

West Virginia Cemetery & Funeral Association's

2020 ANNUAL CONVENTION

EXHIBITOR & SPONSORSHIP PROSPECTUS



JOIN US!

AUGUST 14, 15, & 16, 2020

Mardi Gras Casino & Resort
#1 Greyhound Drive, Cross Lanes, WV 25313

WWW.WVCFA.ORG

QUESTIONS? CONTACT HANNAH AT THE WVCFA OFFICE:

PH: 304.342.3769 office@wvcsi.com

N West
Virginia
Cemetery & Funeral Association



MARDI GRAS
CASINO & RESORT
It's always a Party!

WHY EXHIBIT?

So, you may be asking, "Why should my company exhibit?"

Your exhibit booth rental fee provides your company's representatives with exclusive admission to the exhibit hall and exhibit functions, as well as all convention education sessions. In addition, it includes:

Attendee Contact List



Exhibitors receive a list of all registered attendees with contact information as part of their booth fee. Two weeks prior to the convention, the WVCFA will email an electronic Excel file to all you to conduct promotional mailings to those who have pre-registered. On-site, you will receive a copy of the updated Excel file for your post-convention mailings.

Free Food and Beverage Service



The WVCFA provides free food and beverage service throughout all exhibit hall functions to encourage attendees to stay in the exhibit hall and visit each booth. Exhibitors often ask whether they are welcome to this break service as well. Yes, you are more than welcome - Please enjoy!

Listing in WVCFA Newslines



Your company will be highlighted in a special section of the June 2020 WVCFA Newslines. Please note that you must submit your exhibit application by May 1, 2020 for inclusion in this newsletter.

Listing on the WVCFA Website



Your company will be included in our exhibitor listing on the WVCFA website, including a link to your company's website.

Registration for Exhibitor Representatives



Your company will receive (2) complimentary registrations per exhibit booth purchased. Registrations include admission to the exhibit hall and all convention functions.

Exhibit Booth Assignments



The WVCFA assigns exhibit booths by the date each exhibitor application is received. Our goal is to separate competing companies to the best of our ability. The WVCFA will have the final say in all exhibit booth placements.

2020 EXHIBIT HALL

Exhibit Booth Pricing:

- (1) 6 foot table - \$300.00 each [Full Weekend]
- (1) 8 foot table - \$400.00 each [Full Weekend]
- (1) 6 foot table - \$100.00 each [One Day Only - Saturday]

**Please Note: Exhibit booth price includes tablecloth, (2) chairs + electric (if needed).*

Exhibit Booth Applications and Assignments:

Applications for exhibit booths must be completed entirely and include the full payment for the exhibit booth fee. No applications will be accepted without full payment. Exhibit booth assignments will be made based on the date each exhibitor application is received. Exhibit booth assignments may be changed by the WVCFA only with prior approval by the exhibitor. The WVCFA will have the final say in all exhibit booth placements.

MARDI GRAS CASINO & RESORT

Location of Mardi Gras Casino & Resort:

Mardi Gras Casino & Resort is located 10 minutes right outside of Charleston, WV on Interstate 64 at Exit 47 (West) and Exit 47A (East).

Airports:

Yeager Airport in Charleston, WV (CRW) is located 10 minutes away to make your travel easier.

Hotel Reservations at Mardi Gras Casino & Resort:

- King Room: \$129.00 per night + taxes & fees
- Double Room: \$129.00 per night + taxes & fees

The discounted room rate ends on **August 1, 2020**. After this date, the room rate returns to the normal price and may not be available after this date.

To make a hotel room reservation, please call Mardi Gras Casino & Resort at 888-789-7829 or online at www.mardigrascasinowv.com.



EXHIBIT BOOTH APPLICATION

Exhibit Booth Space Application & Contract:

Exhibiting Company Name

Mailing Address

Phone

Email Address

Main Contact for Exhibit Company

Person Responsible for Making Exhibit Booth Selection & Exhibit Contact

The following person will serve as the authorized representative of the company listed above regarding the 2020 WVCFA Annual Convention. This person will receive all exhibit-related material and emails regarding exhibitors.

