close bond. While Wang continues the battle to overcome his illness, he and his partner Jane find great comfort in the thought that his death—whenever it happens—will be a force for regeneration.



## FUREVER

ABOUT PET LOSS & GRIEF

**Furever** explores the dimensions of grief experienced over the loss of a pet. It examines the sociological evolution of pets in the U.S. today, particularly their position in a family unit, and how this evolution is affecting those in the veterinary profession and death care industry.

The documentary involves interviews with grieving pet owners, veterinarians, psychologists, sociologists, religious scholars, neuroscientists and the professionals who preserve a pet's body for their devastated clientele (or re-purpose a pet's remains in unique ways, i.e. taxidermy, cloning, mummification, freeze-drying and many more options).

*Furever* confronts contemporary trends, perspectives and relevant cultural assumptions regarding attachment, religion, ritual, grief and death, and studies the bonds that form between humans and animals, both psychological and physiological.

# BOOTH INFORMATION

Your booth rental provides your company's representative(s) with exclusive admission to the Expo Hall and all Expo functions, as well as all convention educational sessions and non-ticketed functions. In addition, it includes:

**Non-Competitive Expo Hours.** ICCFA schedules no educational sessions during Expo hours to ensure that you will have every buyer's undivided attention.

**Attendee Directories.** Exhibitors receive directories of contact information for all convention attendees as part of their booth fee. *Other associations charge hundreds of dollars for attendee lists, but we know this is an integral part of your marketing effort and can be crucial to the success of your show.* Several weeks prior to the convention, we'll provide an electronic file (in Excel) to allow you to conduct promotional mailings to those who have preregistered. Onsite, you'll receive a physical directory of all attendees. And after the convention, you'll receive another, updated Excel file for your post-convention mailings.

**Free Food and Beverage Service.** The ICCFA provides free food and beverage service throughout all Expo functions to encourage attendees to stay in the hall and visit every booth. Exhibitors often ask whether they are welcome to this service as well. The answer: Absolutely ... please enjoy!

**Listing in ICCFA Magazine.** Your company will be highlighted in a special section of the March/April onsite edition of ICCFA Magazine, including your product description and your booth number. This issue receives wide distribution both at the Convention and through the mail to 7,500+ ICCFA Magazine readers. Please note that you must submit your Booth Space Application & Contract and your Exhibitor's Profile (see pages 13-15) before January 17, 2014, for inclusion

in this listing. Profiles should be sent directly to Managing Editor Susan Loving (sloving@iccfa.com).

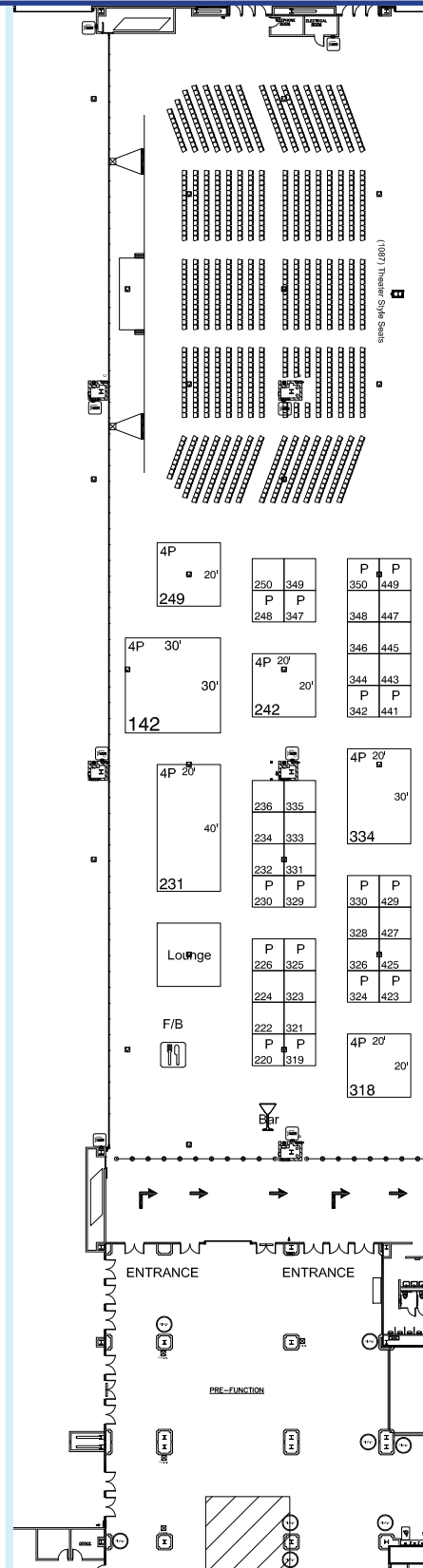
**Listing on the ICCFA Website.** Your company will be included in our exhibitor listing on the ICCFA website, including a link to your company's website, if you have one.

**Exhibitor's Directory Listing.** All attendees receive a directory of exhibiting companies. Be sure to submit your Booth Space Application & Contract by January 31, 2014, to ensure your inclusion in the directory!

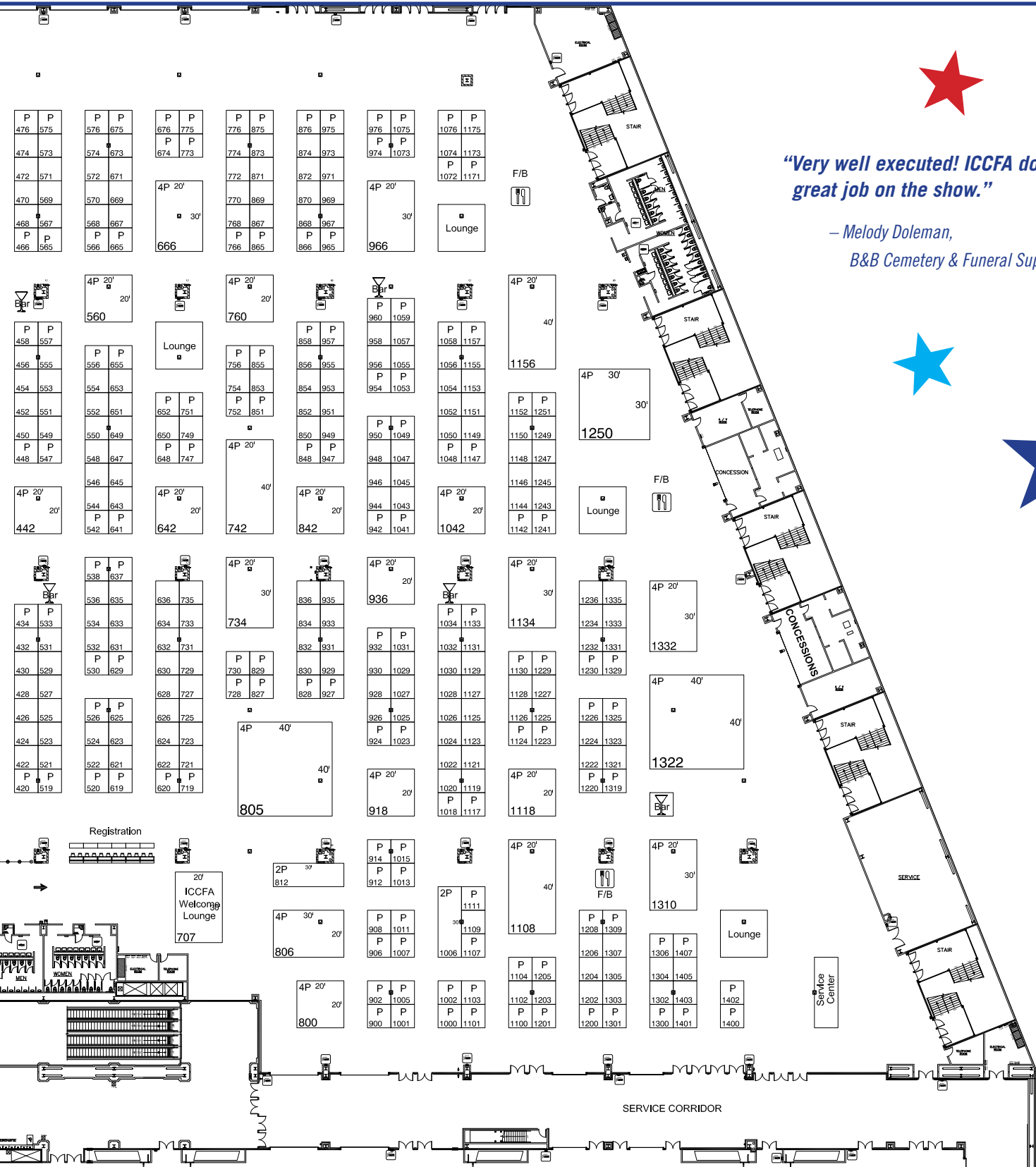
**Registration for Exhibitor Personnel.** Your company will receive two complimentary registrations per booth purchased. Registrations include admission to the Expo Hall and all Expo functions as well as all non-ticketed convention educational sessions and functions. (Please note that this does not include ticketed functions noted as such on the Exhibitor Personnel form. You may purchase individual tickets for those functions.)

