

OFDA

The 130th OFDA Annual Convention and Exhibition

Lighting the Way



APRIL
27, 28 & 29
2010

Hyatt Regency and the Columbus Convention Center in Downtown Columbus



Lighting the Way



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To: Prospective Exhibitors

From: Terry Reardon, Convention Chair

RE: 130th OFDA Annual Convention & Exhibition



Terry Reardon
Convention Chair

Plans are well underway for the 130th Ohio Funeral

Directors Convention and Exhibition being held April 27, 28 and 29, 2010 at the Hyatt Regency Columbus and the adjacent Columbus

Convention Center. The theme for this year's convention is *Lighting The Way* and on behalf of the association I invite you to exhibit.

OFDA truly appreciates the support it receives each year from you, the funeral service suppliers. Your contribution to the exhibition is a significant factor in the overall success of our

convention. As in the past, members of the Sales Club represent you on the Convention Committee.

Enclosed is the application for exhibit space. On the reverse side is the specific list of rules and regulations (**please read carefully**). The application consists of four sections: white-OFDA copy; yellow-confirmation copy (which is returned to confirm booth assignment); pink-decorator copy and goldenrod-keep this for your files. OFDA requires a minimum 50% deposit to accompany the application in order to be assigned a booth.

Please list three choices for space when completing the application. Refer to page 5 for a diagram of the exhibit 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. Please note there is space on the application to indicate your preference in being located near or removed from other

exhibitors. The Sales Club and Convention Committee will assist in this process. Contracts postmarked by January 30, 2010 will receive first round booth assignments.

Everyone attending the Convention will be given a 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 (note the space on the

application for this information). OFDA must receive your contract at least three weeks prior to convention to appear in the exhibitors guide.

OFDA is happy to provide three meals, a welcome reception and 2 lunches, for exhibitors and members on the

exhibit floor at no additional cost. I would also like to invite you to attend the President's Celebration on Wednesday, April 28, 2010. The theme for this year's celebration is the hilarious Broadway interactive event *Tony n' Tina's Wedding* (**tickets will be available at a later date**). This event has become a highlight of the convention, don't miss this great opportunity to celebrate with your friends, customers and colleagues.

The members of OFDA and I look forward to seeing you at the 130th OFDA Annual Convention and Exhibition. With you and OFDA members working together we can continue the tradition of Ohio having one of the biggest and best state conventions in the country.



Terry Reardon and family boating on a summer day.

The 130th OFDA Annual Convention and Exhibition



Lighting the Way

The Exhibit Floor

Welcome Reception – (during exhibit hours) on Tuesday

Lunch – (during exhibit hours) on Wednesday

Lunch – (during exhibit hours) on Thursday

Exhibit Hours

Tuesday, April 27, 2010

4:30 p.m. – 7:30 p.m.

Wednesday, April 28, 2010

Noon – 4:00 p.m.

Thursday, April 29, 2010

9:30 a.m. – Noon

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 **\$50.00** for pre-registration and **\$100.00** for on-site registration.

Hotel Facilities

The Convention will be headquartered at the Hyatt Regency Columbus, located at 350 North High Street (downtown Columbus). Located in the heart of downtown Columbus' Arena District and connected to the Greater Convention Center, the hotel features wireless high speed internet access, two fitness facilities, indoor swimming pool, restaurant, lounge, connected to convention center shops, and a complete business center.

Fee Schedule

\$6.25 – per square foot
for exhibitors selecting **100 square feet** (one 10' x 10')

\$6.00 – per square foot
for exhibitors selecting up to **400 square feet**
(a 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**



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Convention Exhibitors

Scheduled Set Up Times

Please note: Because of the new schedule for convention (Tuesday, Wednesday, Thursday format) the set up times have changed from previous years and **MUST** be followed exactly as stated in this brochure.

Monday, April 26, 2010

1:00 p.m. – 7:00 p.m. (NEW SET UP TIME)

All large exhibitors (coach, vault, 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 early as possible so George Fern Company can do their part in setting the floor.

All merchandise must be on the floor by 6:00 p.m., the dock doors will close at 7:00 p.m. As a reminder, all vehicles must be removed immediately from the dock area after unloading.

Lunch will be provided to all exhibitors setting up on Monday, compliments of OFDA (1:00 - 3:00 p.m.).

Tuesday, April 27, 2010

6:00 a.m. – 11:30 a.m. (NEW SET UP TIME)

All other 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 to all exhibitors setting up on Tuesday, compliments of OFDA (7:00 - 9:00 a.m.).

Rules & Regulations

Hall C at the Greater Columbus Convention Center will open Monday, April 26 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 Decorators

George Fern Company, 1500 Old Leonard Avenue, Columbus, OH 43219, 614-253-1500. They will send a show kit with information regarding electric, furniture rental, etc. (to the person's name listed on the contract unless otherwise stated), after your contract has been processed with OFDA.

