

April 24-26, 2012
The 132nd OFDA Annual Convention and Exhibition

Harmony through **Diversity**



Growing Together

Hyatt Regency and the Columbus Convention Center in Downtown Columbus



To: Prospective Exhibitors
From: Mark Merz, CFSP, Convention Chair
Re: 132nd OFDA Annual Convention & Exhibition



Mark Merz, CFSP
Convention Chair

to entertain your valued clients. Furthermore, 2012 will bring a new concept that will present you an opportunity to showcase a "featured" item to the attendees. Your support of OFDA is truly appreciated. We realize that your participation is a large investment so let me personally assure you our entire Convention Committee is committed to a successful convention.

Enclosed is the application for exhibit space. On the reverse side is the list of rules and regulations, for your careful review. This application consists of four parts: white-OFDA; yellow-confirmation copy that will be returned to you to confirm booth space; pink-decorator; and goldenrod-yours to keep for your files. We do require a minimum 50% deposit with your application to assign exhibit space.

Please list three choices for space when completing the application. Refer to page 5 for a diagram of the exhibition floor layout. Every effort will be made to give you booth space in accordance with your preferences. If your preferred space is unavailable, we will attempt to offer a booth assignment in the same general area. There is space on the application to indicate your preference to be located near or removed from other specific exhibitors. The Sales Club and Convention Committee will assist in this process. Applications postmarked by January 31, 2012 will receive first round booth assignments. Everyone attending the convention will be given an exhibitors guide. The guide will include your company name, address and contact information, booth location, and the types of merchandise and/or service your company offers. Please provide this information where designated on your application. We must receive your application at least three weeks prior to convention to appear in the exhibitor guide.

The members of OFDA and I look forward to seeing you at the 132nd OFDA Annual Convention and Exhibition. As families grow and communities change, so to do their wants and needs. Our diverse cultures require us to work in harmony so that we will continue to grow together. 2012 brings exciting change that will expand and transform your business collectively through new and continued friendships. We are pleased with our results and we hope you are to! With this in mind, on behalf of the Convention Committee and the staff at OFDA I would like to personally invite you to exhibit at the finest state convention in the country.

Mark A. Merz

Growing Together

Harmony through Diversity



Special Events

- **Welcome Reception** – during exhibit hours on exhibit floor on Tuesday — *Beverages Sponsored by* — *State Auto Insurance Companies*



- **Lunch** – during general session on Wednesday — *Sponsored by* — *Funeral Directors Life Insurance Company*



- **President's Reception** – complimentary hors d'oeuvres/ beverages (Hyatt Regency) on Wednesday — *Sponsored by* — *Aurora Casket Company & Dignity Memorial*



- **Breakfast** – complimentary on Thursday — *Sponsored by* — *Batesville Casket Company*



Exhibit Hours

Tuesday, April 24, 2012

4:30 p.m. – 7:30 p.m.

Wednesday, April 25, 2012

2:00 p.m. – 5:30 p.m.

Thursday, April 26, 2012

10:00 a.m. – 12:00 p.m.

Exhibitors will be permitted on the floor one hour prior to opening to membership.

Exhibit Facilities

The Exhibition will be held at the Greater Columbus Convention Center in Hall C.