**Draping and Signage.** Your booth space will be framed with an 8'-high back drape and 36"-high side rails. You'll also receive a 7" x 44" booth identification sign showing your company name, and booth number. (Any alterations made to the standard 8' height dimension, where permitted, will be at the exhibitor's own expense.)

**Security Guard Service.** The ICCFA contracts for 24-hour security from move-in through move-out. Note that we do not guarantee against loss or damage.



# EXHIBIT HALL FLOORPLAN



*"Very well executed! ICCFA does a great job on the show."*

*— Melody Doleman,  
B&B Cemetery & Funeral Supplies*

## Booth Prices

### 10' x 10' Conventional Booth

ICCFA Member: ..... \$1,550  
 Non-Member: ..... \$1,950

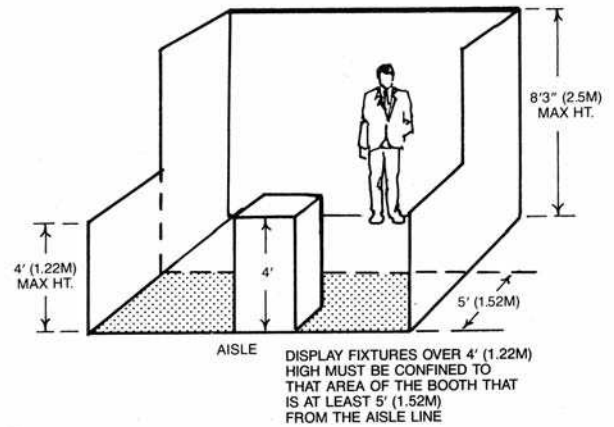
### 10' x 10' Premier Booth

ICCFA Member: ..... \$1,850  
 Non-Member: ..... \$2,250

# BOOTH SPECIFICATIONS

## Standard Booths

Standard Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths. Standard Booths are 10’ wide and 10’ deep. A maximum back wall height limitation of 8’ is specified. Regardless of the number of Standard Booths utilized (e.g. 10’ x 20’, 10’ x 30’, 10’ x 40’, etc.), display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. **The maximum height of 8’ is allowed only in the rear half of the booth space, with a 4’ height restriction imposed on all materials in the remaining space forward to the aisle.** (Note: When three or more Standard Booths are used in combination as a single exhibit space, the 4’ height limitation is applied only to that portion of exhibit space which is within 10’ of an adjoining booth.) We will inspect each booth prior to the start of the show. Exhibitors who are found to be in violation of these specifications will be asked to correct the violation, or the ICCFA will bring the booth(s) into compliance at the exhibitor’s expense.



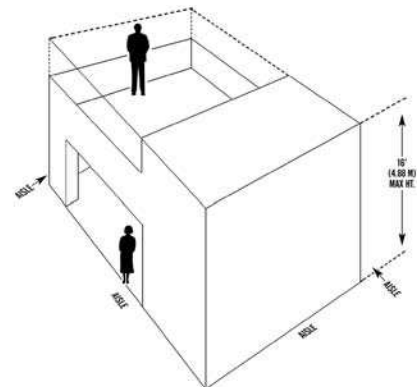
## Corner Booths

A Corner Booth is a Standard Booth exposed to aisles on two sides. All other guidelines for Standard Booths apply.

## Island Booths

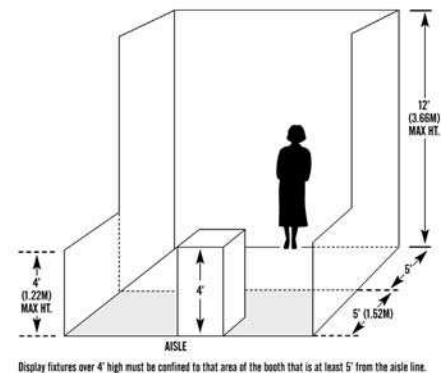
An Island Booth is four or more Standard Booths exposed to aisles on all four sides. It may or may not have a second story, as depicted here. An Island Booth is typically 20’ x 20’ or larger, although it may be configured differently. A maximum height of 16’, including signage, will be permitted based on ICCFA show management receiving a written proposal 60 days prior to the show.

Sufficient see-through areas must be provided to prevent blocking views of adjacent exhibits.



## Perimeter Booths

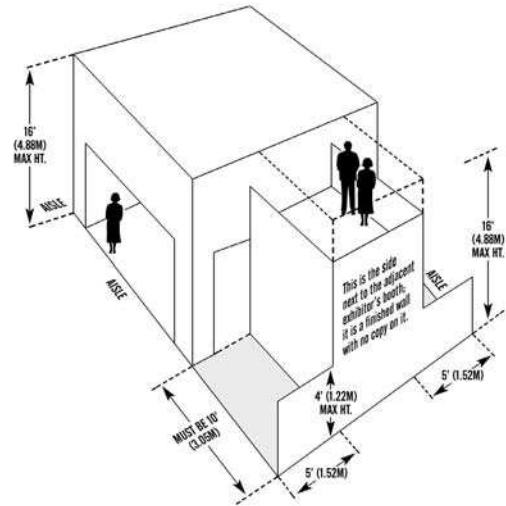
A Perimeter Booth is simply a Standard Booth that backs to a wall of the exhibit facility rather than to another exhibit. All guidelines for Standard Booths apply to Perimeter Booths except that the typical maximum backwall height is 12’. (This height determination is further restricted by the ceiling height of the exhibit hall.) No solid exhibit construction at the sides may exceed 4’ in height, except the rear one-half of the booth.





## Peninsula Booths

A Peninsula Booth is exposed to aisles on three sides and composed of a minimum of four booths. It may or may not have a second story as depicted here. A Peninsula Booth is usually 20' x 20' or larger. When a Peninsula Booth backs up to two Standard Booths, the backwall is restricted to 4' high within 5' of each aisle, permitting adequate line of sight for the adjoining Standard Booths. A maximum height of 16', including signage for center portion of the backwall, will be permitted based on ICCFA show management receiving a written proposal 60 days prior to the show. Peninsula Booth is exposed to aisles on three sides and composed of a minimum of four booths. It may or may not have a second story as depicted here. A Peninsula Booth is usually 20' x 20' or larger. When a Peninsula Booth backs up to two Standard Booths, the backwall is restricted to 4' high within 5' of each aisle, permitting adequate line of sight for the adjoining Standard Booths. A maximum height of 16', including signage for center portion of the backwall, will be permitted based on ICCFA show management receiving a written proposal 60 days prior to the show.



## BOOTH APPLICATIONS & ASSIGNMENTS

**Applications for booth space** are to be made using the forms on pages 13–15 and are to be accompanied by a non-refundable deposit. No requests for exhibit space will be accepted by telephone. All applications received by November 22, 2013, will be assigned on a cumulative point system. (See Rules of the Expo on page 11.) Notification of assignments will be mailed in January for all applications received by November 22. Applications received after November 22 will be assigned on a first-come, first-served basis as space permits after initial assignments have been made. In order to complete the assignment process on time, the ICCFA cannot call exhibitors if their request for space is not available. Booth assignments may be changed by the ICCFA only with prior approval of the exhibitor. If circumstances beyond the control of the ICCFA require a re-assignment, the association will consult with the exhibitor to locate an alternative space. **The ICCFA will have final authority on booth assignments.**

**Booth assignments** will be made based on the number of points a company (whose form is received by November 22) has accumulated, giving first preference to companies with the greatest number of points. In the event two or more companies with the same number of points request the same space, preference will be given to the company whose application was received first in the ICCFA office. If booth applications are received on the same day, preference will be given to the company exhibiting with the ICCFA the most number of years since 1970. A copy of total points accrued from 1970 to the present is available from the ICCFA upon written request. The ICCFA reserves the right to assign space to companies requesting a large number of booths in a manner that ensures maximum efficiency.

***“I can’t think of anything that could be done to make it more successful for me. I continue to be impressed year after year.”***

– Ken Thamann, *Fyda Freightliner Cincinnati, Inc.*



# EXPO HALL SPECIFICATIONS

This Exhibitors' Prospectus is part of the Booth Space Application & Contract for the 2014 ICCFA Annual Convention & Exposition. Each exhibitor agrees to meet any applicable requirements of the federal, state and municipal governments, police and fire departments of the city and the management of the building, and to obtain and pay for all necessary permits and licenses, should any be required for the display of the particular exhibit. Each exhibitor shall be responsible for collecting and/or paying all applicable local, state and federal taxes.



**Location.** The Expo Hall is at Mandalay Bay Resort & Casino, 3950 Las Vegas Blvd South, Las Vegas, NV 89119. All general sessions and food functions will be held within the same space as the Expo Hall.

**Service Kits.** Exhibitors service kits, listing available services, electrical equipment, booth furniture and decorating materials, together with forms, will be emailed to exhibitors in December. The completed forms should be returned to the appropriate service company by the specified date. Please be sure to include your email address on the application form.

**Carpet.** The Mandalay Bay Resort & Casino is not carpeted. Carpet order forms will be available in your service kit.

**Ceiling Heights.** The ceiling height within the hall is 30'.

**Official Show Colors.** The official show colors will be red and blue (the colors on the cover of this booklet).

**Decorator.** ICCFA's official decorator for the 2014 Annual Convention and Exposition is the George Fern Co. Our contact is Maggie Lewis at 615.256.0357; mlewis@fernexpo.com.