Name of Authorized Representative

Email Address

Phone

Signature of Authorized Representative

Exhibit Booth Fees

Exhibit Booth application is to be accompanied by non-refundable exhibit fee. All exhibit booth assignments are assigned by the date each exhibitor application is received.

of 6 foot table exhibit booths: _____ x \$300.00 each = \$_____

of 8 foot table exhibit booths: _____ x \$400.00 each = \$_____

of 6 foot table exhibit booths: _____ x \$100.00 each [Saturday Only] = \$_____

Total cost of Exhibit Space: \$_____

Payment Information

_____ Check (Made payable to WVCFA)

_____ Visa _____ MasterCard _____ Discover _____ AMEX

Credit Card Number

Exp. Date

CV Code

Billing Zip Code

Name on Credit Card

Email Address for Receipt

FOR WVCFA OFFICE USE ONLY:

Date Received: _____ Payment Received: _____ Booth Number Assigned: _____

EXHIBIT BOOTH CONTRACT

Exhibit Hall Specifications:

This exhibitor prospectus is part of the exhibit booth space application and contract for the 2020 WVCFA Annual Convention. Each exhibitor agrees to meet any applicable requirements of the federal, state and municipal governments, police and fire departments of the city and the management of the building, and to obtain and pay for all necessary permits and licenses, should any be required for the display of your exhibit. Each exhibitor shall be responsible for collecting and/or paying all applicable local, state and federal taxes.

LOCATION: The Exhibit Hall is located in the Big Easy Lounge at the Mardi Gras Casino & Resort, #1 Greyhound Drive, Cross Lanes, WV 25313. All general sessions and food functions will be held in the exhibit hall.

DISMANTLING: All exhibits must be removed from the exhibit hall by the exhibiting company at its own expense no later than 5:00 PM on Saturday, August 14, 2020. If an exhibitor fails to remove its exhibit on this day, the WVCFA and Mardi Gras Casino & Resort is not responsible for any damage, shipping, or storage of said exhibit.

SHIPPING INSTRUCTIONS: No exhibitor material will be accepted by Mardi Gras Casino & Resort or by the WVCFA, nor will the WVCFA assume responsibility for loss of or damage to goods consigned or shipped to it. All goods must be plainly marked with the exhibitor's name and assigned booth number. Under no circumstances will goods be accepted on which there are charges due.

TRAVEL AND ACCOMODATIONS: Our host hotel is Mardi Gras Casino & Resort. The WVCFA has obtained a discounted room rate of \$129 (King Room) and \$129 (Double Room) per night plus taxes for convention attendees and exhibitors. To reserve your hotel room, please contact Mardi Gras Casino & Resort at 304.776.1000. A first night non-refundable deposit will be charged at the time of booking. The cut-off date for making hotel room reservations at Mardi Gras Casino & Resort is August 1, 2020. Please make your hotel room reservations early to avoid the room block to sell out or not be available. Please remember to identify yourself as a WVCFA attendee to obtain the discounted room rate.

To Submit Exhibit Registration:

PLEASE MAIL THIS FORM WITH PAYMENT TO:

West Virginia Cemetery & Funeral Association
18 California Avenue, Charleston, WV 25311

OR FAX FORM TO: 304.343.4251

OR SCAN AND EMAIL FORM TO: Hannah Bryant at office@wvcsi.com

QUESTIONS?

PLEASE CALL HANNAH BRYANT AT 304.342.3769.

RULES OF THE EXHIBIT HALL

Necessary regulations for the proper conduct of the exhibits as set forth herein are not considered all-inclusive, nor are they deemed or considered to be exclusive of such other reasonable rules and regulations as may or might become necessary to properly conduct this exposition. Such timely regulations and decisions, as shall be necessary in addition to the following, shall be at the discretion and judgement of the WVCFA's Executive Director, whose decisions and rulings shall be final in all cases, in addition to those explicitly enumerated herein. By signing the space application, the exhibitor agrees for itself and its representatives to abide by all such rules and regulations as well as the decision of the convention management and the WVCFA Executive Director in interpreting the same.

