
Meet Your Market “Face to Face”



**ARIZONA
FUNERAL, CEMETERY & CREMATION
ASSOCIATION**

**ANNUAL CONVENTION
2010**

JUNE 2-4, 2010

Exhibitor's Package

Meet Your Market "FACE TO FACE"

Arizona Funeral, Cemetery & Cremation Association Advantage Package

The perfect environment for you to engage in "face to face" meetings. The AFCCA exhibition area is the place where you can make new and long lasting business relationships in today's developing Industries. With the conference taking place over "2 1/2 days" we offer our exhibitors a constant stream of visitors and host all receptions, coffee breaks, two lunches and a cash bar in this dedicated area to maximize exposure to your products and services.

For many, being in the midst of the bustling show floor is the most crucial part of their event experience. Here they can see and be seen by all the event participants as well as demonstrate their latest products and services. The show floor will be in the same room as the general sessions giving you the advantage of continued presence and participation in the meetings and other events.

A show floor presence offers a wealth of advantages:

- **Be at the centre of the action:** being on the show floor offers a perfect opportunity to showcase your products and services to the world.
- **Take advantage of the high quality visitors and traffic at the event:** As Arizona's only association of Funeral, Cemetery and Cremation Professionals it is unique in its ability to provide a vital venue, where owners and manager (decision makers) of these businesses meet to learn your new products and services and establish partnerships. Because of this, you can be sure of the high quality of all our event attendees. After you register, you will receive a list of AFCCA's firm members so you can make key contacts beforehand and direct them to your booth during the event.
- **Benefit from an "Advantage Package":** Take an Exhibition space of and you will be eligible for our new Advantage Packages. These offer an extensive set of bundled services and discounts in areas such as sponsorship, advertising and more!

AFCCA Exhibitor Advantage Package:

- Discounts for AFCCA members in exhibit fees.
- Logo's printed in the attendees' promotion brochure and on-site program.
- A one minute "face-to-face" moment at the microphone to talk about your company and it's products or services.
- One free lunch ticket to both Thursday and Friday's lunches.
- For advertising in the promotion brochure you receive a reduction in fees (see Advertising Schedule - based on size of ad).

Advertising discount schedule:

- ¼ page size - \$10 reduction
- ½ page size - \$25 reduction
- Full page size - \$50 reduction

Meet Your Market

"Face to Face"

**Arizona Funeral, Cemetery &
Cremation Association
Annual Convention 2010
June 2-4, 2010
Scottsdale Plaza Resort
7200 N. Scottsdale Rd.
Scottsdale, AZ**

FEES

AFCCA MEMBERS

\$595 for one table top, get a second for \$295- if prepaid by May 15

\$795 - get a second for \$295 - if prepaid after May 15

NON-MEMBERS

\$795 - Non-members for one table top, get a second for \$295 -

if prepaid by May 15

\$895 - get a second for \$295 - if prepaid after May 15

Table top exhibits will be used.

Please indicate on registration the number of tabletops

Golf Tournament - Wednesday, June 2 with a 7:00 am shotgun start. Registration and continental breakfast will begin at 6:30 am. Please use the enclosed registration form.

Exhibits: - Wednesday, Thursday and Friday , June 2-4

Exhibits setup begins at 1:00pm and must be complete by 6:30pm, Wednesday, June 2. Exhibits may be open during this event.

Exhibits open again Thursday at 7:30am until 9:30 pm - June 3 and Friday at 7:30am - 1:30pm on June 4, 2010.

Breakdown at conclusion of last exhibit event - about 1:30pm.

See Conditions and Rules for arranging electrical needs.

Plan to stay the weekend, bring the family.

One lunch ticket per booth on Thursday & Friday will be complimentary, all others are \$40 each (prior to May 15).

Texas Hold'em Tournament Fundraiser - Wednesday, June 2 - 6:00pm

A Texas Hold'em poker tournament fund raiser for the Foundation for Children will be open to all exhibitors beginning at 6:00pm.

Supplier Reception and Auction -Thursday, June 3 - 5:30 -9:30 pm

To continue the activity and fun in the exhibit hall, a reception will begin at 5:30pm. We would ask you to bring an raffle items to add to the excitement of the evening. It will also help you get a better chance of talking to convention attendees about your products or services.

Tabletop Assignments

Tabletop assignments will be made based on a **first reserved AND PAID**, first served. Limited space if available for wall back-drop. So get registrations in early. Please indicate if you have a tall table top display unit.