**Dismantling.** All exhibits must be removed from the exhibit area by the exhibiting company at its own expense no later than 7 p.m. on Thursday, April 10. If an exhibitor fails to remove its exhibit on this day, the ICCFA may remove such exhibit to a storage warehouse at the expense of the exhibitor, who shall pay any damages or expenses incurred by the association in removing the exhibit.

**Loading/Unloading.** You are strongly encouraged to utilize the services of George Fern Co. and their official freight company for shipment of material because they are the only ones who will have access to the docks. George Fern will provide more specific information in their service kit, which will be available in December. Please contact Maggie Lewis at 615.256.0357 or mlewis@fernexpo.com if you have questions about how to ship your display.

**Shipping Instructions.** All materials must be shipped to and handled by George Fern Co. No exhibitor material will be accepted by the convention center or by the ICCFA, nor will the association assume responsibility for loss of or damage to goods consigned or shipped to it. All goods must be plainly marked with the exhibitor's name and assigned booth number. Under no circumstances will goods be accepted on which there are charges due. Shipments should arrive no later than two weeks prior to the show in order to avoid late surcharges. For advance shipments, please send to the address that is stated in the George Fern Co. service kit (available in December).

**Travel and Accommodations.** Our host hotel is Mandalay Bay Resort & Casino. The ICCFA has obtained a discounted room rate for convention attendees and exhibitors. The cut-off date for making reservations is March 3, 2014; however, please note that we expect our room block to sell out, and so we encourage you to make your reservations early. Please remember to identify yourself as an ICCFA attendee to obtain the discounted rate. For details, please see page 24 of this brochure.

**Union Information.** Exhibitors may set up their own booths with their own full-time employees. Teamsters Union claims jurisdiction on the erection, touch up, dismantling and repair of all exhibits when this work is done by persons other than your full-time employees. Decorators' jurisdiction does not cover the placement of your products on display, the opening of cartons containing your products or the performance, testing, maintenance or repair of your products. Teamsters has jurisdiction over unloading and loading trucks, trailers and common and contract carriers as well as the handling of empty crates and the operation of material handling equipment.

Exhibitors may hand-carry material if they do not use material handling equipment. They will not have access to loading docks or freight door areas if they do this.

**Vehicles for Display.** Exhibitors must take special measures to protect floors from damage. Any vehicles using hydraulic lifts, oil or gasoline must meet fire code regulations and visqueen must be placed underneath the vehicle to prevent soilage. Please complete the Vehicle Notification Form on page 23 and submit it with your Booth Space Application & Contract. Please contact George Fern Co. at 615.256.0357 for more information.

**Floor/Weight Limitations.** There is a 350-pounds-per-square-foot weight limitation in the convention hall.

## Booth Assignments

The ICCFA assigns booths on a cumulative point system. Please see page 11 of the prospectus for details. Our goal is to separate competing companies to the best of our ability. In the best interest of our Exhibitors, there may be times when we need to ask a company to make a new booth selection to maintain this separation.

**The ICCFA will have the final say in all booth placements.**

## Exposition Booth Prices

### 10' x 10' Conventional Booth

ICCFA Member: .....\$1,550  
Non-Member: .....\$1,950

### 10' x 10' Premier Booth

ICCFA Member: .....\$1,850  
Non-Member: .....\$2,250

# RULES OF THE EXPO

Necessary regulations for the proper conduct of the exhibits as set forth herein are not considered all-inclusive, nor are they deemed or considered to be exclusive of such other reasonable rules and regulations as may or might become necessary to properly conduct this exposition. Such timely regulations and decisions as shall be necessary in addition to the following shall be at the discretion and judgment of the ICCFA's Director of Operations, whose decisions and rulings shall be final in all cases, in addition to those explicitly enumerated herein. By signing the space application, the exhibitor agrees for itself and its representatives to abide by all such rules and regulations as well as the decision of the exposition management and the ICCFA Director of Operations in interpreting the same.

**Acts of God** The performance of this agreement by either the ICCFA or the exhibitor is subject to acts of God, war, terrorism, government regulation, disaster, strikes, civil disorder, curtailment of transportation facilities or other emergencies making it inadvisable, illegal or impractical to provide the facilities or to hold the Annual Convention & Exposition. It is provided that this agreement may be terminated for any one or more such reasons by written notice from one party to the other without liability.

**Advertising** Suppliers are encouraged to promote their products and services in ICCFA Magazine, the official magazine of the ICCFA. Advertising packages and pricing can be obtained by contacting Rick Platter at 1.800.645.7700; [rplatter@iccf.com](mailto:rplatter@iccf.com).

### After-Hours Admission to the Exhibit Hall

During show days, exhibitors are required to wear badges and may enter the hall one hour prior to the scheduled opening time of convention and exhibit activities and remain one hour after the scheduled closing time. Access to the exhibit hall at all other times must be approved by the Director of Operations of the ICCFA or a representative.

**Booth Guidelines** If an exhibitor is using its rental space in a manner that is detrimental to the association, convention or exposition, or infringes on the rental of space by other exhibitors (including sight observation, soliciting products or services outside of the booths assigned, excessive noise, heat, light or pollution emanating from exhibits), or if an exhibitor's display is not in keeping with the character and purpose of the show, the association, through its Director of Operations, reserves the right to request corrective action. If an exhibitor is unable or refuses to comply with this request, the association reserves the right to cancel the use for that space, or bar from

the exposition hall that exhibit or any part of that exhibit, person or thing, and to remove the exhibit from the exposition hall. In the event that such action is necessary, the exhibitors shall forfeit all money paid or due the association for rental of the booth space.

**Cancellation of Booth Space** The exhibitor shall give the ICCFA written notice of intention to cancel or withdraw from the exposition. In the event that notice is received by January 31, 2014, the exhibitor will receive a refund, except for the \$500 per booth deposit, which is non-refundable. In the event that notice is received after January 31, no refunds will be made and the canceling party will be liable for the entire rental fee in the event that the Association is unable to resell the space(s). Under no circumstances will the \$500 per booth deposit be refunded.

**Cancellation, Interruption, or Postponement of the Exposition** In the event that the exposition is canceled, interrupted or postponed due to any occurrence not occasioned by the conduct of the ICCFA, whether such occurrence be, but not limited to, an act of God, or the result of war, terrorism, riot, civil commotion, strikes, sovereign conduct or by any other cause, or if circumstances make it impossible or impractical for the ICCFA to permit any exhibitor to occupy the premises, the ICCFA shall make a good faith effort to adjust the rental fee for space based on the period of time the space was or could have been occupied by such exhibitor, and the ICCFA is released from any and all claims for damages which may arise in consequence thereof.

**Care of Building** No exhibitors shall allow any article to be brought into or any act done on the premises that will increase the premiums on or void the policies of insurance held on the building, or injure or deface any part of the building, or permit anything to be done by its representatives or employees by which the premises shall in any manner be damaged, marred or defaced.

**Children** Children (minors under the age of 18) are not allowed on the exhibit floor during setup or tear down of exhibit booths.

**Cumulative Point System** Exhibitors accrue five points for their first booth rented each year and one additional point for each booth rented in excess of one per year. Exhibitors accrue one point for each table on display utilized at ICCFA's former Cemetery Operations & Maintenance Conference and the Annual Convention & Exposition.

Points are awarded for advertising placed in ICCFA Magazine as follows: 2 points for ads larger than ½ page, 1 point for ads ½ page or smaller; 1 point for ads placed in the ICCFA Membership Directory & Buyers'

Guide, 2 points for a one-year banner ad on the ICCFA website ([www.iccfa.com](http://www.iccfa.com)) and ½ point for each three-month banner ad in the ICCFA Wireless e-newsletter. Advertising points accrued during the 12-month period of December 2012 through November 2013 will be credited toward the 2014 point system. The ICCFA also recognizes our conference and convention sponsors with points, at a rate of ½ point per \$1,000 in sponsorship, beginning with sponsorships contributed in 2008.

Booth assignment points will be credited only to the entity or person that earned the points and cannot be shared with or assigned to another entity or person. A person or entity owning more than one operation or organization may apply for and rent booth space under its own name and permit its component organizations or entities to use that space. However, the point total used for assignment of space will be based solely on the points earned by the owning or controlling person or entity and will not include points earned by its components or members.

Identifiable components may apply for and rent space under their names, rather than the name of the person or entity controlling the component, and have assignments made based on the component point total. If two entities merge or combine, the surviving organization or operation will receive the higher of the two point totals, but not the combined totals.

**Exhibit Hall Passes** Exhibitors wishing to bring visitors to the convention or into the exhibit hall may purchase exhibit hall session passes for \$45 at the ICCFA's registration desk. Please note that guests using these passes may only visit the exhibit hall and not any of the educational sessions, and may visit the hall only for that one specific session or time period. These passes are not intended for use by exhibiting personnel.

