



June 24, 2020—June 26, 2024

*Walkers Bluff Casino Resort
Carterville, IL*



*2024 ANNUAL CONVENTION
Exhibitor & Sponsor*

PROSPECTUS

Important Dates

January 1, 2024

Associate IFDA Members receive the Exhibitor & Sponsor Prospectus.

January 15, 2024

The Exhibitor & Sponsor Prospectus is distributed to other potential exhibitors and is published on the IFDA website at ifda.org/convention

March 1, 2024

Registering by March 1 guarantees exhibitor and/or sponsor inclusion in the Convention Registration Guide

March 31, 2024

Cancellation/Withdrawal deadline to receive 75% refund of total booth fee

April 30, 2024

Registering by April 30 guarantees exhibitor, sponsor and/or advertisement inclusion in the on-site Program Guide, which is distributed to all attendees during Convention. This includes listing your company's booth number and contact information in the Exhibitor Directory!

May 1, 2024

Exhibitors notified of booth assignment

June 24, 2024

Early Arrival Meet & Greet (7:00pm—9:00pm)

June 25, 2024

Booth Set-up (7:00am—1:00pm)
Exhibit Floor Open (2:30pm—5:30)
Member & Vendor
Appreciation Party (6:30pm—9:30pm)

June 26, 2024

Exhibit Floor Open (11:00am—2:00pm)
Dismantle Booths (2:00pm)

Sponsorship Benefits

- ◆ Recognition in the onsite Convention Program Guide given to all attendees.
- ◆ Acknowledgement of partnership in print, web, social media, and digital Convention advertising.
- ◆ Recognition from the podium during Convention.
- ◆ Event sponsorships include signage recognizing sponsor contribution and featuring company name and logo.
- ◆ Company logo included in sponsor slideshow during intermissions.

Opening Session—\$1,000



Celebrate with the 2024 Illinois Award of Funeral Service Distinction recipients, welcome the new 2024-2025 IFDA Board of Directors, reflect on the past year, and congratulate funeral directors that have been licensed for 40, 50, 60, or even 70 years!

Continuing Education Sessions (x5 Available) \$500 Each

Demonstrate your commitment to the educational enrichment of event attendees by providing high-quality educational presentations. Limited sponsorship opportunities are available for each continuing education session.

Convention Pens—\$1,500

Attendees will appreciate receiving a pen with your logo to use during the entire convention.

Photobooth—\$2,000

Join the fun at the Member & Vendor Appreciation Party with an interactive photo booth, allowing guests to capture enjoyable and unforgettable moments!



Convention Show Bags—\$2,000

Your company's logo will appear on the show bags handed to each attendee at registration.



Sponsorships, Cont'd.

Hotel Key Card Folders—\$2,500

Every attendee staying in the host hotel needs keys to their room. How would you like to design the key card folders that the keys come in with your logo?



Convention Lanyards—\$2,500

Place your company logo in a prominent position on every single badge at the Convention! This exclusive sponsorship has outstanding visibility.

Early Arrival Meet & Greet Sponsored by: Federated Insurance

As attendees arrive, the air is filled with anticipation and excitement! Join us in kicking off the 2024 IFDA Annual Convention and be a part of the essential Monday night party where introductions and networking take center stage.



Refreshment Breaks (x4 Available) — \$1,500 Each

A day filled with learning and networking can be exhausting for convention attendees. Be a hero by offering refreshments between sessions. Attendees will appreciate the energy boost!

Member & Vendor Appreciation Party—\$5,000

Guests will express their gratitude for the enjoyable and fantastic experience at the Member & Vendor Appreciation Party! Partygoers can delight in food, beverages, music, dance, and entertainment!



Entertainment—\$2,500

Sponsor our Member & Vendor Appreciation Party entertainment, Dueling Pianos!

IFDA Mobile Event App—\$5,000

The IFDA Annual convention will feature a mobile application for Android and IOS devices. The mobile event app, powered by Bravur Technologies, offers new opportunities for you to get your company name in front of our attendees. The sponsor of the IFDA Mobile Event App will have their logo added (alongside IFDA's) to the main mobile app banner at the top of the app, and on app splash screens when loading.

