



The Philippine Mortuary Association (PMA) with La Funeraria Paz, Inc. (LFPI) as the 2012 convention host in cooperation with Baguio Memorial Chapels will be holding the 7th Annual Convention with theme: "Global Perspective of the Death Care Industry" on March 20 – 22, 2012 at the Baguio Convention Center in Baguio City.

The Event Includes:

- ✓ Leadership fora
- ✓ Business-relevant exhibits
- ✓ Inspirational sessions from well respected speakers
- ✓ Mortuary practice panel discussion with industry experts and
- ✓ Fellowship night with recreational activities

The 2012 PMA Convention is a must for fun-loving, yet education-attuned Filipino professionals

DAY 1 - March 20 (Tuesday)

DAY 2 - March 21 (Wednesday)

DAY 3 - March 22 (Thursday)

The Baguio Convention Center

The Baguio Convention Center (BCC) was conceived by then First Lady and Minister of Human Settlements and Ecology, Mrs. Imelda Romualdez – Marcos and realized with the aid of then President Ferdinand E. Marcos through GSIS.

The 5,000 sq.m. facility sits on a 4.86 hectares estate right in the center of a growing metropolis, was formally opened on July 17, 1978. As a convention facility, the BCC was venue to big congress such as the Philippine Advertising Congress, National Congress for Municipal Judges, National Accountants Congress, among others. Arts and Cultural exhibits likewise were held in the facility.

In 1995, the facility was officially leased to the City Government of Baguio through (Ordinance 07-95). Ownership of the facility was finally realized upon the signing of an agreement between Camp John Hay, GSIS and the City Government of Baguio in February 18, 2003.

The City of Baguio

Once a vast grassland, a pasture to hundreds of herds of cattle that far outnumbered the people, is now a bastion of new age monuments that continue to alter the city's skyline.

Early documented explorations by the Spanish Conquistadors, aiming to extend the King's Throne to far reaching regions in the Philippine Islands, led to the mestizos' mission to the Cordilleran boondocks. The Spaniards established a Comandancia in the Benguet valley of La Trinidad with 31-rancherias, among which is the minor Rancheria (about 20 houses) called *Kafagway*. Kafagway later became "Baguio", after the native "Bag-iw", meaning moss.

The Americans succeeded the Spaniards and in 1900, established the first provincial government in Benguet. By resolution of the Philippine Commission, Baguio was declared "Summer Capital" on June 1, 1903.

The City is a strategic gateway to the wonders of Northern Luzon. The calm beaches of La Union; the fabled Hundred Islands of Pangasinan; the world famous Banaue Rice Terraces in Ifugao; the ancient churches, Spanish influenced houses, historical and cultural relics of Ilocos Sur and Ilocos Norte, the Kabayan of the tribes of Benguet, Mountain Province, Ifugao, Kalinga Apayao and Abra.

Baguio has a unique environment that is relatively cooler by an average of 10-degrees Celsius and likewise unique because of the abundance of the Benguet Pine (*pinus insularis*). As such, it has become a favorite destination for nature revelers and those that find the lowland heat hard to take.

Dubbed the "Education Center of the North" it is home to many brilliant minds who find the weather conducive for learning among a wide array of outstanding universities and colleges.

Unlimited Opportunities for all

For Interested sponsors/exhibitors, booth spaces are available. Products and services maybe showcased at a very reasonable and affordable rate.

Participants will have a chance to meet suppliers and manufacturers of various mortuary products.

National and local media partners will be present throughout the event.

Approved full 30 credit units by DOH-CEUE for **licensed embalmers** with three (3) days complete attendance.

Convention website: www.mortuaryadvisor.com/pma
For downloadable registration form, sponsorship form, program, hotel rates, etc. .

For further inquiries, please contact:

Grace S. Galang : 7493806 loc 152; 09156773450
Babylon A. Salazar : 7082211; 09175618232
Renato Y. Tanquintic : 7436514; 09189171395
Mario A. Tiongco : 7436514; 09178070525