**Exhibitor's Profile** The Booth Space Application & Contract included in this mailing requests that each exhibiting company provide the ICCFA with a descriptive profile detailing the product, service or history of the company for inclusion in the March/April onsite convention issue of ICCFA Magazine. The description should be brief and factual and must be submitted by January 17, 2014, to ICCFA Managing Editor Susan Loving at [sloving@iccf.com](mailto:sloving@iccf.com).

**Exhibitor Representatives** Each exhibiting company shall assign at least one person to be its representative in connection with the installation, operation and removal of its exhibit. The representative shall be the agent of the exhibitor and shall have the authority to enter into this agreement and such service contracts as may be necessary, on behalf of the exhibitor.

All business between the ICCFA and the exhibitor will be conducted only through the latter's designated representative and no other person. Exhibitors desiring

## Rules of the Expo (continued)

to change representatives must notify the association in writing. Two complimentary registrations are provided with each booth and one complimentary registration is provided with each tabletop. All exhibit personnel must register for the ICCFA Convention & Exposition. An Exhibitor Personnel Registration Form is enclosed. In order for the name of a representative and exhibiting company to appear in the convention pre-registration directory, the pre-registration form must be received by January 31, 2014.

Exhibitors will be provided identification badges in accordance with exhibitor convention registration policy. Badges will not be transferable and will be required for admittance to the exposition hall. To be permitted entrance to the exposition hall, an organization or person(s) supplying goods and services to the cemetery, funeral service, cremation and memorialization industry must have contracted for booth space. Non-exhibiting firms and/or persons will not be permitted to conduct promotional or sales activities in the exposition hall. Anyone violating this policy will be escorted from the exposition hall and their registration credentials may be revoked.

**Fire Regulations** Exhibitors agree to adhere to all exposition hall fire regulations in designing, setting up and operating their exhibit. Gasoline or other flammable materials shall not be permitted in the exposition hall unless essential to either display or exhibit. In no case shall gasoline or other flammables be stored in the halls.

**Food and Beverages** The ICCFA will provide free food and beverage service at assigned food and bar stations throughout all exhibit hours. Exhibitors who wish to provide food and/or beverages within their booth may do so through the Mandalay Bay Catering Office. Contact: Arron Krogh at 702.322.5775 or akrogh@mandalaybay.com. Outside food and beverages are not permitted within the hall.

**Force Majeure** If any part of the Mandalay Bay is destroyed or damaged by any cause that renders the holding of this exposition impractical, the performance of this agreement is excused. However, exhibitors shall be liable for all fees due under this agreement which have accrued as of the time of termination. However, if such lack of performance is due to the acts or omissions of any exhibitor, then the party responsible for such acts or omissions shall be liable for the full amount hereunder in addition to charges for related claims and damage. Exhibitor hereby waives any claim for damages or compensation from the ICCFA or Mandalay Bay on account of such termination.

**George Fern Co. Service Center** A George Fern Co. representative will be available at the service desk during move-in and move-out times, all show hours as well as one hour prior to and one hour after the scheduled show hours, to address questions regarding orders and other services.

**Hanging Signs and Other Materials** Exhibitors wishing to hang signs or other materials over their booth(s) must submit a written request to the attention of ICCFA's show manager and Maggie Lewis at George Fern Co. for approval thirty (30) days prior to the convention.

**Installation and Dismantling** Exhibitors will be permitted to begin assembling their exhibits at 8 a.m. Monday, April 7. In all cases, booths must be substantially set up by 1 p.m. Tuesday, April 8, for inspection by the ICCFA director of operations and/or the designated exposition manager to ensure compliance with the rules and regulations set forth in this prospectus.

In the event an exhibit has not been properly set up by that time, the ICCFA reserves the right to remove unsightly materials or to cover them in an appropriate manner at the exhibitor's expense. Exposed unfinished sides or exhibit backgrounds must be draped to present an attractive appearance. The exhibit will be inspected during the set-up time and the decorator, with the approval of the show manager, will provide draping as deemed necessary. Any charges incurred will be the responsibility of the exhibitor. No set-up will be permitted during exposition hours. Exhibitors who plan to hire the services of another exhibit service firm (other than the official service contractor, George Fern Co.) must abide by the following rules:

1. They must notify ICCFA by January 31, 2014, of the name, address and telephone number of the service firm, and the name of the supervisor in attendance.
2. The service firm must notify ICCFA by January 31, 2014, of the names of all exhibiting companies for which it has orders and the names of all employees working on the show, and furnish proof that adequate insurance is maintained to cover possible liabilities.
3. Upon arrival at the exposition site, service companies must check in at the exhibitor registration booth to receive permits to work on the exposition floor. The unpacking, assembly and dismantling of displays and equipment may be done by employees of the exhibiting company.

George Fern Co. will have skilled craftsmen available to perform these services if needed. Arrangements for all temporary labor should be made through George Fern Co. Official labor order forms are included in the Exhibitor Service Kit.

**Please Note:** Exhibitors bringing extra unregistered staff personnel to the site for the purpose of setting up their booth must furnish ICCFA with a list of all such personnel seven weeks prior to the show (January 31, 2014). Temporary badges (good only for move-in and move-out) will be issued on-site. Unregistered booth personnel not appearing on the list will not be permitted entry to the exposition hall.

**Dismantling** All exhibits must be removed from the exhibit area by the exhibiting company at its own

expense no later than 7 p.m., Thursday, April 10. If an exhibitor fails to remove its exhibit on this day, the ICCFA may remove such exhibit to a storage warehouse at the risk and expense of the exhibitor, who shall pay any damage or expense incurred by the Association in removing the exhibit. No exhibit or part of an exhibit may be removed from the space allocated during the period of the exposition, except in cases of extreme necessity. Permission for such removal must be obtained from the director of operations of the ICCFA or a designated representative. Any exhibit torn down prior to official closing time without permission from the director of operations of the ICCFA or a designated representative will not accrue points for the current year.

**Insurance** Exhibitors must make provisions for the safekeeping of their goods before, during and after the ICCFA exposition. Neither the ICCFA nor the management of the exposition hall shall be responsible for any injury which may occur to an exhibitor or its representatives or employees, nor for the safety of any exhibit or other property against robbery, fire, accident or any other destructive cause. Insurance, if desired, shall be taken out by the exhibitor, who hereby agrees to hold the ICCFA harmless and free from all damages or liabilities of any kind.

**Liability** The exhibitor, on its own behalf and on behalf of its employees and agents, assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the ICCFA, Mandalay Bay, the official service contractor, and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines, and attorneys' fees arising out of or caused by exhibitors' installation and removal, maintenance, occupancy or use of the exposition premises or part thereof, excluding any such liability caused by the sole negligence of Mandalay Bay, the official service contractor, its employees and agents.

In addition, the exhibitor acknowledges that the ICCFA and Mandalay Bay do not maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor. All exhibitors are encouraged to obtain all risk coverage. This can be done by riders to existing policies, often at no extra cost.

**Outside Exposition and Activities** During scheduled convention activities the exhibitor agrees, subject to expulsion from the show and its firm from convention functions and activities, not to exhibit its products or services or to directly promote or otherwise exploit its company, products or services outside the exposition hall. Exhibitor also agrees not to entertain convention attendees during exposition or convention program hours in a rental function room, hospitality suite or other rented facility, or otherwise induce attendees away from the show or scheduled convention events.

# Booth Space Application & Contract

ICCFA ANNUAL CONVENTION & EXPOSITION | April 8–11, 2014

## Company Information to be Published in Exhibitor Directory

(Due November 22, 2013, for assignment under the cumulative point system.) Please provide information about your company below. Use the Exhibitor Personnel Registration form on page 15 to register individuals.

Exhibiting Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Prov \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
 Other/additional (addresses outside USA) \_\_\_\_\_  
 Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_  
 Company Email address \_\_\_\_\_ Website \_\_\_\_\_  
 Company Main Contact \_\_\_\_\_ (Please fill out both sides of form.)

<input type="checkbox"/> First Time Exhibitor	For Office Use Only Booth # Points
<input type="checkbox"/> IMSA Member	
<input type="checkbox"/> JFDA Member	
<input type="checkbox"/> PLPA Member bi	

## Person Responsible for Making Booth Selection

The following individual will serve as the authorized representative of the company listed above regarding the 2014 ICCFA exposition. This person will receive all exhibit-related mailings and emails regarding the exposition.

Name of authorized representative \_\_\_\_\_  
 Email address: \_\_\_\_\_  
 Office Phone ( ) \_\_\_\_\_ Cell ( ) \_\_\_\_\_

I have read the rules and regulations pertaining to the 2014 ICCFA exposition and agree that all representatives and exhibiting personnel from my company will comply with them.

Signature of authorized representative \_\_\_\_\_

## Booth Selection and Fees

Application is to be accompanied by \$500 per booth non-refundable deposit to be eligible for assignment. All applications received by November 22, 2013, will be assigned based on ICCFA's point system. All other applications will be assigned on a first-come, first-served basis.