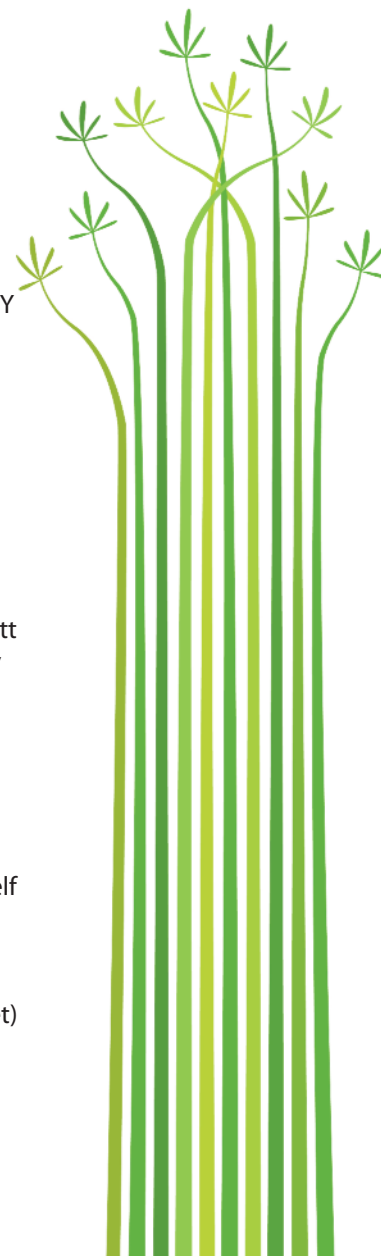
Exhibiting Representatives

All exhibiting companies receive TWO COMPLIMENTARY registrations per 100 square feet of space reserved. Additional representatives will be charged **\$65.00** for pre-registration and **\$100.00** for on-site registration.

Hotel Facilities

Discover all the fun and exciting things to do when visiting the capital of the Buckeye state and stay at Hyatt Regency Columbus. Dine at *Market Stand Café* or enjoy a refreshing beverage at Big Bar. Utilize the newly renovated *StayFit™* fitness center or enjoy yoga in the comfort of your own room and stay healthy while on vacation or a business trip.

The landmark downtown hotel is within walking distance of *Columbus' best attractions*. You'll find yourself in the trendy Arena District, relax at one of Columbus' many popular restaurants and bars. Stroll along High Street in Columbus' popular Short North Arts and Entertainment District. The hotel (350 North High Street) is conveniently connected to the Greater Columbus Convention Center. Hyatt Regency Columbus' \$12 million transformation is complete with updated and refreshed hotel corridors and guestrooms.



Fee Schedule

\$6.50 – per square foot for exhibitors selecting **100 square feet** (one 10' x 10')

\$6.25 – per square foot for exhibitors selecting up to **400 square feet** (10' x 20' or 10' x 30' or 10' x 40' or 20' x 20')

\$5.75 – per square foot for exhibitors selecting any booth **larger than 400 square feet**



Convention Exhibitors

The 132nd OFDA Annual Convention & Exhibition

Scheduled Set Up Times

Monday, April 23, 2012

1:00 p.m. – 6:00 p.m.

All coach, vault and casket companies **MUST** set up on **Monday**. OFDA is asking these companies, **especially the coach companies**, to **PLEASE** make an effort to begin setting up as close to **1:00 p.m.** as possible to assist Fern Expositions with their floor setup. **All other exhibitors are also welcome to set up on Monday.**

All merchandise **must** be on the floor by 5:00 p.m., the dock doors will close at 6:00 p.m. As a reminder, all vehicles must be removed immediately from the dock area after unloading.

Lunch will be available at 1:00 p.m. to all exhibitors setting up on Monday, compliments of OFDA.

Tuesday, April 24, 2012

7:00 a.m. – 11:30 a.m.

Exhibitors are welcome to set up between these hours. The aisles must be clear by **10:00 a.m.** The dock doors will close at 11:00 a.m. As a reminder, all vehicles must be removed immediately from the dock area after unloading.

A continental breakfast will be available at 8:00 a.m. to all exhibitors setting up on Tuesday, compliments of OFDA.

Rules & Regulations

Hall C at the Greater Columbus Convention Center will open Monday, April 23 for receiving of merchandise and exhibit material. The height of displays is limited to 8 ft. for those located on the perimeter of the exhibit area and other designated areas and 4 ft. for those remaining. The 8 ft. display may not exceed out (from rear of booth to front) on sides more than 3 ft.

Any requests for exceptions to this rule **MUST** be directed to OFDA along with the booth request application. OFDA's decision will be final.