Keynote Address Sponsored by: FDLIC and NFDA

Don't miss this unique opportunity to elevate your brand by sponsoring our Keynote Address for our 2024 Convention.

At 9 years old John O'Leary survived an accidental explosion in his garage which left him with burns on 100 percent of his body. Now a dozen or so years later John has told his story to millions of people across 49 states and 17 countries. John's mission is to inspire others to harness the power within their own stories and to wake them up from accidental living with his three simple truths.



Mobile Events App Banner (x10 Available at \$1,000 Each)

The IFDA Annual Convention mobile event app will feature sponsor banners along the bottom. The banners will rotate dynamically every 10 seconds. The banners serve as links to a URL of your choice. Banner graphics need to be in PNG format 72dpi, with no interlacing. Banner sizes required include: 640x80, 960x80, 1242x120, 2208x120, 2048x107, and 2732x107.

Advertising

IFDA wants to provide our associate members, exhibitors, sponsors, and advertisers ample opportunity to create, spread, and enhance brand awareness. Please review the advertising opportunities the Annual Convention allows us to offer you.

Onsite Program Guide Advertising

Full-Page Ad	7.5" x 10"	\$499
Half-Page Ad	3.675" x 10"	\$249
Quarter-Page Ad	3.675" x 5"	\$129
Outside Back Cover	7.5" x 10"	\$699
Inside Back Cover	7.5" x 10"	\$699

Ads should be 300dpi and of suitable quality for color printing.

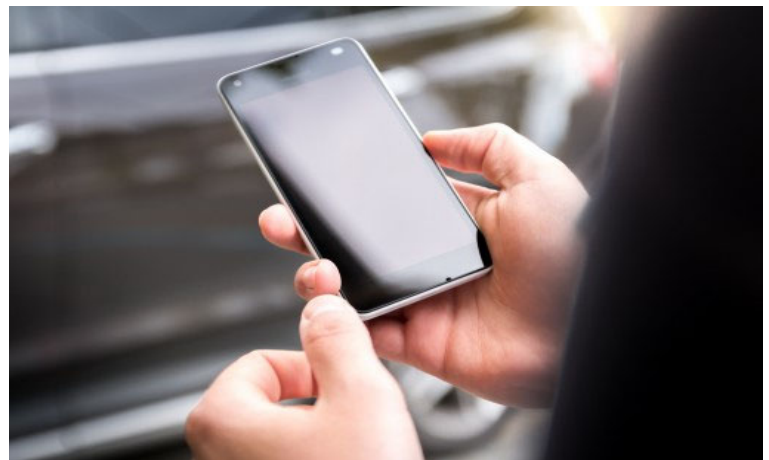


Exhibit Pricing & Information

Booth Size	Booth Price	Booth Reps
8x8	\$729	2

Multiple booth spaces can be purchased for \$729 each.

Installation

Tuesday, June 25, 2024
Booth Set-up 7:00am—1:00pm

Exhibit Floor Hours

Tuesday, June 25, 2024
Exhibit Floor Open 2:30pm—5:30pm

Wednesday, June 26, 2024
Exhibit Floor Open 11:00am—2:00pm

Dismantle

Wednesday, June 26, 2024
Exhibit Hall Closes 2:00pm
Dismantle Booths 2:00pm

What's Included:

- ◆ Each 8x8 exhibit space includes an 8' draped back wall and 3' side rails.
- ◆ The show floor is carpeted.
- ◆ Complimentary listing in the 2024 Convention On-Site Program (if submitted by April 30, 2024).
- ◆ Your company will be listed as exhibitor and/or sponsor on the IFDA website (ifda.org)
- ◆ Two (2) complimentary full convention registrations per 8x8 booth.
- ◆ Your Company will be listed as an exhibitor and/or sponsor in the Convention Registration Guide if booth is reserved by March 1, 2024.

Announcement that your Company is an Exhibitor

This will be published in:

- ◆ Annual Convention Registration Materials (if booth is reserved by March 1, 2024)
- ◆ IFDA Website (ifda.org)
- ◆ IFDA eNews Bulletin
- ◆ IFDA Social Media Promotions



Register early to get your first booth and sponsorship choices!