**Booth Selections** (see Expo floor plan on page 5)

1st choice: \_\_\_\_\_ 2nd choice: \_\_\_\_\_ 3rd choice: \_\_\_\_\_ 4th choice: \_\_\_\_\_ 5th choice: \_\_\_\_\_ 6th choice: \_\_\_\_\_

**Vehicles:** Will your booth space include vehicles?  YES  NO If yes, how many? \_\_\_\_\_ (See form on page 23)

### Number and type of booths requested

#### ICCFA MEMBER

# of conventional booths \_\_\_\_\_ @ \$1,550 each = \$ \_\_\_\_\_

# of premier booths \_\_\_\_\_ @ \$1,850 each = \$ \_\_\_\_\_

# of table tops \_\_\_\_\_ @ \$500 each = \$ \_\_\_\_\_ (available only to non-profits)

#### NON-MEMBER

# of conventional booths \_\_\_\_\_ @ \$1,950 each = \$ \_\_\_\_\_

# of premier booths \_\_\_\_\_ @ \$2,250 each = \$ \_\_\_\_\_

**TOTAL COST OF EXHIBITION SPACE: \$** \_\_\_\_\_ **TOTAL ENCLOSED (minimum of \$500 per booth) \$** \_\_\_\_\_

Full payment due by January 31. Any balance remaining on total due will be charged on January 31 to credit card provided.

## Payment Information

Check:  (Please make payable to ICCFA)

Credit Card:  DISCOVER  VISA  MASTERCARD  AMERICAN EXPRESS

Credit card number \_\_\_\_\_

Name as it appears on credit card \_\_\_\_\_ Exp. Date \_\_\_\_\_

Security ID (3-digit # on back of card or 4-digit # on front of AmEx card) \_\_\_\_\_

Card holder's billing Address & Zip \_\_\_\_\_

Email address (receipt will be emailed to you) \_\_\_\_\_

Signature \_\_\_\_\_

Please Complete Side 2

### For Official Use Only

Date Rec'd	Co. ID #	Check #
Total due \$	Deposit \$	Balance due \$

## Booth Space Application & Contract (continued)

### Exhibit Specifications

Height at highest point \_\_\_\_\_  
 Dimensions (depth x width) \_\_\_\_\_ x \_\_\_\_\_  
 Weight (maximum) \_\_\_\_\_

### Competition Proximity

The ICCFA will make every effort to comply with your request to be close to or separated from specific companies. However, this may not always be possible. The ICCFA will have final authority on booth assignments. Please list names of specific companies, not categories.

We wish to be close to the following companies: \_\_\_\_\_  
 \_\_\_\_\_

We wish to be separated from the following companies: \_\_\_\_\_  
 \_\_\_\_\_

## Exhibitor Bonus: Free Exposure to 7,500+ ICCFA Magazine Readers!

The March-April issue of the ICCFA's magazine, ICCFA Magazine, will include profiles of all exhibitors who meet the submission guidelines and deadlines (below). The magazine will be available onsite at the ICCFA Convention & Exposition in Tampa and will be mailed to ICCFA members and to thousands of independent cemetery, crematory & funeral home owners nationwide.

Profiles are limited to 60 words. We also will run either your logo or a photo of one product. Use your 60 words to describe your company, attract people to your booth and tell readers who can't attend the ICCFA Convention how to get more information about you. For example:

### Axiom Business Systems (#114)

Axiom is the leading developer of fully integrated funeral home, cemetery management and cemetery mapping software with accounting solutions in the Southeast Pacific. Visit our booth for your free koala bear, Australian flag and demo. [www.charoncms.com](http://www.charoncms.com)

### Cherokee Casket Co. (#417)

Cherokee Casket Co. has manufactured infant and child caskets since 1941. The complete picture catalog can be seen online at [www.cherokeechildcaskets.com](http://www.cherokeechildcaskets.com). 1.800.535.8667

**Profile submission deadline: January 17, 2014** (You do not need your booth number to submit your profile!) **Profile copy (maximum 60 words—strictly enforced)**. The ICCFA reserves the right to edit all copy to comply with editorial guidelines and length specifications.

- **Profiles must be e-mailed to [sloving@iccfa.com](mailto:sloving@iccfa.com).** Please write "(Company Name) Profile" in the subject line. If you would like to rerun your 2013 profile, you must send an e-mail requesting that we do so. Please say "include logo/photo" if you ran a logo or photo with your 2013 profile and want to rerun it with the 2014 profile.
- Profile logo or photo must be high resolution (at least 300 dpi at print size). The logo or photo must be emailed to [sloving@iccfa.com](mailto:sloving@iccfa.com). If sent separately from the copy, please write "(Company Name) Logo/Photo for profile" in the subject line.
- If you want us to use the logo/photo we ran in 2013, please indicate this on the profile copy or via a separate e-mail. We will not include the art unless requested, since we do not want to risk running a logo you are no longer using.

Note: You can check your 2013 profile and logo/photo by downloading the file at <http://www.iccfa.com/files/exhibitorprofiles2013.pdf>

### Submit Registration

Please mail this form with payment to: International Cemetery, Cremation and Funeral Association  
 107 Carpenter Drive, Suite 100, Sterling, VA 20164

Or fax both sides to: 703.391.8416

Or scan and email to:  
 Rick Platter  
[rplatter@iccfa.com](mailto:rplatter@iccfa.com)

**Form and deposit are to be received by November 22, 2013, for booths to be assigned under the cumulative point system. Balance is to be paid in full by January 31, 2014. Questions? Please call 1.800.645.7700.**

# Exhibitor Personnel Registration Form — Due January 31, 2014

ICCFA ANNUAL CONVENTION & EXPOSITION | April 8–11, 2014

Each exhibit booth package includes access for two (2) onsite representatives to attend the Expo, educational sessions, and activities within the Expo hall. A third badge may be purchased at \$195. Additional badges may be purchased for \$320 each.

**NOTE: ALL REPRESENTATIVES MUST WEAR A NAME BADGE TO ENTER THE EXPO HALL.**

Please fill out this form and E-mail or fax it back to ICCFA with payment for additional representatives.

This form must be returned no later than January 31, 2014. Registrations are transferable.

## Company Information

Exhibiting Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Prov \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
 Other/additional (addresses outside USA) \_\_\_\_\_  
 Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_  
 Email address \_\_\_\_\_ Website \_\_\_\_\_  
 Person Completing Form \_\_\_\_\_ (Please fill out both sides of form.)

## Representative Badge Request

Name	Nickname for Badge	Registration Fee	Closing Dinner Ticket \$95	Prayer Breakfast Free	Total
1)		N/A	<input type="checkbox"/>	<input type="checkbox"/>	
2)		N/A	<input type="checkbox"/>	<input type="checkbox"/>	
3)		\$195	<input type="checkbox"/>	<input type="checkbox"/>	
4)		\$320	<input type="checkbox"/>	<input type="checkbox"/>	
5)		\$320	<input type="checkbox"/>	<input type="checkbox"/>	

## Spouse/Guest Registration

1)		\$195	Included	<input type="checkbox"/>	
2)		\$195	Included	<input type="checkbox"/>	

**Total Registration Fees:** \$ \_\_\_\_\_

**TOTAL ENCLOSED:** \$ \_\_\_\_\_

## Payment Information

Check:  (Please make payable to ICCFA)

Credit Card:  DISCOVER  VISA  MASTERCARD  AMERICAN EXPRESS

Credit card number \_\_\_\_\_

Name as it appears on credit card \_\_\_\_\_ Exp. Date \_\_\_\_\_

Security ID (3-digit # on back of card or 4-digit # on front of AmEx card) \_\_\_\_\_

Card holder's billing Address & zip \_\_\_\_\_

Email address (receipt will be emailed to you) \_\_\_\_\_

Signature \_\_\_\_\_

**\*Registration Includes:** Daily admission to the Exhibit Hall and Convention Program Sessions and all exposition hall food functions. (Spouse/Guest registration includes Closing Dinner.) Guests are persons from outside the cemetery, funeral service and related professions accompanying a registrant.

**Cancellation Policy:** Registrants canceling their registrations by January 31 will receive a refund. All cancellations must be in writing and are subject to a \$50 per person processing fee. Ticketed events will be refunded less a \$5 processing fee per event. Cancellations received after February 1 will not result in refunds.

## Submit Registration

Please return by e-mail or fax to Daniel Osorio at:

E-mail: danielo@iccfa.com

Fax: 703.391.8416

If you have any special needs due to a disability, please check here and attach a statement of your needs.

## For Official Use Only

Date Rec'd
Co. ID #
Booth #s
Total due \$
Check #
Balance due \$

## Rules of the Expo (continued)

**Payment Schedule** Each application for exhibit space must be accompanied by a non-refundable deposit of \$500 per booth and received by November 22, 2013, to be eligible for assignment under the cumulative point system (see Booth Assignments, page 11). Full payment for exhibit space is due January 31, 2014. If the balance on the booth payment is not received by January 31, 2014, the ICCFA reserves the right to charge it against credit card on file. Failure to pay the rental fee in full by this date will result in an automatic cancellation of this agreement. Under no circumstances will an exhibitor be allowed to set up an exhibit unless full payment of the rental booth(s) space has been received.

**Photography/Videography** *No photography or videography will be permitted in the exhibit hall* except by pre-approved members of the trade press and the official show photographer, who will be identified as such by their badges. Unauthorized cameras, as well as electronic devices such as cell phones that are being used to take photographs, will be removed from the hall.