ACTS OF GOD: The performance of this agreement by either the WVCFA or the exhibitor is subject to acts of God, war, terrorism, government regulation, disaster, strikes, civil disorder, curtailment of transportation facilities or other emergencies making it inadvisable, illegal or impractical to provide the facilities or to hold the Annual Convention. It is provided that this agreement may be terminated for any one or more such reasons by written notice from one party to the other without liability.

EXHIBIT BOOTH GUIDELINES: If an exhibitor is using its rental space in a manner that is detrimental to the WVCFA, Annual Convention or infringes on the rental of space by other exhibitors or if an exhibitor's display is not in keeping with the character and purpose of the show, the WVCFA, through the Executive Director, reserves the right to request corrective action. If an exhibitor is unable or refuses to comply with this request, the WVCFA reserves the right to cancel the use for that exhibit space, or bar from the exhibit hall that exhibit or any part of that exhibit, person or thing, and to remove the exhibit from the exhibit hall. In the event that such action is necessary, the exhibitors shall forfeit all money paid or due the WVCFA for rental of the exhibit booth space.

CHILDREN: Children (minors under the age of 18) are not allowed on the exhibit floor during setup or teardown of exhibit booths.

CANCELLATION OF EXHIBIT BOOTH SPACE: The exhibitor shall give the WVCFA written notice of intention to cancel or withdraw from the Annual Convention. In the event that notice is received by August 1, 2020, the exhibitor will receive a refund, minus a \$30 service fee. In the event that notice is received after August 1, 2020, no refunds will be made and the canceling party will be liable for the entire exhibit rental fee in the event that the WVCFA is unable to resell the space(s).

CANCELLATION, INTERRUPTION, OR POSTPONEMENT OF THE ANNUAL CONVENTION: In the event that the Annual Convention is cancelled, interrupted or postponed due to any occurrence not occasioned by the conduct of the WVCFA, whether such occurrence be, but not limited to, an act of God, or the result war, terrorism, riot, civil commotion, strikes, sovereign conduct or by any other cause, or if circumstances make it impossible or impractical for the WVCFA to permit any exhibitor to occupy the premises, the WVCFA shall make a good faith effort to adjust the rental fee for exhibit space based on the period of time the exhibit space was or could have been occupied by such exhibitor, and the WVCFA is released from any and all claims for damages which may arise in consequence thereof.

CARE OF BUILDING: No exhibitors shall allow any article to be brought into or any act done on the premises that will increase the premiums on or void the policies of insurance held on the building, or injure or deface any part of the building, or permit anything to be done by its representatives or employees by which the premises shall in any manner be damaged, marred or defaced.

EXHIBITOR REPRESENTATIVES: Each exhibiting company shall assign at least one person to be its representative in connection with the installation, operation and removal of its exhibit. The representative shall be the agent of the exhibitor and shall have the authority to enter into this agreement and such service contracts as may be necessary, on behalf of the exhibitor.

All business between the WVCFA and the exhibitor will be conducted only through the latter's designated representative and no other person. Exhibitors desiring to change representatives must notify the WVCFA in writing. Two complimentary registrations are provided with each exhibit booth.

Exhibitors will be provided name badges in accordance with exhibitor convention registration policy. Name badges are not transferable and will be required for admittance to the exhibit hall. To be permitted entrance to the exhibit hall, an organization or person(s) supplying goods and services to the cemetery, funeral service, cremation and memorialization industry must have contracted for exhibit booth space. Persons requiring name badges to be re-printed for whatever reason will be responsible to pay \$20.00 reprint fee prior to entering the exhibit hall. Non-exhibiting firms and/or persons will not be permitted to conduct promotional or sales activities in the exhibit hall. Anyone violating this policy will be escorted from the exhibit hall and their registration and credentials may be revoked.