Terms & Conditions of Agreement

The Exhibitor/Exhibiting Company identified here on the signatory line of this Contract hereinafter referred to as "Company," the IFDA 2024 Annual Convention hereinafter referred to as the "Event," and the Walker's Bluff Casino Resort hereinafter referred to as "Event facility."

Booth Fee

The booth fee includes (for every 8x8 space) 8ft back drape and 3ft side drape. The show floor is carpeted.

Payment and Terms

All amounts due from Company must be paid in a timely manner by the deadlines established in the Contract. Failure to pay the amounts owed by the deadlines may result in termination of this Contract by IFDA.

Cancellation

By Company. All cancellations must be in writing and will be handled according to the schedule below.

Date Written Notice Received by IFDA	Cancellation Fee Is
On or Prior to March 31, 2024	25% of Exhibit Fee
On or After April 1, 2024	100% of Exhibit Fee

Company will remain responsible for the exhibit fee as indicated above along with all fees paid or payable by IFDA with respect to Company, including without limitation costs associated with the booth, branding, advertising, and similar expense relating to Company. These amounts shall be considered to be liquidated and agreed upon damages for the injuries IFDA will suffer as a result of Company's cancellation. If Company reduces its space, IFDA reserves the right to treat such reduction as a cancellation of the original space and purchase of new space, in which event the original booth cost will not be reduced or refunded and Company may be required to move to a new location.

By IFDA. If Company fails to timely make any payment required by this Contract or otherwise breaches any of its obligations under this Contract, IFDA may terminate this Contract and Company's participation in the Event by providing Company with written notice of termination, and may reassign and/or resell Company's booth location to another party. No payments made by Company will be refunded under these circumstances.

Of the Event. If IFDA cancels the Event due to circumstances beyond its reasonable control including without limitation acts of God, war, labor strike, government emergency or damage or loss of the Event facility, then this Contract shall be automatically cancelled. In such cases, Company's sole and exclusive remedy shall be to receive a pro-rata refund of the amount actually paid by Company under this Contract.

Right to Inspect

Event facility management and security personnel have the reserved right to inspect any package, purse, box, bag, container, briefcase, luggage or cooler brought in or taken off Event facility property.

Use and Assignment of Space

The space contracted for is to be used solely by Company and Company shall not sublet or assign any portion of the space without IFDA approval. IFDA will assign space to Company prior to the Event and will endeavor to consider any request by Company about its proximity to other exhibitors, however, IFDA cannot guarantee that all such requests will be honored.

IFDA RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS. IFDA SHALL HAVE NO LIABILITY FOR ITS FAILURE OR INABILITY TO COMPLY WITH COMPANY'S REQUESTS AND COMPANY SHALL HAVE NO RIGHT TO CANCEL THIS CONTRACT BECAUSE OF IFDA'S FAILURE TO COMPLY WITH COMPANY'S REQUESTS.

Vehicles and Motorized Equipment

Any powered vehicles or equipment that drip oil or staining substances will be removed immediately from Event facility and the responsible party/parties will be charged with cleaning costs for the removal of stains. Vehicles are not permitted in the exhibit hall for loading/unloading.

Exhibit Content

The Event is designed to provide a showcase for goods and services specifically designed for or customarily used by the industry. Company may not, under any circumstances, display or promote any goods or services other than its own goods and services of the kind described on the front of this contract. Company shall at all times conduct itself with decorum and good taste and in a manner compatible with the general character and objectives of the Event and IFDA reserves the right to close Company's exhibit, withdraw acceptance of the Contract, or require Company to change its personnel, exhibits or promotional materials in the event Company violates this paragraph.

Disruptive Persons or Activities

Event facility management shall have the right to enter any portion of the premises and to eject any disruptive persons from the Event facility.

Distribution of Materials

Company may only distribute samples and promotional materials at its exhibit booth. Company shall not display any advertising or promotional materials in areas outside of its booth space without the express written consent of IFDA.

Company's Authorized Representative

Company must designate at least one person as its representative in connection with installation, operation and removal of its exhibit. The designated representative shall be authorized to enter into exhibition service contracts for which Company shall be responsible. The designated representative must be in attendance throughout the Event and shall be responsible for keeping the exhibit neat, staffed and orderly at all times. We occasionally use photographs and videos of the Event in promotional materials. By virtue of attendance, Company agrees to likeness in such materials.