Conference Sponsorships

Conference sponsorship opportunities are available. Please refer

view the insert sheet and increase your visibility to the AFCCA membership.

Alcoholic Beverages

Please be advised that attendees must be 21 years of age to attend events where alcoholic beverages are served.

Contact Card

A contact card will be given to attendees to obtain your signature. The card will enable them to win a prize. This will give you a chance to talk to them about your products and services.

Dress

Resort casual attire is encouraged for all events. Business casual for the Saturday night dinner.

Lunch

One lunch is included in the registration for exhibits. Price for lunch is \$40 per person prior to May 15; \$50 after May 15, 2010.

Cash Bar

All receptions will have a cash bar unless there are sponsorships.

Family Dinner

All suppliers are invited to attend. Price for the Dinner is \$100 per person prior to May 15; \$120 after May 15, 2010.

Room Reservations

Call the Scottsdale Plaza Resort at 800-832-2025.

Rates: \$75 single or double; Villa Suites - \$125; Bi-Level suite - \$175 plus tax

Be sure to identify your reservation as being part of the June 2-4, AFCCA Convention room block to receive the convention rate.

Reservations must be made by May 10, 2010. Check or credit card guarantee is required.

**AFCCA CONVENTION
SCHEDULE OF EVENTS
Scottsdale Plaza Resort, Scottsdale, AZ
June 2-4, 2010**

Wednesday, June 2

6:30am **Golf Tournament Registration**
Continental Breakfast - Sponsored by PBF Manufacturing Co., Inc.
7:00am Tee off - Shotgun Start
Lunch provided
1:00 - 6:00pm **Exhibit set up**
6:00pm Texas Hold'em Poker Tournament, Fundraiser for the Foundation for Children - Exhibitors may participate or man exhibit booth.
(Prizes for winners are welcome)

Thursday, June 3

6:00am **Exhibits Open (will be in same room as general session)**
8:00am - 12:15pm Opening Session - CEU programs
10:00am Morning Break - **Exhibits open**
12:15 - 1:30pm Lunch (one lunch ticket per booth included in fee)
\$40 each for extra tickets - **Exhibits Open**
1:30pm - 3:30pm CEU programs
3:30pm - 4:30pm CEU programs

Exhibits may remain open during CEU programs, however, you are requested to speak quietly as the exhibits will be in the same room as the general sessions.

5:30pm - 9:00pm Supplier Reception & Auction Night Event - **Exhibits Open**
On this night suppliers will be given a 1 minute microphone time to highlight their products or services.

Friday, June 4

7:30am **Exhibits Open**
8:00am - 10:00am CEU programs
10:00am - 10:30am Morning Break - **Exhibits Open**
10:30am - 12:15pm CEU programs
12:15pm - 1:30pm Lunch (one lunch ticket per booth included in fee)
\$40 each for extra tickets - **Exhibits Open**
1:30pm **Exhibit tear down**
1:30pm - 4:45pm CEU programs
6:00pm Reception & Dinner - \$100 each prior to May 15, \$120 after
Suppliers are invited to attend.

(Exhibitors are invited to sit in on any CEU program - plan a weekend away with your family, enjoy the Phoenix sights.)

Bold items indicate Exhibitors specific activity - setup, open times and tear down times.

EXHIBITOR REGISTRATION FORM

AFCCA CONVENTION - 2010 EXHIBITOR REGISTRATION

Firm Name: _____
 Street Address: _____
 City/State/Zip: _____
 Phone number: _____
 Fax number: _____
 e-mail: _____
 Local Contact Person: _____
 Phone: _____

- We are an AFCCA Supplier member
 We are not members
 Spouse or guest attending name: _____

TYPE OF TABLE TOP DISPLAY:

- Tall table top display- wall background needed
 (limited number available)

Name Badge List:

Please list EACH name - print as they should appear on name badges

___ Yes, I will have a prize for the Wednesday night, Texas Hold'em Tournament
 ___ Yes, I will have an auction item for the Thursday night reception.

FEES PRIOR TO May 15, 2010: All fees are per tabletop. Indicate below if reserving more than one tabletop.

AFCCA member:
 \$595- 1st Table - \$295 - 2nd Table #of table tops _____ Amt. Pd.\$ _____

Non - AFCCA member:
 \$795 - 1st Table - \$295 - 2nd Table #of table tops _____ Amt. Pd \$ _____

One brochure for registration package only (does not include entrance to convention) **\$ 125.00** Amt. Pd \$ _____

Friday Luncheon \$40 before May 15, 2010 # of people _____ Amt. Pd. \$ _____
Friday Dinner \$100 before May 15, 2010 # of people _____ Amt. Pd. \$ _____
Child Dinner (7 years or older)\$55 before May 15, 2010 # of children _____ Amt. Pd. \$ _____

TOTAL DUE \$ _____

FEES AFTER May 25, 2009 All fees are per table top. Indicate below if reserving more than one tabletop.