Official Decorator

The official decorator is Fern Exposition & Event Services, 1500 Old Leonard Avenue, Columbus, OH 43219, 614-253-1500. Fern will send a show kit with information regarding carpet, furniture rental, and display fixtures, etc. **(to the person's name listed on the contract unless otherwise stated)**, after your contract has been processed with OFDA.

If you would like to purchase electric, phone or Internet services for your booth, these services must be purchased through the Convention Center. Please refer to the information supplied in your show kit to order these services from the Convention Center.

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Refer to Floor Plan on Next Page for Preferred Booth Selection
Please be sure to fill out the application for booth space completely and legibly.

For booth costs, see fee schedule on page 3.



**We'd like your company
for these**

Special Events

- **Welcome Reception** – during exhibit hours on exhibit floor on Tuesday – *Beverages Sponsored by*



- **Lunch** – during general session on Wednesday – *Sponsored by Funeral Directors Life Insurance Company*



- **Breakfast** – complimentary on Thursday – *Sponsored by Batesville Casket Company*



And you won't want to miss

The President's Reception

Wednesday, April 25, 2012

5:30 - 7:00 p.m.

Complimentary hors d'oeuvres and beverages
(Hyatt Regency)

Sponsored by Aurora Casket Company and Dignity Memorial



Sponsorship Opportunities

In an effort to keep member registration fees to a minimum, OFDA encourages the assistance of sponsor contributions. Included in this brochure is a list of potential opportunities for your company to support the convention. Your assistance is greatly appreciated and will be properly acknowledged at the convention and in any promotional material produced for the convention by OFDA.



2012 Sponsorship Opportunities

Thank you!

☐ **Tuesday – Service of Remembrance Reception** - *Sponsored by Cincinnati Equitable Insurance Company*



☐ **Tuesday – Speaker Jeff Taylor** - \$1000

☐ **Tuesday – Refreshment Break** - \$1500

☐ **Tuesday – Speaker Todd Crandell** - *Sponsored by OFDA District #6 – Funeral Directors Association of Northwest Ohio, Inc.*



☐ **Tuesday – Refreshments** (Host Bar) on Exhibit Floor - *Sponsored by State Auto Insurance Companies*



☐ **Wednesday – Refreshment Break** - \$1500

☐ **Wednesday – Speaker Poul Lemasters** - *Sponsored by OFDA District #1*

☐ **Wednesday – Speaker John Heald** - \$1000

☐ **Wednesday – Speaker Coleen Ellis** - \$1200

☐ **Wednesday – Speaker Kim Medici Shelquist** - *Sponsored by Homesteaders Life Company*



☐ **Wednesday – Speaker Monica Lilak** - \$1000

☐ **Wednesday – Speaker Julie Burn** - \$1000

☐ **Wednesday – Awards Luncheon** - *Sponsored by Funeral Directors Life Insurance Company*

☐ **Wednesday – President's Reception** - *Sponsored by Aurora Casket Company and Dignity Memorial*



☐ **Thursday – Speaker Ryan Thogmartin** - \$500

☐ **Thursday – Speaker Charles Berner, DDS** - \$500

☐ **Thursday – Breakfast** - *Sponsored by Batesville Casket Company*



☐ **Thursday – Speaker Lee Woodruff** - \$6000

Please return this form to:

OFDA
P.O. Box 21760
Columbus, OH 43221

Phone: (614) 486-5339 • (800) 589-6332
Fax: (614) 486-5358 • (800) 507-1465

E-mail: Diana@OFDAonline.org
www.OFDAonline.org

Company/Organization _____

Contact Name _____

Address _____

City, State, Zip _____

Telephone _____ Fax _____ E-mail _____

Event _____

☐ Full Sponsorship or ☐ Partial Sponsorship _____



The Ohio Funeral Directors Association

800-589-6332 • 614-486-5339 • Fax 614-486-5358 • Fax 800-507-1465



www.OFDAonline.org