Compliance with Laws and Rules

Company assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health and for all applicable federal and state laws.

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Company shall also comply with all rules and requirements of the Event facility including without limitation any union labor work rules or agreements applicable to the Event.

Licenses/Permits

Company shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the Event. Company shall be responsible for paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activities at the Event.

Functions During Expositions Hours

Company's booth will be open and fully staffed during all official Event hours. Company expressly agrees that it will not, nor will its employees or representatives, conduct any functions in private rooms during the official Event hours.

Defacement of Building

Company or its representatives shall not injure nor mar, nor in any manner deface, Event facility, nor permit anything to injure nor mar nor deface Event facility. If Event facility is damaged due to Company or Company representatives, Company or Company representatives agree to pay upon demand such sum as necessary to restore Event facility damage to original condition.

Installation and Removal

Company must install its exhibit before the opening of the Event. The exhibit must be dismantled and removed immediately after the Event's close and in all cases prior to the established dismantlement cutoff time in the Exhibitor Prospectus. Anything not removed by the stated deadline will be discarded at Company's cost. Exhibits shall not be dismantled prior to the Event's close.

Ceiling Heights/Exhibit Hall

Company or its representative should discuss any plans or uses of space that require a specific amount of clearance exceeding 14 feet in height.

Helium Balloons

Helium balloons are allowed in the meeting spaces with a \$100 deposit. If any balloons become loose and require retrieval by Facility staff, a \$25 removal fee will be charged for the first balloon and \$5 for each balloon thereafter.

Music and Other Effects

Company acknowledges that the use or performance of recorded or live music at the Event must be licensed from the copyright owner or its agent. Company takes full responsibility for obtaining any necessary licenses to play or perform such music and agrees to defend, indemnify and hold harmless IFDA from any damages or expenses (including reasonable attorney's fees) incurred by IFDA due to Company's use or performance of music. If the use of sound, lighting, laser devices and similar items interfere with the Event or other exhibits, IFDA may require the Company to cease use of such items.

Fire Codes

Exhibitors, service contractors and all event promoters must comply with all Federal, State, and Local fire codes, which apply to places of public assembly. Gasoline, propane, and other flammable items are prohibited. An open flame is not permitted in the building.

Fire Extinguishers

Fire code dictates that a fire extinguisher is required in any booth with a tent, or any booth that blocks the water from a sprinkler from extinguishing a fire. Vendors with these types of displays are encouraged to provide their own fire extinguishers. In the event that a vendor is unable to provide their own fire extinguisher, a limited amount may be available at the Event facility..

Exhibitor Items Left on Premise

Any property brought upon the premises by Company shall be at the sole risk of the Company and shall be removed from the premises upon conclusion of an event. Event facility management shall have the right to remove from the building all remaining effects left after the date and/or specified time for move-out at the cost of the Company and to store the same at Company's cost and risk. Storage is subject to availability.

Water Displays

All fountains or other decorative water containers must be waterproof and of sufficient density to avoid leaks. Plastic must be placed underneath the display for additional protection.

Hazardous Materials

All hazardous materials must be registered with the Event facility. Company must submit the OSHA Material Safety Data Sheet on hazardous material to IFDA at least 60 days prior to the event. Hazardous materials (chemicals, gases, batteries, paints, oils, petroleum products, corrosives, solvents and biological contaminants including blood, body fluids, organic matter, cadavers, used first aid supplies and sharps) are the responsibility of the Company and its representative(s).

Americans With Disabilities Act

Company acknowledges their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Company shall also indemnify and hold harmless IFDA and Event facility against cost, expense, liability or damage, which may be incident to, arise out of or be caused by Company's failure to have their booth comply with requirements under the Act. Company shall indemnify and hold harmless the Carterville, their agents, employees, servants, and officials from any and all claims, losses, damages, or expenses, including reasonable attorney's fees, arising out of or resulting from Company's failure to comply with the ADA or applicable regulations.