**Protection of Employees and Property** Exhibitors agree to release and to protect and hold harmless the ICCFA and its officers, directors and employees from any and all claims for damages, suits, etc.; for injuries to themselves, their representatives or employees; and for damage to property in their custody, owned or controlled by them, which claims for damages, suits, etc., may be incident to, arise from, grow out of or be connected with their use or occupation of space.

**Protection of the Public** Exhibitors must protect machinery and exhibits to ensure that no injury will result to the public, visitors, guests, employees or any other person or property. Exhibitors agree to protect and hold harmless the ICCFA and its officers, directors and employees for any and all claims which may result on account of injury, loss or damage sustained upon the space occupied by the exhibitors respectively, or on account of machinery

and property under the control of such exhibitors or on account of negligence of exhibitors, their representatives, employees or agents.

**Security Service** The ICCFA will provide security on a 24-hour basis beginning at 8 a.m. on Monday, April 7, and concluding at 7 p.m. on Thursday, April 10, but neither the association nor Mandalay Bay will guarantee the exhibitors against loss or assume responsibility for fire, theft or other damage of any sort.

**Smoking Policy** The ICCFA has designated the exhibit hall a non-smoking area. Smoking will not be permitted any time during move-in, move-out or during dates of the convention.

**Soliciting by Non-Exhibitors** Soliciting in any manner within the exposition hall by any supplier, individual, group, company or firm, within or outside the industry, is strictly forbidden unless said person, group or firm has contracted for rental of booth space with the ICCFA. Any person, group or firm that has not contracted for booth space but is found soliciting in the exposition hall or elsewhere in the convention hotel will be required to forfeit their convention badge(s) to the association and will be barred from the exposition hall, from all meeting and function rooms and other areas being used by the association, and from all official activities of the convention. Those forfeiting convention badges will not be entitled to refunds of any registration fees or other monies paid to the association.

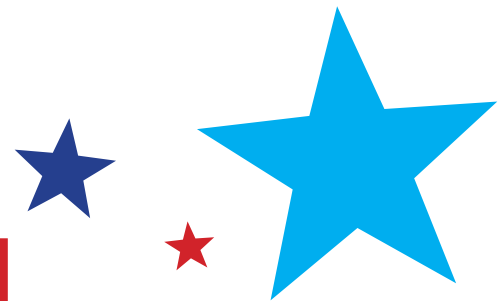
To be permitted to conduct promotional or sales activities in the exposition hall, an organization or person(s) supplying goods and services to the cemetery, funeral service, cremation and memorialization industry must have contracted for booth space. Non-exhibiting firms and/or persons will not be permitted to conduct promotional or sales activities in the exposition hall. Anyone violating this policy will be escorted from the Hall and their registration credentials revoked.

**Spanning Aisles** No exhibit will be permitted to span an aisle by ceiling or floor covering.

**Subletting Space** No exhibitor shall assign, subject or apportion the whole or any part of the space allotted to it, nor exhibit therein, nor permit any other person or party to exhibit therein, any goods other than those manufactured or handled by the exhibitor in the regular course of its business.

**Unoccupied Space** The ICCFA reserves the right to rent to any other exhibitor previously rented but unoccupied space after Noon on the opening date of the exposition. Moreover, this clause shall not relieve the exhibitor who contracted for the booth space of the financial obligations to pay the full amount, or any portion thereof, of said rental fee, in the event that the ICCFA is unable to rent the space at the same rental rate as agreed to by the entity originally assigned the space.

**Use & Care of the Exhibitor's Space** Exhibitors agree that all products to be displayed are suitable to the cemetery, funeral service, cremation and memorialization industry. Booth space will be used only for display purposes and soliciting in the aisles will not be permitted. Each exhibitor shall care for, keep in good order and surrender the space occupied by it in the same condition as it was at the commencement of the occupation, ordinary wear expected. Daily maintenance is the responsibility of the exhibitor and not included in the cost of booth space. Vacuuming service may be ordered through George Fern Co. Contact Maggie Lewis at 615.256.0357; mlewis@fernexpo.com.



***“Top notch—great energy from the leadership and genuine appreciation of vendors.”***

*— Mac Cariveau, Coldspring*







\*SUPPLIERS ONLY\* We encourage all ICCFA supplier members to apply to win a 2013 KIP Award!

# Category: Innovative Personalized Product

2013 Entry Form • Deadline for receipt of entries at ICCFA office: NOVEMBER 29, 2013

**•WHO?: SUPPLIERS ONLY!**

**•WHAT?:** Product that memorializes in a personal and meaningful way. The product may be physical or virtual and may include, but is not limited to, memorials, monuments, urns, art, printed material and Web-based tributes.

- Please type or write legibly.                      • Entrants must be ICCFA members in good standing (i.e., current on dues).
- Please read all instructions, including the KIP FAQ sheet, BEFORE preparing your entry.
- FORMS MUST BE SIGNED (item #4) and entry fee of \$35 must be enclosed.
- **PLEASE NOTE: Any entries that are similar to past KIP winners will be rejected**, reason being that your entry is not very innovative if a similar product has already won a KIP Award. Visit <http://www.iccfa.com/kip> to learn about past winners.

1. CONTACT INFORMATION:

Name: \_\_\_\_\_  
 Job title: \_\_\_\_\_  
 Company name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Company's Website address: \_\_\_\_\_

2. COVER LETTER: **Tell the judges about your product in 500 words or less.** *Remember, the judges are not funeral directors, cremationists or cemetarians (or ICCFA staff); they are marketing and communications professionals who may or may not have made funeral arrangements in the past.*

3. BACK-UP MATERIAL: For example, photos or examples of the product, a brochure or testimonials from customers. In other words, things that will help our judges understand what your product looks like, what it does for families, how families/funeral directors/cemetarians have reacted to it (or what your market research shows the reaction will be) and the quality of the product. Judges have limited time to review each entry, so material that is well organized and not unduly lengthy will be favored. Some entrants send a product sample. In the case of small products this is fine; please don't send us any full-sized caskets! If you or a fulfillment center ships a product sample separately, please include in the package the name of the company on the entry! All entries must be submitted on standard 8 1/2 x 11" sheets (product samples are exempt from this requirement), with sheets placed in a 3-ring loose-leaf binder or report holder. Photos should be in photo-holder pages or taped (on the back) to pages without damaging them.

- Entrants acknowledge the ICCFA has the right to publish and make promotional use of and to produce educational materials using their entries.
- Past winning entries (including honorable mentions) may not be resubmitted.

4. SIGNATURE: \_\_\_\_\_

5. SUPPLEMENTAL INFORMATION: Please include the following information in your submission folder:

- Product pricing
- Quantity sold thus far
- To whom/what audience is this aimed?
- Item specifications [material made of? size (length x width x height)?]
- Advertising for this product
- Testimonials
- Where is this product sold?

6. \$35 ENTRY FEE     CHECK (payable to ICCFA)     VISA     MC     AmEx     Discover

Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Security ID code (3-digit # on back of card or 4-digit # on front of AmEx) \_\_\_\_\_

Address of cardholder (if different from above) \_\_\_\_\_

Signature \_\_\_\_\_

ICCFA Use Only
Date Rec'd _____
Ind ID# _____
Co ID# _____
Type Pmt _____ Total \$ _____

7. SUBMIT ENTRY WITH PAYMENT TO:

ICCFA KIP Awards, ATTN: Kim Kelly, 107 Carpenter Dr., Ste 100, Sterling, VA 20164

# FAQs • PLEASE READ BEFORE ENTERING!

**2013 CALL FOR ENTRIES** There is a separate entry form for each category. Please read these FAQs and then select the correct form for your entry/entries. You may enter as many times as you like, but each entry **MUST** be on a separate form! Need more forms? You may photocopy them, download another at [www.iccfa.com](http://www.iccfa.com) or call the ICCFA at 1.800.645.7700 and we'll fax or mail you one.

---

**What exactly are the KIP Awards?** The ICCFA's Keeping It Personal Awards recognize innovation and excellence in personalization in the cemetery, cremation and funeral profession. The KIP Awards contest was created in 2001 by the association's Personalization Subcommittee, chaired by Stephen Bittner, CCE, CCCE. Committee members are Linda Darby-Sempsrott, Lynn Illig and Andrea Vittum. Staff liaisons are Kim Kelly, 1.800.645.7700 ext. 1221, [kim@iccfa.com](mailto:kim@iccfa.com), and Susan Loving, [sloving@iccfa.com](mailto:sloving@iccfa.com).

**Who does the judging?** ICCFA staff recruits a panel of independent marketing and communications professionals. One or two may have made arrangements for a family member at some point, while the others are simply intrigued by the idea of judging a contest involving cemetery and funeral products!

**Who may enter?** Any ICCFA member in good standing may enter. The Innovative Personalized Product Award is for suppliers only. We receive a number of joint entries. Example: A cemetery and monument supplier worked together to craft an exceptionally personalized memorial; a marketing/PR firm and funeral home put together a seminar or event. In such cases, at least one of the entrants must be an ICCFA member in good standing.

