



# Blue print

137<sup>th</sup> Annual Convention & Expo  
June 11-14, 2023  
Irving Convention Center, Irving, Texas



*Everyone has a role.  
That's how we roll!*



# Show Floor

BOOTH TYPE	Member Rate*	Non-Member Rate	# Badges Issued
10' x 10' inline	\$850.00	\$1,350.00	2
10' x 10' corner	\$900.00	\$1,400.00	2
10' x 20' end cap	\$1,950.00	\$2,450.00	4
20' x 20'	\$2,300.00	\$2,800.00	4
20' x 30'	\$3,050.00	\$3,550.00	6
20' x 50'	\$3,200.00	\$3,700.00	10

Booths D, J, and L are for vehicles only.

\*Member Rate Discount is available to Vendor Associate members only. Join today and save!

Booth fees include the following:

- Standard 8' back drape and 3' side drape
- Standard 7" x 44" booth identification sign
- Two exhibitor badges per 10x10 booth
- Listing in the *Texas Director* magazine
- Daily aisle maintenance
- Perimeter security

Exhibitor Setup

Tuesday, June 13 | 8:00 am – 5:00 pm

Exhibit Hours

Wednesday, June 14 | 9:00 am – 3:00 pm

Breakdown

Wednesday, June 14 | 3:01 pm – 5:00 pm

Booths are assigned based on receipt of your application and payment. Every attempt will be made to assign booths based on your preferences as specified in your application.

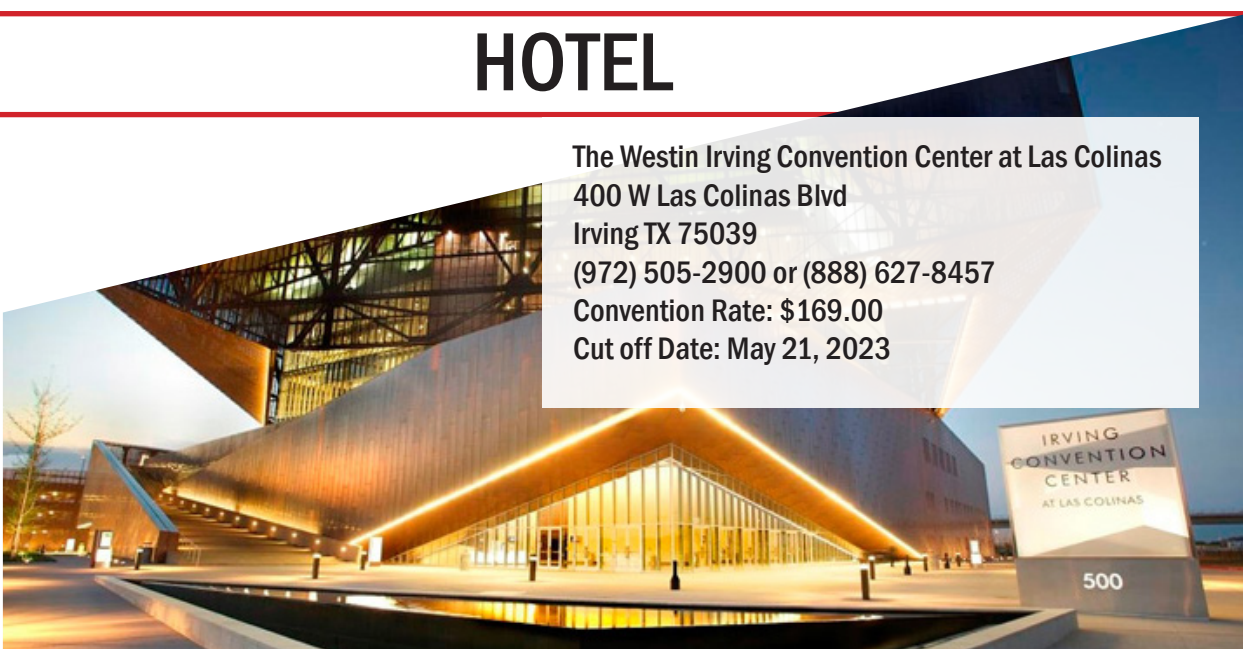
Drape Color: **Blue** and **White**

Side Drape Color: **Blue**

Carpet Color: **Red**

## HOTEL

The Westin Irving Convention Center at Las Colinas  
 400 W Las Colinas Blvd  
 Irving TX 75039  
 (972) 505-2900 or (888) 627-8457  
 Convention Rate: \$169.00  
 Cut off Date: May 21, 2023



# Registration & Badges

Exhibitors will receive two badges per 10x10 booth. Name Badge Request Forms are included. There is an additional charge of \$25.00 for each additional name badge requested.

