



**KANSAS FUNERAL DIRECTORS ASSOCIATION**

1200 S. Kansas Ave. Topeka, KS 66612

785-232-7789 • 785-232-7791 fax • [www.ksfda.org](http://www.ksfda.org)

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January 12, 2017

Dear Kansas Funeral Service Suppliers:

The Kansas Funeral Directors Association's 2017 Convention, will be held May 1 - May 3, 2017 at the Wichita Marriott, 9100 Corporate Hills Drive in Wichita, Kansas.

We would like to extend an invitation for you to participate in this year's convention by becoming a KFDA Convention sponsor and/or exhibitor. Funeral supply firms have always played a significant role in the success of KFDA conventions. Most convention activities are underwritten by Kansas funeral suppliers as joint sponsors, making the event affordable and accessible for funeral homes of every size. Therefore it is extremely important for you to sponsor the convention if you can.

Enclosed you will find the 2017 Exhibitor registration materials. The convention exhibit floor will consist of tabletop displays on May 1 and 2. There may be room for some expanded space for major convention sponsors. The space will be offered with priority given to the highest level of convention sponsors. Food and beverage events are in close proximity to displays providing you with an outstanding opportunity to network and showcase your products and services.

This year's convention will feature a "Tailgating" theme. We hope you will incorporate the "Tailgating" theme in your display. An award will be given for the best "Tailgating" themed booth. You are also welcome and encouraged to participate in all convention continuing education opportunities and social events.

Hotel reservations can be made by calling the Marriott hotel directly at 800-228-9290 or 316-651-0333 by April 17, 2017 for you to be assured a room at the convention rate of \$107.00. Be sure to let them know you are with the KFDA room block. Reservations can also be made on the Marriott website at [www.marriott.com/1ctwe](http://www.marriott.com/1ctwe) and use the group code "KFDKFDA" which can be found in the Special Rates section when making your room reservation.

We hope that the enclosed materials will address all your questions concerning the upcoming convention. If you should have any questions, please do not hesitate to contact the KFDA office at 785-232-7789 or send an e-mail to [sdivis@kfda.kscoxmail.com](mailto:sdivis@kfda.kscoxmail.com).

We hope to see you at this year's KFDA Convention!



KFDA Convention



☆ ★ ☆ TAILGATE ☆ ★ ☆  
WITH THE KFDA

May 1 - May 3, 2017

Wichita Marriott  
9100 Corporate Hills Dr.  
Wichita, KS



ADMIT ONE



## TENTATIVE SCHEDULE

|                |   |   |
|----------------|---|---|
| Monday, May 1  | 10:00 a.m. - 3:00 p.m.<br>5:00 p.m. - 7:30 p.m. | Display Set-Up<br>Grand Opening of Displays |
| Tuesday, May 2 | 11:15 a.m. - 2:15 p.m.<br>2:15 p.m. - 4:30 p.m. | Lunch with Displays<br>Displays Move-Out    |

## SPONSORSHIP OPPORTUNITIES

|                      |        |  |
|----------------------|--------|--|
| Major League Sponsor | \$4000 | 4 display tables<br>or larger exhibit space<br>10 exhibitor passes |
| Ultimate Fan Sponsor | \$3000 | 3 display tables<br>or larger exhibit space<br>8 exhibitor passes  |
| Grill Master Sponsor | \$2000 | 2 display tables<br>6 exhibitor passes                             |
| Cheerleader Sponsor  | \$1500 | 2 display tables<br>4 exhibitor passes                             |
| Booster Sponsor      | \$900  | 1 display table<br>3 exhibitor passes                              |

## EXHIBITOR OPPORTUNITY

|              |       |  |
|--------------|-------|--|
| Exhibit Only | \$500 | 1 display table,<br>2 exhibitor passes |
|--------------|-------|--|

Additional Representatives: \$75 each

# EXHIBITOR TERMS AND CONDITIONS

## **Eligibility to Participate:**

Any manufacturer or distributor of merchandise, supplies, equipment or services utilized by the funeral directors of Kansas shall be eligible to participate as a Convention Exhibitor and/or Sponsor. The KFDA reserves the right to reject any application in its sole discretion.