**What does it cost?** The fee is \$35 per entry.

**What are the categories?** Most Personalized Service/Memorial, Best Practice/Personal Touch, Innovative Personalized Product (supplier category), Most Personalized Pet Service/Memorial and Events. Please check the individual entry forms for help figuring out in which category your entry fits. It's also a good idea to go to [www.iccfa.com](http://www.iccfa.com) and check out past winners.

**How do I enter?** There are separate entry forms for each category. Download a form at [www.iccfa.com](http://www.iccfa.com) or call 1.800.645.7700 and ask to have a KIP entry form faxed, e-mailed or mailed to you. Read the FAQs and the entire entry form carefully. Make sure you're entering the correct category and that you fill out the form completely. Entries **MUST** be submitted on standard 8 1/2 x 11" sheets, secured in a report holder or loose-leaf 3-ring binder. If you have any questions, please call or e-mail staff liaison Kim Kelly at 1.800.645.7700 ext. 1221 or [kim@iccfa.com](mailto:kim@iccfa.com).

**How many times may I enter?** You may enter as many times as you like (for separate products/services, of course). You **MUST** fill out a separate form for each entry.

**We offer 326 different personalized urns; should we submit 326 entries?** NO! The staff liaison (who must check all entries and set everything up for the judges to look over) may submit her resignation if you do that! If you have any questions, please contact the staff liaison (Kim Kelly) before sending in your entry.

**What do the winners get?** Winners will be recognized at the ICCFA 2014 Convention & Exposition in Las Vegas, Nevada, in ICCFA Magazine and on the ICCFA website. The ICCFA will send out press releases about the winners to the trade press and will provide all winners with press releases they can send to their local media. The company whose entry is selected as grand prize winner will receive one free registration to the 2014 ICCFA Annual Convention & Exposition.

**Questions?** Call 1.800.645.7700 or e-mail Kim Kelly, [kim@iccfa.com](mailto:kim@iccfa.com), or Susan Loving, [sloving@iccfa.com](mailto:sloving@iccfa.com).

---

**WINNING TIPS:** Please take care in putting your entry together. Judges do not have time to read/sift through reams of material for every entry; a succinct, well-crafted entry is best. Simply explain how your product personalizes, how it gives families a different or better way to personalize. If you include a large catalogue to show that you have many options available, that is fine; simply mention that in your cover letter. Submit similar/related items together as one entry offering personalization options. If you have any questions about putting your entry together or whether you should be submitting one or several entries, please call staff liaison Kim Kelly before sending in your entry.

---

Questions? Contact Kim Kelly at [kim@iccfa.com](mailto:kim@iccfa.com), 1.800.645.7700 ext. 1221, or Susan Loving at [sloving@iccfa.com](mailto:sloving@iccfa.com).



The KIP Awards are sponsored by the ICCFA's Personalization Subcommittee. Founded in 1887, the ICCFA is the only international trade association representing all segments of the cemetery, cremation and memorialization industry.

**See past award winners at [www.iccfa.com/kip](http://www.iccfa.com/kip)**

ICCFA

# ALL★STAR

## ANNUAL CONVENTION & EXPOSITION

APRIL 8-11, 2014 • MANDALAY BAY RESORT & CASINO • LAS VEGAS, NV

### CORPORATE PARTNERSHIP OPPORTUNITIES INCLUDE:

- ★ Keynote Speakers
  - ★ Archie Griffin
  - ★ Stedman Graham
  - ★ Scott Deming
- ★ Aisle Signs
- ★ Lanyards
- ★ Wednesday Lunch with Exhibitors
- ★ Registration Booth
- ★ Thursday Lunch with Exhibitors
- ★ Welcome Reception Food Stations
- ★ Welcome Reception Bars
- ★ Closing Dinner
- ★ Closing Receptions
- ★ Closing Dinner Entertainment
- ★ Coffee Breaks
- ★ PLPA Reception
- ★ State Association Luncheon
- ★ Expo Lounges
- ★ Spotlight Your Product (Showcase)
- ★ Bag Inserts
- ★ General Session Staging and Audio/Visual
- ★ Registration Bags
- ★ Wireless Internet
- ★ Green Burial Open House
- ★ Restroom Mirror Clings
- ★ Movie Premieres
- ★ Spotlights
- ★ Online Expo Map
- ★ Convention Scooters
- ★ Daily Show Email
- ★ Staff Shirts
- ★ Floor Stars
- ★ Friday Educational Track Sponsors

### GENERAL RECOGNITION OPPORTUNITIES INCLUDE:

- ★ In the January convention preview issue of *ICCFA Magazine* (mailed to 11,000+!)
- ★ In the March/April convention issue of *ICCFA Magazine*
- ★ In the convention onsite program
- ★ Via signage
- ★ On staging screens
- ★ Via announcements from the podium
- ★ Brochure/flyer table on April 11: Keep your marketing message in front of convention attendees even after the Expo closes
- ★ Accrue points toward your future booth assignments

...and more!

### SPECIFIC RECOGNITION OPPORTUNITIES LISTED ON THE NEXT PAGE

**DEADLINE TO BE INCLUDED IN THE MAILED PROGRAM BOOKLET: NOVEMBER 22, 2013**

#### FOR MORE INFORMATION ON SPONSORSHIP, PLEASE CONTACT:

Kelly Spann  
Meeting Planner  
kspann@iccfa.com  
1.800.645.7700

Gary Freytag  
Program Chair  
gfreytag@springgrove.org  
513.853.6816

Scott Sells  
Program Chair  
scott.sells@sci-us.com  
408.795.2002



## CORPORATE PARTNERSHIP OPPORTUNITIES INCLUDE:

### • Keynote Speakers

- Archie Griffin—[\$20,000-30,000] The 2x Heisman Trophy winner will compare business and sports challenges as well as stress the importance of lifelong development.
- Stedman Graham—[\$20,000-30,000] Entrepreneur, marketing coach and diversity consultant Stedman Graham will explain how the business world has changed, why you should expand your offerings and how to further your company's reach into your community.
- Scott Deming—[\$15,000-25,000] Some see "branding" as a logo and a tagline. In reality, your brand is defined by our customers. Learn from customer service and emotional brand-building guru Scott Deming how to create the ultimate customer experience.
- **Aisle signs**—See your company's name on signs that hang over each aisle of the exposition. [\$10,000-15,000] Limited number available!
- **Lanyards**—Contribute \$15,000 and see your company logo on the lanyards. Limited to one sponsor!
- **Wednesday Lunch with the Exhibitors**—Have your company recognized by all attendees during free food & beverage service during this five-hour Expo hall session. [\$10,000-20,000]
- **Registration booth**—A company who contributes \$10,000 will have its logo on the booth's kick plates. Limited to two sponsors!
- **Thursday Lunch with the Exhibitors**—Another excellent opportunity for extended exposure during a packed three-hour Expo session. [\$10,000-20,000]
- **Welcome Reception Food Stations**—Gain the attention of registrants during the first night of the Convention & Exposition with two sponsored food stations. Contribute \$10,000 and your company's logo will be printed on the napkins used during the Welcome Reception. [\$5,000-10,000]
- **Welcome Reception Bars**—Gain the attention of registrants during the first night of the Convention & Exposition with two sponsored bars. Contribute \$10,000 and your company's logo will be printed on the cups used during the Welcome Reception. [\$5,000-10,000]
- **Closing Dinner**—Our Annual Convention's culminating event with this big blowout bash. [\$10,000-15,000] Contribute \$15,000 and your company's logo will be printed on the napkins used during the dinner.
- **Closing Reception**—One of the final events to cap off a productive and fantastic week in Las Vegas. Contribute \$12,000 and your company's logo will be printed on the napkins used during the reception. [\$5,000-12,000]
- **Closing Dinner Entertainment**—[\$5,000-7,500]
- **Coffee Breaks**—One of the best sponsorship values, gain repeated exposure at one of the several coffee breaks throughout the week. Your company's logo will also be printed on the coffee cups used during the breaks. [\$5,500-7,500]
- **PLPA Reception**—This event welcomes attendees of the 5th PLPA Annual Conference held in conjunction with the ICCFA Annual Convention with a reception on opening night just for them. [\$5,000-8,000]
- **State Association Luncheon**—Gain exposure from elected leaders staff and "rising stars" from state and regional associations [\$3,000-5,000]
- **Expo lounges**—There will be several lounges around the expo hall for attendees to sit down, eat, have a conversation and relax. Sponsors are allowed to place printed materials in the provided media rack in their lounge. [\$3,000-5,000 per lounge] Limited number available!
- **Spotlight your product**—A product showcase will be set up along our red carpet, and it provides an opportunity to showcase any new products. Submissions require ICCFA approval. [\$2,000]
- **Bag inserts**—You may insert advertisements into the registrant tote bags for \$2,000 per page. Limited to 10 inserts!
- **General Session Staging and Audio/Visual**—The ICCFA Convention is known for its high-quality audio/visual production. [\$1,000 & up]

Sponsorships are assigned on a first-come, first-served basis.

Sponsorships at the lower end of the price ranges may be partnered with another company to co-sponsor an event. You can lock in your company as the exclusive sponsor of a particular event by paying the maximum amount for that event.