You will also have an opportunity to purchase tickets to the Gala and Awards Banquet. Information on how to purchase tickets will be included in your confirmation packet.

## Secure Your Booth Now

Register online (<https://tfda.memberclicks.net/exhibitor-information>) or complete and send the Application for Exhibit Space along with payment to TFDA, PO Box 81741, Austin, TX 78708-1741 as soon as possible. Assignment of booth space will be on a first come, first served basis.

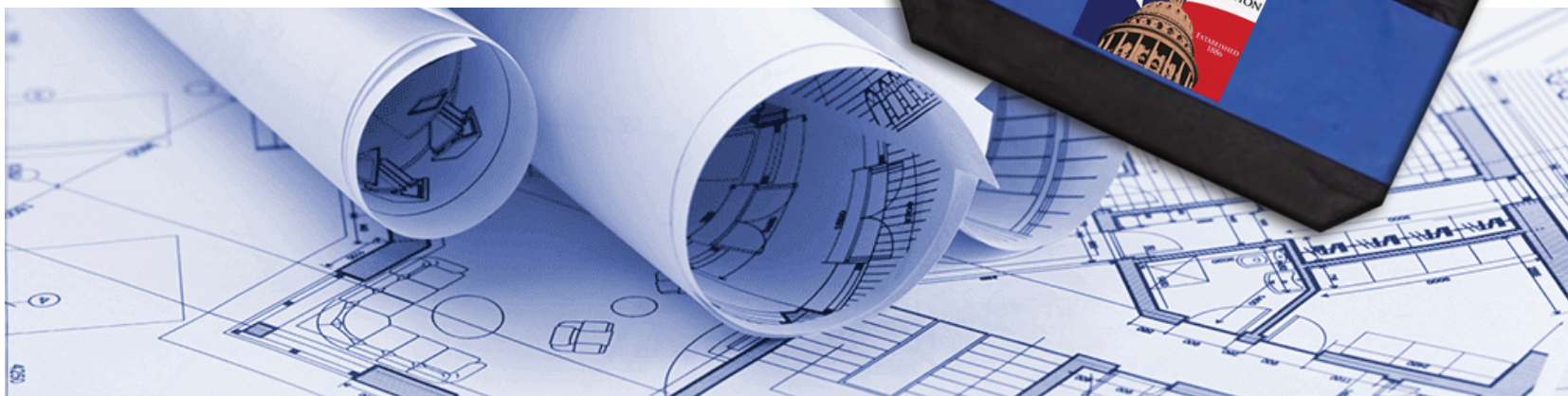
## Exhibitor Service Kits

GEMS, our official service contractor will provide confirmed exhibitors an electronic Exhibitor Service Kit no later than May 1, 2023. The kit will contain forms for ordering furniture, carpet, utilities, AV equipment, shipping and storage information, etc.

## It's In The Bag!

Want to reach attendees before the Expo hall opens? Have an item stuffed in each attendee convention bag! For \$500, you may have an item stuffed in each attendee convention bag. Approved items include a pen, small note pad, flyer, etc. Please contact [sherri@tfda.com](mailto:sherri@tfda.com).

In order to participate, you must provide 300 items to the TFDA office no later than May 27, 2023.





# Sponsorships

**\$5,000**

Choose One:

- Welcome Party
- Gala Awards Banquet
- Gala Entertainment
- Convention Bags (exclusive)
- Hotel Key Cards (exclusive)
- Convention Program (exclusive)

Benefits:

- Logo & Link on website—12 months
- Name & logo displayed on convention promotional materials and on main convention signage
- One promotional email to members
- Quarterly recognition in the *Texas Director*
- One set of member mailing labels
- Continued thanks onsite via announcements

**\$1000**

Choose One:

- Educational Programs
- Service of Remembrance
- Quarter Century Club
- Emerging Leaders Event

Benefits:

- Logo & Link on website—3 months
- Name & logo displayed on convention promotional materials and on main convention signage
- One set of member mailing labels
- Continued thanks onsite via announcements

**\$3,000**

Choose One:

- Refreshment Break
- President's Reception
- Past Presidents/Former First Spouse Luncheon
- Fifty-Year Licensee Awards Luncheon
- Badge Lanyards

Benefits:

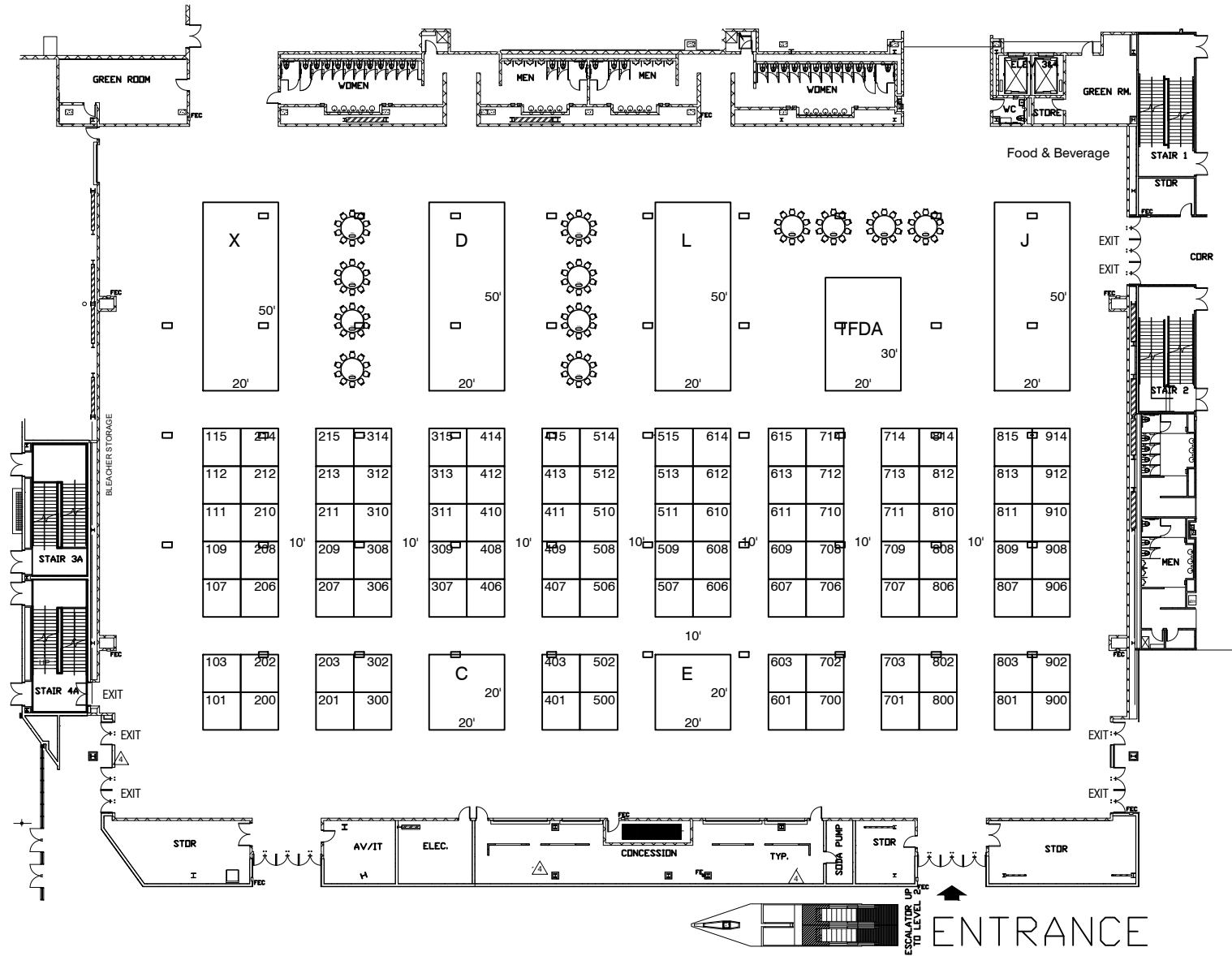
- Logo & Link on website—6 months
- Name & logo displayed on convention promotional materials and on main convention signage
- One promotional email to members
- Quarterly recognition in the *Texas Director*
- One set of member mailing labels
- Continued thanks onsite via announcements

Your sponsorship enables TFDA to continue to produce high-quality educational and networking events. We appreciate your support and strive to promote your company's sponsorship before, during and after the convention!

Contact Sherri Beck at [sherri@tfda.com](mailto:sherri@tfda.com) or 512-442-2304 for any questions.

Visit [www.tfda.com](http://www.tfda.com) and become a sponsor today!