## **Contract for Space:**

Draped tables measuring 8'x 30" will be provided in the quantity designated for your firm's sponsorship level. Additional space may be available for major convention sponsors. Displays must be confined to the table space. For Sponsors who prefer not to set up a display, additional space will be available in the Ballroom to lay out business cards and brochures for pick-up by funeral directors. The signed Application and these Exhibitor Terms and Conditions constitute a contract between the KFDA and the Exhibitor. Any issue or matter not specifically covered in these regulations is subject to the decision of the KFDA, whose decision shall be final. The KFDA's interpretation of these Regulations shall be binding.

## **Booth Personnel:**

You are provided at least two complimentary exhibitor badges. Additional badges are provided to convention sponsors based on levels of sponsorship. Additional badges are available at a cost of \$75 per person to cover food and beverage.

## **Assignment of Space:**

Both space will be assigned at the discretion of the KFDA with due regard to grouping of exhibitors and history of sponsorship and support.

## **Payment:**

The entire booth fee is due at the time of application.

## **Theme:**

"Tailgating" is the theme for this year's convention. Decorate your booth in Tailgating decor. The Grand Opening of Exhibits will be Monday evening and we encouraging attire for Monday to be casual. An award will be given for the best theme booth.

## **Sponsorship Publicity:**

In addition to a uniform sign at each table, Convention Sponsors whose registrations are received by March 6th will appear in the pre-convention KFDA Journal. Registrations received by April 6th, will be acknowledged in the convention program and the post convention KFDA Journal. The name of each firm will be listed exactly as it appears on Sponsor Registration forms.

## **Electrical Needs:**

Arrangements for electrical service and equipment must be made with the Marriott Wichita. An order form is enclosed for your convenience.

## **Joint Convention Sponsorship:**

Convention events and activities are sponsored jointly by Convention Sponsors with the exception of some speakers. However, individual companies may award merchandise or prizes through registrations or drawings in their own booths.

## **Convention Advertising Opportunity:**

Sponsors will be offered the opportunity to place an advertising insert in a mailing that will be sent out by the KFDA office in April. Non-sponsoring exhibitors can participate for a reasonable fee. See enclosed information.

## **Exhibitor Hunt:**

For just \$75, you can participate in the exhibitor hunt. Your name will be placed on a card given to attendees. They must visit your booth to be eligible for prizes purchased with your monetary contribution, winner drawn at the end of the exhibit and one prize at the Tuesday night social event

# EXHIBITOR TERMS AND CONDITIONS

## **Registration Deadlines:**

We encourage you to submit your registration to the KFDA office by March 1st to take advantage of all the publicity and to be included in the pre-convention KFDA Journal. The KFDA office will need your registration by April 3, 2017, to be included in the convention on-site program. After April 3, 2017, there is an additional late fee charge of \$50.00.

## **Withdrawal:**

Any company who withdraws between April 3 and April 17, 2017 will be charged a \$50 cancellation fee. After April 17, 2017, no withdrawals will be honored and no refunds will be given.

## **Termination of Meeting and Exhibit:**

Should the premises hosting KFDA's Convention become, in the sole judgment of KFDA, unfit for occupancy, or should the Meeting and Exhibition be materially interfered with by reason of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a government agency, or any other act beyond the control of the KFDA, the Application and Contract may be terminated by KFDA. Exhibitor agrees that KFDA shall not be liable for damages or loss sustained or incurred by the Exhibitor as a result of such termination. In the event of such termination, the Exhibitor expressly releases and shall hold harmless KFDA of and from all claims for damages or loss, and agrees that KFDA shall have no obligations or liability in connection with such termination except to refund to Exhibitor the registration and sponsorship fee paid by Exhibitor.

## **Care of Display Space:**

Exhibitor participates in the KFDA Exhibition at its own expense and shall take good care of the premises, not mar or deface the premises and will keep and maintain the premises in good order at all times. Exhibitor assumes full financial responsibility for any damage caused by Exhibitor, its agents, employees, contractors or representatives.

## **Labor/Safety/Fire:**

Exhibitors will comply with all applicable statutes, ordinances, rules and requirements relating to health, fire, safety, and use of the premises. Electrical wiring must conform with all federal, state, and municipal government requirements and to National Electrical Code Safety Rules.