## CORPORATE PARTNERSHIP OPPORTUNITIES INCLUDE:

- **Registration bags**—Every attendee will receive a registration bag with your logo on it. [\$25,000] Limited to one sponsor.
- **Wireless Internet**—Have attendees access the internet for free with this sponsorship. It includes a custom splash page and a password of your choosing that every attendee must enter before logging on. [\$17,000] Limited to one sponsor!
- **Green Burial Open House**—This event draws many attendees who wish to learn more about the Green Burial Council [\$4,000-7,000]
- **Restroom Mirror Clings**—See your company's name on the expo hall's bathroom mirrors. Each sponsorship includes both a men's and women's restroom. [\$2,000-5,000] Limited to two sponsors!
- **Movie Premieres**—Sponsor our very own movie premieres complete with popcorn and other concessions. [\$5,000 each/10,000 for both] Just two available!
- **Spotlights**—Watch the exhibit hall light up by sponsoring these unique movie premier spotlights. [\$5,000-10,000]
- **Online Expo Map**—Have your company be the first thing anyone sees when they open up the virtual expo hall map. [\$7500] Limited to one sponsor!
- **Convention Scooters**—Allow handicapped attendees the ability to navigate around the expo hall on a scooter sponsored by your company. [\$1,500-2,000] Limited number available!
- **Daily Show Email**—The Daily Show Email is sent out every evening to all attendees recapping the day and providing useful information for the next day's events. Sponsor this email and see your company's banner ad at the top of the email. [\$500 per day] Limited to four sponsors.
- **Staff Shirts**—See ICCFA staff walk around with your logo on their shirt sleeve each day. [\$5,000] Limited to two sponsors!
- **Floor Stars**—Sponsors who contribute more than \$15,000 will have their name printed on stars along the “walk of fame” leading into the exhibit hall.
- **Friday Educational Track Sponsors**—New this year, sponsor an educational track (cremation, green, pet loss, management, sales/marketing, embalming, technology, etc.) on Friday, April 11—perhaps one that relates to your business' focus—and receive recognition on signage in the classroom, a tabletop display outside the classroom and your logo will appear in the mailed program and onsite program. [\$1,500 each] Limit 5 sponsors!



# ANNUAL CONVENTION & EXPO SPONSORSHIP COMMITMENT FORM

## COMPANY INFORMATION

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Prov \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone (     ) \_\_\_\_\_ Fax (     ) \_\_\_\_\_

E-mail address \_\_\_\_\_

Web address \_\_\_\_\_

## LEVEL OF SPONSORSHIP

We would like to contribute \$ \_\_\_\_\_ to sponsor the ICCFA Annual Convention & Expo.

In particular, we are interested in sponsoring (if applicable, include an event or speaker name here that you would specifically like to sponsor):

\_\_\_\_\_  
\_\_\_\_\_

Signature \_\_\_\_\_

## PAYMENT

CHECK (Please make payable to ICCFA)

DISCOVER    VISA    MASTERCARD    AMERICAN EXPRESS

Name on credit card \_\_\_\_\_

Credit card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Security ID# \_\_\_\_\_

*SECURITY ID#: 3-digit number on back of card or  
4-digit number on front of American Express card*

Signature \_\_\_\_\_

Card's Billing Address (required) \_\_\_\_\_

\_\_\_\_\_



**Please complete this form and return it to:**

INTERNATIONAL CEMETERY, CREMATION & FUNERAL ASSOCIATION  
107 Carpenter Drive, Suite 100 • Sterling, VA 20164 • 1.800.645.7700 • Fax: 703.391.8416 • [www.iccfa.com](http://www.iccfa.com)



ICCFA Annual Convention and Exposition  
April 8–11, 2014  
Mandalay Bay, Las Vegas, Nevada

Return form to:  
Rick Platter  
107 Carpenter Drive, Suite 100  
Sterling, Virginia 20164  
Fax: 703.391.8416  
Email: rplatter@iccfa.com  
**Deadline: February 28, 2014**

## VEHICLE NOTIFICATION FORM

If your company plans to display a motor vehicle in your booth, please complete and return this form to Rick Platter with ICCFA by February 28, 2014.

Clark County Fire Prevention Guidelines for displaying of vehicles on the exhibition floor are:

- **Exhibitors who intend to display a vehicle within the confines of their exhibit booth MUST obtain a vehicle display permit from the Clark County Fire Marshal.** The application for permit is available online at <http://fire.co.clark.nv.us/Files/pdfs/permitappl.pdf>. See attached Las Vegas Fire Safety Regulations.
- At least one battery cable shall be removed from the batteries used to start the engine.
- Fuel tank openings shall be locked or sealed to prevent escape of vapors.
- Combustible materials must not be stored beneath display vehicles
- Fuel tanks shall not contain in excess of one-eighth of a tank of gas.
- No refueling activity of any kind permitted. Refueling must be accomplished a minimum of fifty (50) feet beyond the exterior of the building.
- Vehicles should have visqueen underneath to protect floor and booth carpet from oil/fuel leaks.
- Vehicles cannot be moved once in place.

A representative from Fern Expo will contact you regarding delivery time of your vehicle onto the exhibit floor.

### Exhibiting Company Information

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

Exhibit Contact: \_\_\_\_\_ Exhibit Mobile #: \_\_\_\_\_

Exhibit Contact Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Exhibit Contact Email: \_\_\_\_\_

Booth Number: \_\_\_\_\_

### Vehicle Information

Make/Model of Vehicle: \_\_\_\_\_

Vehicle Dimensions: \_\_\_\_\_

- Failure to notify ICCFA by the above deadline date of vehicle display and failure to obtain a permit from the Clark County Fire Marshal will result in vehicle not being allowed onto the exhibit floor.

I understand and agree to adhere to guidelines listed on this form and will be responsible for all associated permit fees.

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

Date: \_\_\_\_\_

## ★ Exhibitor Deadlines ★

### November 2013

- November 22**  Last day to submit booth application and be part of the cumulative point system.
- November 26**  Deadline for reserving advertising space in January 2014 Convention Program Issue of ICCFA Magazine.
- Points earned from December 2012 to November 2013 applied toward 2014 booth assignments.
- Booth Space Application and Contract due to ICCFA (pages 13–15) for assignment under cumulative point system, along with non-refundable deposit of \$500.
- Deadline for contacting the ICCFA to become an Annual Convention sponsor (pages 19–21).

### December 2013

- Registered exhibitors will receive Service Kits via e-mail from George Fern Company.
- December 9**  Artwork due for January issue of ICCFA magazine.

### January 2014

- January 17**  Exhibitor Profiles due to ICCFA for inclusion in March/April 2014 Onsite Convention Issue of ICCFA Magazine. Submit logo or photo with your profile.
- January 31**  Full payment for booth space due to ICCFA. No refunds for booth cancellations received after this date. Cancellations received in writing by January 31 will receive a refund less the \$500 non-refundable deposit.
- Booth Space Application & Contract due to ICCFA (pages 13–15) to appear in Exhibitor's Directory.
- Exhibitor Personnel Registration Form due to ICCFA (page 15).

### February 2014

- February 14**  Deadline for reserving advertising space in March/April 2014 Onsite Convention Issue of ICCFA Magazine.
- February 24**  March artwork due date.
- February 28**  Deadline for reserving artwork in the 2014 Onsite Convention Program.
- Deadline for vehicle forms (See page 23).

### March 2014

- March 7**  Deadline for receiving artwork in the onsite program.
- March 10**  Deadline for hotel reservations at Mandalay Bay Hotel & Casino.

### April 2014

- April 8**  By Noon—All exhibiting companies are to physically claim booth space.
- By Noon—Booths set up according to IAEM/EDPA regulations and ready for ICCFA inspection.
- April 9**  9:00 - 10:00 a.m.—IMSA Business Meeting.
- April 10**  2:00 p.m.—Begin tear-down and move-out.

### May 2014

- May 30**  Deadline for reserving advertising space in July 2014 Post-Convention Coverage Issue of ICCFA Magazine.

### Expo Contact Information: International Cemetery, Cremation & Funeral Association

Rick Platter  
107 Carpenter Drive, Suite 100  
Sterling, VA 20164  
800.645.7700 ext. 1213  
Fax: 703.391.8416  
rplatter@iccfa.com

### George Fern Co. (Decorator)/General Contractor

Maggie Lewis  
125 Fernco Drive  
Nashville, TN 37207  
615.256.0357  
Fax: 615.256.0490  
mlewis@fernexpo.com

### Hotel Reservations

The ICCFA has secured a discounted rate of just **\$214** at the Mandalay Bay Hotel & Casino. To reserve your room at our reduced rate, call **1-877-632-7800** and use the code "ICCFA 2014 Annual." The cutoff for hotel reservations is **March 10, 2014**; however, we expect our block to sell out, so be sure to make your room reservations early.

**ICCFA Magazine** provides excellent opportunities to reinforce your company's marketing strategy. Read by 7,500+ industry decision makers, ICCFA Magazine's recognized highest-quality editorial content ensures strong reader interest—including everyone who will attend the expo.

For complete pricing information and to place an insertion order, contact ICCFA Supplier Relations Manager Rick Platter at 1.800.645.7700 or rplatter@iccfa.com. The deadline to reserve space for the 2014 Convention Program Issue (January 2014)—which will have a bonus circulation of 14,000+ issues—is November 26.