Assumption of All Risks; Releases

Company shall be solely responsible for all risks associated with its participation in the Event, including without limitation, all risks of theft, loss, harm, damage or injury to person or property, regardless of the cause. Company shall be solely responsible for its property and all losses and damages to its property. Company's responsibilities under this paragraph include sole responsibility and liability for all of Company's property and persons while in transit to and from the Event facility and while located in the facility. Neither IFDA nor its officers, directors, employees, contractors, vendors, agents, representatives or assigns, nor the Owner or manager of the Event facility, shall have any liability to Company relating to the Event, regardless of cause or type of claim. Company expressly waives and releases all of them from any liabilities

relating to or arising from any loss, damage or injury to persons or property. Company shall be responsible for all costs and damages to the Event facility or the other Exhibitors' property which are caused by Company or its employees, personnel, agents or representatives, and shall promptly pay for the same.

Limitation on Liability

Under no circumstances shall IFDA or the Event facility owner or manager be liable for any lost profits, consequential, incidental, special, indirect or punitive damages for any reason. Under no circumstances shall IFDA's liability for any reason exceed the amount actually paid by Company under this Contract. IFDA makes no representations or warranties, express or implied, about the number and nature of attendees, other exhibitors, or any other matters relating to the Event, and IFDA expressly disclaims the same.

Indemnification

Company agrees to defend, indemnify and hold harmless IFDA and the Event facility owner and manager (collectively, "Indemnitees") from and against all claims, demands, actions, damages, losses, costs, liabilities, expenses and judgments recovered from or asserted against one or more of the Indemnitees on account of injury or damage to person or property to the extent that (a) any such damage or injury may be incident to, rise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Company or of any of its booth personnel, representatives, agents, servants, employees, contractors, patrons, guests, licensees or invitees, or of any other person entering in or about the Company's booth space with the express or implied permission of Company; (b) any such injury or damage is the result, proximate or remote, of the violation by Company or of any of its booth personnel, representatives, agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind; (c) any such injury or damage arises from or relates to the Company's participation in, or presence at, the Event or the operation or use of Company's exhibitor booth space; or (d) any such damage or loss arises from or relates to any violation or infringement of any party's patent, copyright, trademark or other intellectual property rights. Company shall not be required to indemnify any Indemnitee for any proportionate share of the above damages that is the result of the gross negligence or willful misconduct of that Indemnitee. Company covenants and agrees that in the event an Indemnitee is made a party to any litigation commenced by or against Company or relating to this Contract or to Company's participation in the Event, then Company shall pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by that Indemnitee by virtue of such litigation.

Resolution of Disputes

In the event of a dispute or disagreement between Company and an official contractor, or between Company and a labor union or labor union representative, or between two or more exhibitors, or concerning the interpretation of the rules and regulations, the actions or decision concerning this dispute or disagreement by IFDA intended to resolve the dispute or disagreement shall be final and binding on Company.

Other Contracts

IFDA may be subject to other contracts governing the Event, including contracts with the Event facility and contracts with certain contractors hired to perform exclusive services for the Event. Company shall observe the terms of all such contracts and, to the extent needed for the Event; Company shall use only those exclusive contractors to perform the type of services under contract.

Integration

This contract contains the entire agreement between IFDA and Company. It may not be orally modified. Only an agreement in writing signed by a duly authorized representative of the party against whom enforcement or waiver or modification is sought will be enforceable.

Severability

In the event any provision in this Contract is deemed to be invalid or unenforceable by a court of competent jurisdiction, that provision shall be considered severed from this Contract and the rest of the Contract shall remain in full force and effect.

Choice of Law and Forum

This contract shall be governed by the laws of the State of Illinois. Any action commenced by Company arising out of or relating to this Agreement, or arising out of or relating to the Event, shall be brought solely in the state circuit court in Sangamon County, Illinois or in the federal court in Sangamon County, Illinois, as appropriate, unless IFDA consents in writing to another forum. Company consents to the jurisdiction of these courts for the resolution of any action arising out of or relating to this Contract, or arising out of or relating to the Event.

Parking

All parking at Event facility is complimentary. RVs are prohibited. Event facility prohibits tailgating or the assembly of tents on Event facility property without written consent from Event Facility management.

Weaponry

No firearms or other weaponry are to be present at the Event facility without express consent of IFDA.