## **Liability and Insurance:**

Exhibitor assumes full responsibility and liability for losses, damages and claims arising out of injury or damage, including that by fire, and theft, to Exhibitor's displays, equipment and other property brought upon the premises of the Hotel and to individuals who visit Exhibitor's booth. Exhibitor shall indemnify and hold harmless the Hotel, and the KFDA and their agents, servants, employees, officers, directors, staff and members against such losses, damages and claims. Exhibitor, by signing the application for participation expressly understands that Exhibitor releases KFDA from, and agrees to indemnify it against any and all claims for such loss, injury or damage. If KFDA shall be held liable for any event that might result from Exhibitor's action or failure to act, or Exhibitor's failure to comply with applicable law, Exhibitor shall reimburse and hold harmless KFDA against any liability resulting therefrom. Exhibitor must adequately insure its materials, goods, wares and exhibits against loss or injury of any kind and must do so at its own expense. KFDA and Hotel are not responsible for any loss (however caused) to any property of any exhibitor. Exhibitors are solely responsible for their own actions and that of their employees, contractors, agents and representatives during KFDA's Convention.

## **Amendment to Contract Terms and Conditions:**

KFDA may, in its sole discretion, make changes, amendments, or additions to the Contract Terms and Conditions. Any such changes shall be binding on Exhibitor.

## **Hotel:**

Hotel reservations can be made the Marriott Hotel by calling 800-228-9290 or 316-651-0333 by April 17, 2017 for the convention rate of \$107.00. Ask for the KFDA room block.

# EXHIBITOR APPLICATION for 2017 KFDA CONVENTION

1

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

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Contact person: \_\_\_\_\_ Phone number: \_\_\_\_\_ E-mail: \_\_\_\_\_

2

**Check one box and list applicable sales representatives below.**

- Our firm wishes to support the 2017 KFDA Convention as a **Major League Sponsor** at **\$4,000**.
- Our firm wishes to support the 2017 KFDA Convention as a **Ultimate Fan Sponsor** at **\$3,000**.
- Our firm wishes to support the 2017 KFDA Convention as a **Grill Master Sponsor** at **\$2,000**.
- Our firm wishes to support the 2017 KFDA Convention as a **Cheerleader Sponsor** at **\$1,500**.
- Our firm wishes to support the 2017 KFDA Convention as a **Booster Sponsor** at **\$900**.
- Our firm wishes to **EXHIBIT** at the 2017 KFDA Convention at **\$500**.

3

**Sales Representatives included in sponsorship or exhibit level:**

|       |       |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

**Additional representatives** of our firm who will attend the convention at the price of **\$75.00** per person

|       |       |
|-------|-------|
| _____ | _____ |
| _____ | _____ |

4

*I have read and agree to the terms outlined in the Exhibitor Terms and Conditions and the Convention Brochure as a condition of exhibiting at the 2017 KFDA Convention.*

\_\_\_\_\_  
(Signature) (Date)

*It is understood that providing your mailing and e-mail addresses, telephone and fax numbers, we consent to receive communication sent by or on behalf of the KFDA.*

5

Total Sponsorship/Exhibit \$ \_\_\_\_\_  
Total Additional Representatives \$ \_\_\_\_\_  
Exhibitor Hunt \$ \_\_\_\_\_  
Total Amount Enclosed \$ \_\_\_\_\_

Mail your completed form and payment to:

**Kansas Funeral Directors Association**  
**1200 S. Kansas Avenue**  
**Topeka, KS 66612-1375**

*After April 3, 2017 add \$50.00*



# Kansas Funeral Directors Association 120th Annual Convention

## Exhibitor's Advertising Opportunity

The KFDA will be sending a "Convention Info" packet to KFDA members in early April. We are offering advertising in this mailing to all Convention Sponsors at no charge and to convention exhibitors for a small fee.

Our mailing will include a short cover letter with a list of our sponsors & exhibitors. In addition, we will offer (only to exhibitors) the opportunity to place a one page (8-1/2 by 11) advertising insert. **PLEASE DO NOT FOLD MATERIALS.** Your insert, for example, could advertise a show special, drawing for a prize, or just a personal invitation to stop by your booth.

To participate "Convention Info" advertisers will be responsible for sending 240 inserts to the KFDA office by April 3, 2017. There is no cost to Convention Sponsors. The cost to non-sponsor convention exhibitors is \$50.00. It would cost over \$100 to mail on your own.

These packets will provide another opportunity to stimulate the interest of those planning to attend and a chance for them to learn more about your company and the goods and services that you have to offer.