Sponsorship Opportunities

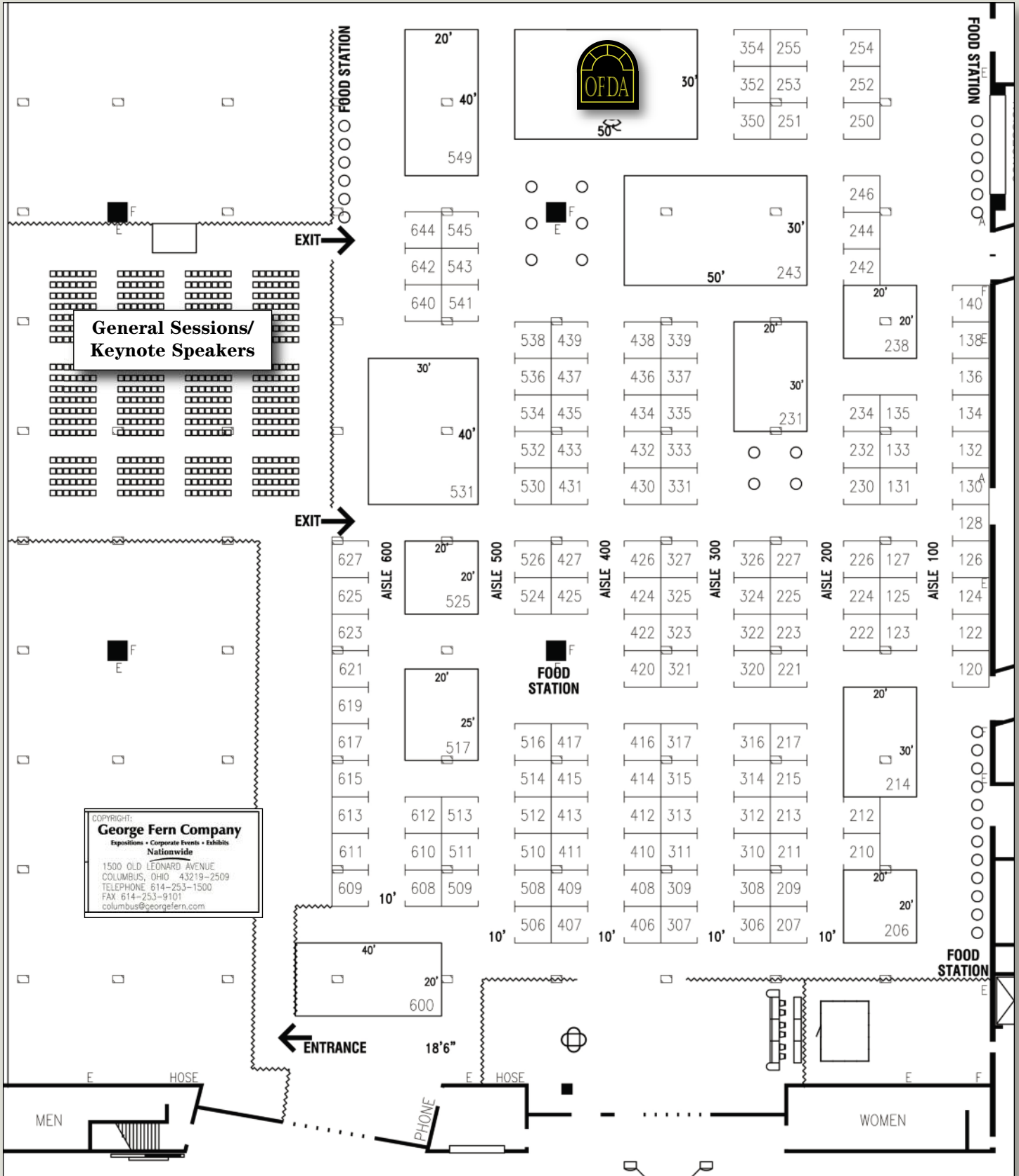
In an effort to keep member registration fees to a minimum, OFDA encourages the assistance of sponsor contributions. Included in this brochure is a list of potential opportunities for your organization to support the convention. Your assistance is greatly appreciated and will be properly recognized.

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.

Greater Columbus Convention Center, Hall C

For booth costs, see fee schedule on page 3.



COPYRIGHT:
George Fern Company
 Expositions • Corporate Events • Exhibits
 Nationwide
 1500 OLD LEONARD AVENUE
 COLUMBUS, OHIO 43219-2509
 TELEPHONE 614-253-1500
 FAX 614-253-9101
 columbus@georgefern.com

Ohio Funeral Directors Association 130th Annual Convention and Exhibition

Join Us!