AFDA member:
 \$695- 1st Table - \$295 for 2nd Table #of table tops _____ Amt. Pd.\$ _____

Non - AFCCA member:
 \$895 - 1st Table - \$295 - 2nd Table #of table tops _____ Amt. Pd \$ _____

One brochure for registration package only (does not include entrance to convention) **\$ 125.00** Amt. Pd \$ _____

Luncheon \$50 after May 15, 2010 # of people _____ Amt. Pd. \$ _____
Family Dinner \$120 after May 15, 2010 # of people _____ Amt. Pd. \$ _____
Child Dinner (7 years or older) \$65 after May 15, 2010 # of children _____ Amt. Pd. \$ _____

Total Amount Enclosed \$ _____

PAYMENT INFORMATION
PAYMENTS MUST BE MADE PRIOR TO THE CONVENTION TO BE OFFICIALLY REGISTERED AND ALLOWED TO EXHIBIT.
 Paid by Check Visa MasterCard AmEx
 Card # _____
 Exp. Date: _____
 Signature: _____

Mail and make check payable to:
 AFCCA Convention
 2753 E. Broadway, Suite 101
 Mesa, AZ 85204-1579
 Phone: 480-649-1144
 Fax: 480-649-0362
 E-mail: afcca@q.com
Please sign the Exhibitor Rules & Sponsor agreement on back of registration form.

Please Note: Registrations will not be processed without full payment and complete information. Cancellations received prior to May 15, 2010 will be refunded minus a \$25.00 processing fee. No refunds will be given after May 15, 2010.

EXHIBITOR & SPONSOR CONDITIONS, RULES & REGULATIONS

AFCCA Annual Convention Exhibition

June 2-4, 2010
Phoenix, AZ

Nature of Exhibits: The AFCCA exhibition is intended to provide a showcase of products and services used in the funeral service industry. AFCCA reserves the right to refuse to rent space to any company whose display of goods or services is not compatible with the general character and objectives of the exhibit. **Exhibit date is Wednesday, June 2 and Friday, June 4, 2010.**

Assignment of Space: Spaces in the Exhibit Hall will be reserved and assigned on a **first-receipt of contract and payment**, first-served basis with due consideration to each exhibitor's utility requirements and all other matters relating to the successful conduct of the exhibits. If space is not available, a waiting list will be developed in the same order. AFCCA will refund all monies received with the contract for whom space is not available.

Subletting of Exhibit & Prohibited Uses: Exhibitors are prohibited from assigning or subletting any part of the space allotted to them, nor shall they exhibit or permit to be exhibited in their space any merchandise or advertising material which are not a part of their own regular products, or which are not compatible with the character of the AFCCA Convention Exhibition.

Electrical Needs: If you need electrical power for your booth you will need to call the Scottsdale Plaza Resort at 480-948-5000 . Payment and arrangements for the electrical must be made by your company directly to the Scottsdale Plaza Resort.

Shipping: Shipment may be sent to: Attn: **Scottsdale Plaza Resort, 7200 N. Scottsdale Rd, Scottsdale, AZ 85253.** The shipment should not arrive more than three days in advance of the show date. Mark packages with your company name, attention of the person who will receive the package(s) and also mark "For the AFCCA Convention" - June 2, 2010. PLEASE NOTE: The hotel does not have space to store crates.

Dismantling of Exhibits: Exhibits are to be kept intact until the official closing of the Exhibit Hall. Tear down of exhibits may be torn down after 1:30pm, June 4, 2010. The reception will be held in the same room as the exhibits. You are encouraged to remain open until it ends to continue to visit with attendees. Tear down must be complete no later than 6:00pm, June 4, 2010.

Payment and Provision in Case of Default: If an exhibitor fails to pay any sum required by the Contract when due, or fails to perform any other term or condition of the Contract, or fails to observe and abide by these Contract Conditions/Rules and Regulations, AFCCA reserves the right to terminate the Contract immediately without refund of any monies paid.