Thanks to all of you for supporting our Association!

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Yes, I want to place an insert (8-1/2 by 11 page) in the "Convention Info" packet to be mailed to KFDA member funeral homes and professionals in Kansas in April of 2017. **(NO FOLDED MATERIALS ARE ENCLOSED)**

I understand it is my responsibility to ship or hand deliver 240 copies of the inserts to the KFDA office by April 3, 2017 along with payment of \$50.00.

Name of Company \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

\_\_\_\_\_ Payment of \$50.00 is enclosed.

Ship to: KFDA  
1200 S. Kansas Avenue  
Topeka, KS 66612-1375



9100 Corporate Hills Drive, Wichita, KS 67207

316-651-0333

Fax 316-651-0634

Electrical/Equipment Order Form

Name of Convention: \_\_\_\_\_

Name of Exhibitor: \_\_\_\_\_

Name of Contact: \_\_\_\_\_ Contact Number: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

Dates of Convention: From \_\_\_\_\_ To \_\_\_\_\_

**Note: Requests must be received two weeks prior to the event to guarantee electrical hookups and equipment availability. Please return complete form with check, money order or credit card number to the above address.**

**Electrical Circuits:**

\_\_\_\_\_ Up to 15 Amps/110 Volts \_\_\_\_\_ \$15.00 per day/booth \_\_\_\_\_

\_\_\_\_\_ 16 to 20 Amps/110 Volts \_\_\_\_\_ \$20.00 per day/booth \_\_\_\_\_

\_\_\_\_\_ 21 to 30 Amps/110 Volts \_\_\_\_\_ \$30.00 per day/booth \_\_\_\_\_

\_\_\_\_\_ Up to 15 Amps/208/220 Volts/Single Phase \_\_\_\_\_ \$20.00 per day/booth \_\_\_\_\_

\_\_\_\_\_ 16 to 20 Amps/208/220 Volts/Single Phase \_\_\_\_\_ \$30.00 per day/booth \_\_\_\_\_

\_\_\_\_\_ 21 to 30 Amps/208/220 Volts/Single Phase \_\_\_\_\_ \$40.00 per day/booth \_\_\_\_\_

**Additional Electrical Circuits Available. Please call for information.**

**Internet Connection:**

High Speed Internet Connection (non-taxable) \_\_\_\_\_ \$100.00 unlimited usage/per day \_\_\_\_\_

**Audio-visual Requirements:**

A variety of audio-visual equipment is available for rent. Please contact our sales department directly for your needs.

Special equipment for hookups (wiring, special plugs, connectors, etc.) not available in Engineering stock will be charged at retail price.

**Please allow at least two weeks notice.**

Name on Card \_\_\_\_\_ Type of Card \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Authorized By: \_\_\_\_\_ Title: \_\_\_\_\_

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

**Please include a photocopy of both sides of credit card & cardholders picture ID. Thank you.**





## PACKAGES/BOXES

The following information may be helpful to vendors and exhibitors:

|   |   |
|---|---|
| <p>Please Ship Materials To:</p><br><br><br><br><p>Include on Packages/Boxes:</p> | <p>Wichita Marriott Hotel<br/>9100 E. Corporate Hills Dr.<br/>Wichita, KS 67207<br/>Attn: Jeanne Marie Poole (<i>Event manager handling your function</i>)</p> <p>In-house contact name<br/>Name of convention<br/>Start date of function</p> |
|---|---|

|  |   |
|--|---|
| <p>Returning Boxes at End of<br/>Your Program:</p> | <p>Please hand deliver small packages/boxes to the front desk. Leave larger boxes/freight in the banquet area and ask the front desk to have them shipped.</p> <p>Verify the following information with the front desk:</p> <ul style="list-style-type: none"><li>- Number of boxes being returned</li><li>- Name, account number and address of the destination.</li><li>- All boxes must be sealed and labeled prior to shipping.</li></ul> <p>If these procedures are not followed, the hotel can not be held responsible for their delivery.</p> <p>UPS packages needing pick-up will accrue a \$6.50 handling fee.</p> |
|--|---|

Due to limited space, we request shipments not arrive any earlier than seven (7) days prior to the group's arrival.

Please call the Wichita Marriott Hotel at 316-651-0333, ext. 6170 if you have any questions.