Wednesday, April 28, 2010

OFDA hosts

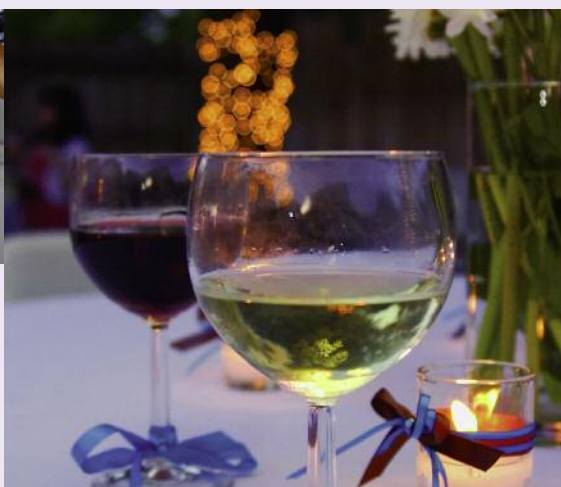
Tony n' Tina's Wedding

The Longest Running Off-Broadway Show!

Toast the happy couple, enjoy the Italian buffet dinner & dance the night away!

At *Tony n' Tina's Wedding* you're more than a member of the audience, you're a friend of the family!

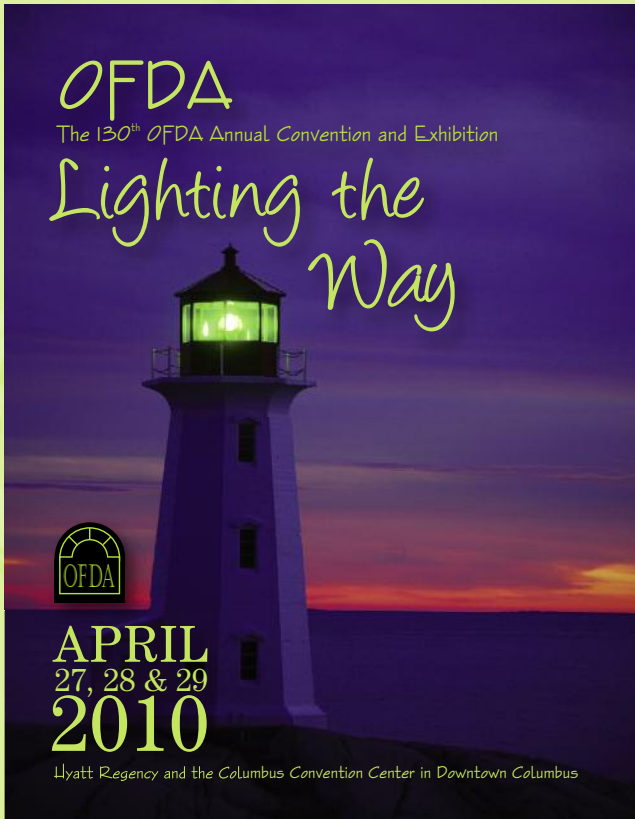
(Tickets will be available for sale at a later date.)



Lighting the Way

Our OFDA Members and Exhibitors Enjoy Boating of All Kinds.





Thank you!

Event Sponsorship

Recognition

Your assistance is greatly appreciated and will be properly recognized with signage at the event, acknowledgment in the convention brochure and The Buckeye Director Magazine.

Application

In an effort to keep member registration fees to a minimum, OFDA encourages the assistance of sponsor contributions. This is a great opportunity to spotlight your company. The following is a list of potential opportunities for your company to support the convention.

2010 Sponsorship Opportunities

- Tuesday, **Service of Remembrance** - \$1,200
- Tuesday, **Snack/Beverage Break** - \$1,200
- Tuesday, **Speaker Dave Dravecky** - \$8,500
- Tuesday, **Refreshments on Exhibit Floor** - \$2,000
- Wednesday, **Early Bird Speakers** - \$300 per speaker
- Wednesday, **Beverage Break** - \$1,200
- Wednesday, **Speaker Kay Frances** - \$3,000
- Wednesday, **President's Celebration Cocktail Reception** - \$2,000
- Wednesday **Night Entertainment – Tony n' Tina's Wedding/ Off-Broadway Show** - \$14,000
- Wednesday **Night Refreshments** - \$3,000
- Thursday, **Snack/Beverage Break** - \$1,200
- Thursday **Speaker Julie Burn/Poul Lemasters** - \$1,500



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 _____



Lighting the Way

The 130th OFDA Annual Convention and Exhibition

April 27, 28 & 29, 2010

*You're
Invited to:*



*Tony n' Tina's
Wedding!*

**The Broadway Interactive Theatre Event
at OFDA's President's Celebration!**

Hyatt Regency & Columbus Convention Center, Columbus, Ohio

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

www.OFDAonline.org