Cancellation of Contract: Notice of cancellation must be made in writing to the AFCCA Convention, c/o 2753 E. Broadway, Suite 101-414, Mesa, AZ 85204-1579; e-mail: afcca@q.com; fax: 480-649-0362. **No refunds will be made for cancellation after May 15, 2010 or no shows.**

Insurance and Liability: AFCCA, their members, officers, AFCCA staff and management company (AMR/Association Management Resources), nor the **Scottsdale Plaza Resort**, its representatives or employees will be responsible for any injury, loss or damage that may occur to the exhibitor or the exhibitor's employees or property whatsoever, prior, during or subsequent to the period covered by the exhibit contract. It is understood by the exhibitor that the nature of the facilities available, the presence or circulation of large numbers of people, the number of removable articles in many exhibit spaces, and various other factors, make it mandatory that each exhibitor shall assume the risk of any such injury, loss or damage. The exhibitor, by signing this contract, thereby assumes such risk and expressly releases the above-named parties from all claims for any such loss, damage or injury.

The furnishing of security shall not be deemed to affect the non-liability of the above-named parties nor to modify in any way the assumption of risk and release provided for them. If insurance is desired, it must be obtained by the exhibitor.

In case said premises shall be destroyed by fire or the elements or by any cause, or in the case of Government intervention or regulation, military activity, strikes or any other circumstance make it impossible or inadvisable for AFCCA to hold the convention and exhibit, then and thereupon the Contract shall terminate and the exhibitor shall waive any claim for damages or compensation, except the pro rata return of amounts paid for space, after the deduction of actual expenses incurred in connection with the Exhibit, and there shall be no further liability on the part of either party. It is recommended that exhibitors obtain adequate insurance coverage at their own expense for property loss or damage and liability for personal injury.

Company: _____ Signature: _____ Date: _____

This contract must be signed and returned with exhibit registration.
AFCCA Convention - 2753 E. Broadway, Suite 101-414, Mesa, AZ 85204-1579

Partnership Opportunities AFCCA Annual Convention June 2-4, 2010

Scottsdale Plaza Resort, Scottsdale, Arizona

Company (Please print or type information below exactly as you would like it to appear in publication):

_____ Contact Name: _____ Address: _____ City: _____ ST: _____ Zip: _____ Phone: _____ Fax: _____ E-mail: _____	Local Contact, if different: _____ Address: _____ City: _____ ST: _____ Zip: _____ Phone: _____ Fax: _____ E-mail: _____
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Can't attend but want to show your support of the convention or add more exposure to your participation at AFCCA's Convention? Outside of the opportunities to exhibit, we also have some great opportunities for businesses who would like a chance to get extra exposure during the conference.

Partner sponsorship funds will be applied toward the overall cost of the convention; and will receive major recognition at the convention.

Major Business Partner:	\$5,000		
Business Partner:	\$3,000		
Contributing Partner:	\$2,000	Sponsorship Amount:	\$ _____

Partnerships by event options: Please indicate preferred amount below:

X	Event Option	Partnership Amount	Partnership Amount
_____	Wednesday, Golf Tournament Continental Breakfast	Sponsored by PBF Manufacturing Co., Inc.	
_____	Wednesday, Golf Tournament Lunch	\$1,900	\$ _____
_____	Wednesday Texas Hold'em drink tickets*	\$1,500(2 available)**	\$ _____
_____	Thursday, Continental Breakfast (Meet the Candidates)	\$1,000	\$ _____
_____	Thursday, Morning Break	\$1,000	\$ _____
_____	Thursday, Afternoon Break	\$1,000	\$ _____
_____	Friday, Supplier Reception/drink ticket	\$1,500(2 available)**	\$ _____
_____	Friday, Continental Breakfast	\$1,000	\$ _____
_____	Friday, Morning Break	\$1,000	\$ _____
_____	Drink ticket for Friday Reception/ Dinner	\$2,000(3 available)***	\$ _____
_____	Friday, Wine at Dinner	\$1,500	\$ _____
_____	Convention enhancements:		
_____	Badge holders neck straps (with Company logo)	\$700	\$ _____
_____	Portfolio/totebag sponsored by Handley Precast Systems, Inc.		\$ _____
_____	Audio Visual Rentals	\$2,500	\$ _____
_____	Photographer	\$500	\$ _____
_____	Awards	\$600	\$ _____

* This event will be a Texas Hold'em fundraiser for the Foundation for Children.

** two drink ticket sponsorships are available at \$1,500 each

*** three Supplier night reception drink tickets are available at \$2,000 each

Total \$ _____

partial sponsorships available, contact AFCCA office - 480-649-1144.

All sponsors will be acknowledged by announcement and sign at the sponsored event, in the final convention program and on the AFCCA's website.