FIRE REGULATIONS: Exhibitors agree to adhere to all exhibit hall fire regulations in designing, setting up and operating their exhibit. Gasoline or other flammable materials shall not be permitted in the exhibit hall. In no case shall gasoline or other flammables be stored in the halls.

FOOD AND BEVERAGES: The WVCFA will provide food and beverage service at assigned food and beverage stations throughout all exhibit hours. Exhibitors who wish to provide food and beverage within their booth may do so through Mardi Gras Casino & Resort Catering Department, Alyson Robinson-Wentz, arobinson@delawarenorth.com, 304.776.1000, ext. 7515. Any outside food and beverages are not permitted within the exhibit hall.

FORCE MAJEURE: If any part of the Mardi Gras Casino & Resort is destroyed or damaged by any cause, that renders the holding of this Annual Convention impractical, the performance of this agreement is excused. However, exhibitors shall be liable for all fees due under this agreement which have accrued as of the time of termination. However, if such lack of performance is due to the acts or omissions of any exhibitor, then the party responsible for such acts or omissions shall be liable for the full amount hereunder in addition to charges for related claims or damage. The exhibitor hereby waives any claim for damages or compensation from the WVCFA or Mardi Gras Casino & Resort on account of such termination.

HANGING SIGNS AND OTHER MATERIAL: Exhibitors wishing to hang signs or other materials over their exhibit booth(s) must submit a written request to the WVCFA for approval thirty (30) days prior to the Annual Convention.

INSTALLATION AND DISMANTLING EXHIBIT BOOTHS: Exhibitors will be permitted to begin assembling their exhibits at 7:00 AM on Friday, August 14. In all cases, exhibit booths must be setup no later than 8:00 AM on Friday. All exhibit booths must be removed from the exhibit hall at its own expense no later than 12:00 PM on Sunday, August 16. If an exhibitor fails to remove its exhibit booth on this day, the WVCFA is not responsible for removal or damages/theft of items left at exhibit booth.

INSURANCE: Neither the WVCFA nor the management of the exhibit hall shall be responsible for any injury which may occur to an exhibitor or its representatives or employees, nor for the safety of any exhibit booth or other property against robbery, fire, accident or any other destructive cause. Insurance, if desired, shall be taken out by the exhibitor, who hereby agrees to hold the WVCFA harmless and free from all damages or liabilities of any kind.

LIABILITY: The exhibitor, on its own behalf and on behalf of its employees and agents, assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the WVCFA, Mardi Gras Casino and Resort, their employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines, and attorneys' fees arising out of or caused by exhibitors' installation and removal, maintenance, occupancy or use of the exhibit hall premises or part thereof, excluding any such liability caused by the sole negligence of the WVCFA, Mardi Gras Casino, their employees and agents. In addition, the exhibitor acknowledges that the WVCFA and Mardi Gras Casino and Resort do not maintain insurance covering exhibitors' property and that is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor. All exhibitors are encouraged to obtain all risk coverage.

OUTSIDE EXHIBIT HALL AND ACTIVITIES: During scheduled conference activities, the exhibitor agrees not to exhibit its products or services or to directly promote or otherwise exploit its company, products or services outside the exhibit hall. Exhibitor also agrees not to entertain conference attendees during exhibit hall or conference program hours in a rental function room, hospitality suite or other rented facility, or otherwise induce attendees away from the exhibit hall or scheduled conference events.

PROTECTION OF EMPLOYEES AND PROPERTY: Exhibitors agree to release and to protect and hold harmless the WVCFA and its officers, employees and staff from any and all claims for damages, suits, etc.; for injuries to themselves, their representatives or employees; and for damage to property in their custody, owned or controlled by them, which claims for damages, suits, etc., may be incident to, arise from, grow out of or be connected with their use of occupation of exhibit space.

PROTECTION OF THE PUBLIC: Exhibitors must protect machinery and exhibits to ensure that no injury will result to the public, visitors, guests, employees, staff or any other person or property. Exhibitors agree to protect and hold harmless the WVCFA and its officers, employees and staff for any and all claims which may result on account of injury, loss or damage sustained upon the exhibit space occupied by the exhibitors respectively, or on account of machinery and property under the control of such exhibitors or on account of negligence of exhibitors, their representatives, employees, agents or staff.