Service Animals

ADA service animals are the only animals permitted in the Center. The ADA defines service animals as animals that are individually trained to perform tasks for people with disabilities such as guiding people who are blind, alerting people who are deaf, pulling wheelchairs, alerting and protecting a person who is having a seizure, or performing other special tasks.

Drone/Unmanned Aerial Vehicles Policy

The use of any remote-controlled drone, UAV or UAS, is prohibited on or over any facility properties under the control of Event Facility at any time. All inquiries regarding this policy and the use of drones in any of these areas should be directed to the Event Manager.

No Outside Food & Beverage Policy:

No food and beverage shall be brought onto Event facility premises except through Event facility's exclusive concessionaire. Any food and beverage items not approved by Event facility management will be removed from the

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premises. Arrangements for catering must be coordinated and contracted through Event facility.

Liquid Disposal

No oils, combustibles or any liquids other than water may be poured in drainage or sewer systems of Event facility. No tools, machines, cookware or any other items may be emptied, washed or rinsed in the building's restrooms. Fountains, aquariums, pools, etc. may not be filled by Center users from restrooms or janitorial closets.

Smoking/Vaping

In compliance with the Smoke Free Illinois Act, smoking and/or vaping is not permitted in the building or within 15 feet of any entrances, exits or ventilation intakes.

Fog Machines

Water, chemical, or dry ice fog/haze machines are not permitted inside the Facility without prior written permission from the Facility Managing Director. Requests to utilize fog or haze machines are not guaranteed and are required to be submitted 60 days prior to the first day of the event.

Photo Release

We occasionally use photographs or videos of our exhibitors/sponsors/advertisers in promotional materials. By virtue of your attendance, you automatically agree to usage of your likeness in such materials.

Shipping and Packages

In the event Company will be shipping packages to Facility, shipments will not be accepted more than 3 days prior to program start unless special arrangements have been made with Facility. Packages arriving prior to 3 days are subject to refusal or a storage fee may be charged. Facility has no liability for the delivery, security, or condition of the packages. All incoming boxes must be labeled with exhibitor name, Company name, date of event, name of event, and box # of #. Boxes will be shipped to Walker's Bluff Casino Resort, 777 Walker's Bluff Way, Carterville, IL 62918. Any deliveries requiring a forklift to move must be approved in advance and an operator charge of \$100.00 will apply. Packages needing to be returned need to have a return shipping label and given to the Banquet Manager on duty at the conclusion of the event.

Loading Locations

For security reasons, exterior doors may not be propped open for any reason. Event space doors are to remain closed while loading is occurring in order to prevent noise, fumes, and climate change in the public space. Equipment or road boxes are not to be transported through the public areas.

Prohibited Items in the Exhibit Area:

Weapons of any type – Including firearms, Knives, sharp-edged objects, mace and pepper spray. Weapons with a carry permit are also prohibited.

Smoking, including e-cigarettes, is not permitted in the venue.

Alcohol, drugs, illegal substances or paraphernalia associated with drug use.

Outside food and beverage.

Animals. Only certified service animals, or service animals in training. Must remain on a leash or harness at all times.

Noise making devices: air horns, drums, whistles.

Audio or video recording devices, professional cameras or cameras with removable lenses, selfie sticks or tripods. No professional photography without authorization.

Laser pens/pointers of any type.

Fireworks or any incendiary devices.

Flag poles or any support frames for banners/signs.

Any other item deemed unacceptable by the event/building management team.

Other Rules and Regulations

IFDA RESERVES THE RIGHT TO CHANGE THE EXHIBITOR MANUAL AND TO MAKE ADDITIONAL RULES AND REGULATIONS AS IT DEEMS TO BE IN THE BEST INTERESTS OF THE EVENT. IFDA SHALL HAVE SOLE POWER TO INTERPRET, AMEND AND ENFORCE RULES AND REGULATIONS. THIS CONTRACT DOES NOT LIMIT THE REMEDIES AVAILABLE TO IFDA IN THE EVENT OF A BREACH OF CONTRACT BY COMPANY, AND IN SUCH CASE, IFDA MAY PURSUE ANY REMEDY AVAILABLE TO IT UNDER CONTRACT, BY LAW OR IN EQUITY.

The above Terms and Conditions are accepted by Company upon signing and returning the Convention Contract.