DEADLINE TO APPEAR IN ON-SITE PROGRAM: May 18, 2010. Note: Sponsorship agreement cannot be accepted without full payment.

Payment Information:

____ Check Please make checks payable to **AFCCA**
 ____ Credit Card ____ Visa ____ MC ____ Amex

Card Number: _____ Exp. Date _____

Signature: _____

Return this form with payment to: AFCCA, 2753 E. Broadway, Suite 101-414, Mesa, AZ 85204-1579 or fax and call credit card information to: Fax: 480-649-0362 - Phone: (480) 649-1144.

AFCCA 2010 Convention Advertising Schedule

for Promotion Brochure and On site Program

Increase your company awareness before and during the convention.

Promotion Brochure Advertising Rates:

AFCCA Member advertising rates:

¼ page ad - \$40
½ page ad - \$80
Full page ad - \$100

Non AFCCA Member advertising rates:

¼ page ad - \$60
½ page ad - \$100
Full page ad - \$125

On Site Program Advertising Rates:

AFCCA Member advertising rates:

¼ page ad - \$40
½ page ad - \$80
Full page ad - \$100

Non AFCCA Member advertising rates:

¼ page ad - \$60
½ page ad - \$100
Full page ad - \$125

Deadline for advertising – February 15 for promotion to attendees

Deadline for on site program - May 1

Advertising specifications

<u>Size</u>	<u>Dimension</u>
Business Card	3.5" W x 2" H
Quarter Page	3.625" W x 4.875" H
1/2 Page	7.5" W x 4.875" H
Full Page	7.5" W x 10" H

Return insertion order and payment to:
AFCCA
2752 E. Broadway, Suite 101
Mesa, AZ 85204
Phone: 480-649-1144; Fax: 480-649-0362
e-mail: afcca@q.com

Note: We cannot process your ad without complete information, payment and artwork.

All electronic ads should be in a JEG format in the correct size. Electronic artwork can usually not be resized without losing quality. sent by e-mail or send on a CD. **Color or Black and white artwork must be print positive** (no negatives). New artwork is required for all new ads.

If your firm is not a member and you would like to be, please contact us for a membership application. The Supplier membership fee is \$275 per year. Contact AFCCA for an application.

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Insertion Order Please complete the following information: (Please type or print clearly)

Contact Name _____

Firm Name _____

Address _____

City, _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____

E-mail _____

Ad size _____

Check _____ Please make checks payable to AFCCA. Credit Card Visa _____ MasterCard _____ Amex _____

Card number _____ Exp. Date _____

Signature _____

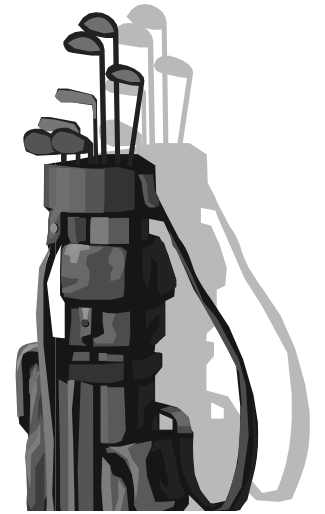
AFCCA Member _____

Non-Member _____

AFCCA CONVENTION GOLF TOURNAMENT

Location: McCormick Ranch Golf Course
Scottsdale, AZ
Deadline for reservation: May 15, 2010

Wednesday, June 2, 2010
**Price: \$150.00 per player, includes
continental breakfast and lunch**



Registration and Continental Breakfast Start at 6:30 am
Continental Breakfast Sponsored by
Shotgun start promptly at 7:00 am

Appropriate golf dress is required.

Foursomes: (make copies of the form for additional foursomes)

Paid:

Name: _____ Company Name _____ \$ _____

put me with the following for our foursome:

Name: _____ Company Name _____ \$ _____

Name: _____ Company Name _____ \$ _____

Name: _____ Company Name _____ \$ _____

Second foursome:

Name: _____ Company Name _____ \$ _____

put me with the following for our foursome:

Name: _____ Company Name _____ \$ _____

Name: _____ Company Name _____ \$ _____

Name: _____ Company Name _____ \$ _____

Make checks payable to and send payment to: AFCCA

2753 E. Broadway, Suite 101

Mesa, AZ 85204

Phone: 480-649-1144

Fax: 480-649-0362

Deadline for reservations: May 15, 2010

Payment Information:

Credit Card: ___ MC ___ Visa ___ Amex ___ Discover
Number: _____

Exp. Date: _____

Signature: _____

Payment by check: _____