



KANSAS FUNERAL DIRECTORS ASSOCIATION
1200 S. Kansas Ave. Topeka, KS 66612
785-232-7789 • 785-232-7791 fax • www.ksfda.org

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January 27, 2021

Dear Kansas Funeral Service Suppliers:

The Kansas Funeral Directors Association's 2021 Convention, will be held June 7 - 9, 2021 at the Capitol Plaza Hotel, Capitol Plaza Hotel, Topeka, 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 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 2021 Exhibitor registration materials. The convention exhibits will be held on June 7 and 8. Depending on COVID-19 protocols enforced at convention time, 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.

We are carrying over last year's convention theme that we didn't get to use last year so this year's convention will again feature a "vacation" theme. We hope you will incorporate the theme in your display. An award will be given for the best "vacation" 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 Capitol Plaza Hotel directly at (800) 579-7937 or (785) 431-7200 by May 22, 2021. Be sure to let them know you are with the KFDA room block. You will need to register by May 22, 2021 to be assured a room at the convention rate of \$101.00.

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 kfda2@kfda.kscoxmail.com.

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



124TH ANNUAL CONVENTION



**KFDA EXHIBITOR'S
BROCHURE**

JUNE 7-9, 2021

**Capitol Plaza Hotel
1717 SW Topeka Blvd.
Topeka, KS**



TENTATIVE SCHEDULE

| | | |
|-----------------|---|---|
| Monday, June 7 | 10:00 a.m. - 3:00 p.m. 5:00 p.m. - 7:30 p.m. | Display Set-Up Grand Opening of Displays |
| Tuesday, June 8 | 10:00 a.m. - 1:15 p.m. 1:30 p.m. - 4:00 p.m. | Displays with Lunch Displays Move-Out |

SPONSORSHIP OPPORTUNITIES

| | | |
|----------------|--------|--|
| All World | \$4000 | 4 display tables or larger exhibit space 10 exhibitor passes |
| Jet Setter | \$3000 | 3 display tables or larger exhibit space 8 exhibitor passes |
| First Class | \$2000 | 2 display tables 6 exhibitor passes |
| Cruise | \$1500 | 2 display tables 4 exhibitor passes |
| Road Trip | \$900 | 1 display table 2 exhibitor passes |
| Exhibitor Hunt | \$75 | |

EXHIBITOR OPPORTUNITY

| | | |
|--|-------|--|
| Exhibit Only | \$500 | 1 display table, 2 exhibitor passes |
| Additional Representatives: \$75/\$115 with CE | | |

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:

A booth with draped table(s) 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 booth space. For Sponsors who prefer not to set up a display, additional space will be available to lay out business cards and brochures. 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 entire booth fee is due at the time of application.

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 or \$115 if continuing education credit is included.

Convention attendees agrees to comply with all COVID-related procedures that may be implemented by the KFDA and EVENT VENUE, including, but not limited to, mask-wearing and social distancing requirements and restrictions on certain activities that carry higher COVID-related risk, in order to protect as much as possible the health and safety of all convention attendees.

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.

Theme:

We have a "vacation" theme for this year's convention. Decorate your booth with that in mind. You may want to use your favorite vacation location, means of travel or travel movie. 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 April 7th will appear in the pre-convention KFDA Journal. Registrations received by May 3rd, 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 Topeka Capitol Plaza Hotel.

Joint Convention Sponsorship:

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

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.

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 TERMS AND CONDITIONS

Registration Deadlines:

The registration deadline is April 7th. This will allow you to take advantage of all the pre-convention publicity and to be included in the pre-convention KFDA Journal. There is an additional late fee charge of \$50.00 for registrations received after April 30, 2021.

Withdrawal:

Any company who withdraws between May 1 and May 14, 2021 will be charged a \$50 cancellation fee. After May 14, 2021, no withdrawals will be honored and no refunds will be given.

Termination of Meeting and Exhibits:

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, pandemic, 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 at the Capitol Plaza Hotel by calling (800) 579-7937 or (785) 431-7200 by May 22, 2021 for the convention rate of \$101.00. Ask for the KFDA room block.

EXHIBITOR APPLICATION for 2021 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 2021 KFDA Convention as a **All World Sponsor** at **\$4,000**.

Our firm wishes to support the 2021 KFDA Convention as a **Jet Setter Sponsor** at **\$3,000**.

Our firm wishes to support the 2021 KFDA Convention as a **First Class Sponsor** at **\$2,000**.

Our firm wishes to support the 2021 KFDA Convention as a **Cruise Sponsor** at **\$1,500**.

Our firm wishes to support the 2021 KFDA Convention as a **Road Trip Sponsor** at **\$900**.

Our firm wishes to **Exhibit** at the 2021 KFDA Convention at **\$500**.

3 Sales Representatives included in sponsorship or exhibit level:

| | |
|------------------------------|--------------|
| / | / |
| <i>Representative's Name</i> | <i>Email</i> |
| / | / |
| <i>Representative's Name</i> | <i>Email</i> |
| / | / |
| <i>Representative's Name</i> | <i>Email</i> |
| / | / |
| <i>Representative's Name</i> | <i>Email</i> |

Additional representatives of our firm who will attend the convention at the price of **\$75.00/\$115 with CE** per person

| | |
|------------------------------|--------------|
| / | / |
| <i>Representative's Name</i> | <i>Email</i> |
| / | / |
| <i>Representative's Name</i> | <i>Email</i> |

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 2021 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.

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| | | |
|---|----------|---|
| Total Sponsorship/Exhibit | \$ _____ | Mail your completed form and payment to: Kansas Funeral Directors Association 1200 S. Kansas Avenue Topeka, KS 66612-1375 |
| Total Additional Representatives | \$ _____ | |
| Exhibitor Hunt | \$ _____ | |
| Total Amount Enclosed | \$ _____ | |
| <i>After April 30, 2021 add \$50.00</i> <i>No refunds after May 14, 2021</i> | | |



Kansas Funeral Directors Association 124th Annual Convention

Exhibitor's Advertising Opportunity

The KFDA will be sending a "Convention Info" packet to KFDA member funeral homes in early May. 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 225 inserts to the KFDA office by May 3, 2021. 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. Please send a copy of your insert to the KFDA office for approval prior to submitting.

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!

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 May of 2021. **(NO FOLDED MATERIALS ARE ENCLOSED)**

I understand it is my responsibility to ship or hand deliver 225 copies of the inserts to the KFDA office by May 3, 2021 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