SMOKING POLICY: Mardi Gras Casino and Resort is a smoke-free facility and smoking is not allowed in the exhibit hall.

UNOCCUPIED SPACE: The WVCFA reserves the right to sell to any other exhibitor previously rented but unoccupied space after 12:00 PM on Friday, August 14. This clause shall not relieve the exhibitor who contracted for the exhibit booth space of the financial obligations to pay the full amount, or any portion thereof, of said exhibit rental fee, in the event that the WVCFA is unable to sell the exhibit space at the same rental rate as agreed to by the entity originally assigned the exhibit booth space.

USE OF EXHIBITOR'S BOOTH SPACE: Exhibitors agree that all products to be displayed are suitable to the cemetery, funeral service, cremation and memorialization industry.

SPONSORSHIP OPPORTUNITIES

Elite Sponsorships Include:

- **Monarchy - \$5,000**

Company logo on attendee registration bags, company logo on conference website, full page color advertisement in on-site conference program, (1) full page color flyer distributed to all attendees and (2) complimentary exhibitor attendees + exhibit booth in prime location in exhibit hall.

- **Nobility - \$3,000**

Company logo on conference website, full page color advertisement in on-site conference program, (1) full page color flyer distributed to all attendees and (2) complimentary exhibitor attendees + exhibit booth in prime location in exhibit hall.

- **Majesty - \$2,500**

Company logo on conference website, full page color advertisement in on-site conference program and (2) complimentary exhibitor attendees + exhibit booth.

- **Royal - \$2,000**

Company logo on conference website and full page color advertisement in on-site conference program.

- **Court - \$1,500**

Company logo on conference website and half page black and white advertisement in on-site conference program.

- **Marquis - \$1,000**

Company logo on conference website and verbal recognition during the conference weekend.



Single Sponsorship Opportunities Include:

- **Registration Bags:** Every attendee will receive a registration bag with your company logo on it.
Limited to one sponsor - \$500

- **Coffee Break Sponsor:** One of the best sponsorship values, gain repeated exposure at one of the several coffee breaks throughout the weekend.
Three sponsors available - \$600 each (full day) or \$300 each (half-day)

- **Lunch Sponsor:** Have your company recognized by all attendees during the Membership Meeting luncheon.
Limited to one sponsor \$1,500

- **Full Page Program Ad:** Have your company recognized by all attendees by having a full page color advertisement in the on-site program.
Full Page Color Ad: \$300 each

- **Half Page Program Ad:** Have your company recognized by all attendees by having a half page color advertisement in the on-site program.
Half Page Color Ad: \$150 each

SPONSORSHIP APPLICATION

Sponsorship Application & Contract:

Deadline for Sponsorships: July 15, 2020

Exhibiting Company Name

Mailing Address

Phone

Email Address

Main Contact for Sponsorship

Person Responsible for Sponsorship Contract

The following person will serve as the authorized representative of the company listed above regarding the 2020 WVCFA Annual Convention. This person will receive all sponsorship-related material and emails regarding sponsorships.

Name of Authorized Representative

Email Address

Phone

Signature of Authorized Representative

Sponsorship Fee:

Please chose the applicable sponsorship fee that your company wishes to sponsor.

Elite Sponsor: Monarchy Nobility Majesty Royal Court Marquis

Individual Sponsor: Registration Bag Sponsor Coffee Break Sponsor Lunch Sponsor
 Full Page Program Ad Sponsor Half Page Program Ad Sponsor

Payment Information

Check (Made payable to WVCFA) Visa MasterCard Discover AMEX

Credit Card Number

Exp. Date

CV Code

Billing Zip Code

Name on Credit Card

Email Address for Receipt

FOR WVCFA OFFICE USE ONLY:

Date Received: _____ Payment Received: _____ Booth Number Assigned: _____