# 2023 Texas Funeral Directors Association June 11 - 14, 2023 Irving Convention Center - Irving, Texas



**EXHIBIT HALLS A and B**  
 160 - 10 x 10 booth equiv.  
 Ceiling height 25'  
 Aisle widths as noted

# APPLICATION FOR EXHIBIT SPACE AND/OR SPONSORSHIP

TEXAS FUNERAL DIRECTORS ASSOCIATION

137th Annual TFDA Conventon

Irving Convention Center

Irving, TX | June 11-14, 2023

ALL APPLICATIONS MUST BE MADE ON THIS FORM OR ONLINE

DATE: \_\_\_\_\_

In accordance with the rules and regulations governing the Texas Funeral Directors Exhibition, the undersigned hereby makes application for exhibit space and/or sponsorship and includes a payment for all or a minimum of 50% of the charges as deposit and partial payment thereof, balance to be due on or before **April 29, 2023**.

INDICATE SIZE:

- 10' x 10' inline       10' x 10' corner       10' x 10' end cap  
 20' x 20'       20' x 30'       20' x 50'

INDICATE CHOICE:

NOTE: Your 3 choices must be selected from different aisles of the Exhibit Hall.

1. Space No(s). \_\_\_\_\_ at \$ \_\_\_\_\_  
2. Space No(s). \_\_\_\_\_ at \$ \_\_\_\_\_  
3. Space No(s). \_\_\_\_\_ at \$ \_\_\_\_\_

Please locate my booth \_\_\_ near or \_\_\_ removed from: \_\_\_\_\_

Exhibitors will be assigned space in accordance with their preferences, if possible. If we are unable to assign space in accordance with your preferences as listed above, an attempt will be made to assign comparable space in the same general location if possible.

DESCRIPTION OF MERCHANDISE TO BE DISPLAYED: (PLEASE COMPLETE THIS DESCRIPTION)

\_\_\_\_\_

LETTERING FOR STANDARD SIGN SHOULD READ: \_\_\_\_\_

NON-MEMBERS: JOIN NOW for \$595 to receive the Member Rate Discount on booth space.      \$ \_\_\_\_\_

SPONSORSHIP OPPORTUNITIES (in addition to exhibiting) Please select your choice and add to amount below.

\$5,000	\$3,000	\$1,000
<input type="checkbox"/> Welcome Party	<input type="checkbox"/> Refreshment Break	<input type="checkbox"/> Education Programs
<input type="checkbox"/> Gala Awards Banquet	<input type="checkbox"/> President's Reception	<input type="checkbox"/> Service of Remembrance
<input type="checkbox"/> Convention Bags	<input type="checkbox"/> Past Presidents/Former First Spouse Luncheon	<input type="checkbox"/> Quarter Century Club
<input type="checkbox"/> Hotel Key Cards	<input type="checkbox"/> Fifty-Year Licensee Awards Luncheon	<input type="checkbox"/> Emerging Leaders Event
<input type="checkbox"/> Convention Program	<input type="checkbox"/> Lanyards	

TOTAL AMOUNT DUE: \$ \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_ Telephone: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

Please read and complete this form as soon as possible. Assignment of booth space will be based primarily on the receipt date of each application along with payment to TFDA for not less than 50% of the total booth rental fee. Return by email to [sherri@tfda.com](mailto:sherri@tfda.com), mail to TFDA, PO Box 81741, Austin, TX 78708-1741, or sign-up on our website at <https://tfda.memberclicks.net/exhibitor-information>. For further information, contact the Texas Funeral Directors Association at 512-442-2304. To pay by credit card, please register online at <https://tfda.memberclicks.net/exhibitor-information> or call the TFDA office.

FOR TFDA USE ONLY:

Accepted for Texas Funeral Directors Exhibit

Application Received: \_\_\_\_\_

BY: \_\_\_\_\_

Deposit Received: \$ \_\_\_\_\_

Assigned Booth No(s): \_\_\_\_\_

Balance due by April 29, 2023: \$ \_\_\_\_\_

Balance Received: \_\_\_\_\_

# **RULES & REGULATIONS GOVERNING EXHIBITS**

## **ARRANGEMENT OF EXHIBITS**

All booths will be 10 feet deep and 10 feet wide, except where otherwise marked. No construction or drapes above 36 inches will be allowed at the side of booth which may obscure the view of adjacent booths. Exhibitors must confine their displays to the space assigned. Management reserves the right to restrict exhibits which are objectionable, or order removed any portion of an exhibit which, in their discretion, is detrimental in detracting from the general order of the exhibits.

In aisle spaces with aisles on all four sides, construction may be permitted to a maximum height of eight (8) feet in the center only. In aisle spaces surrounded by aisles on only 3 sides, the background must be on the side that is not on the aisle. The background at this point is to be 8 feet high.

## **ELECTRICAL OUTLETS**

Electrical service, other than general lighting of the exhibit hall, is not part of this agreement and must be contracted by the exhibitor directly with the exhibit hall electrician at prevailing rates. Information on electrical service will be included in the exhibitor kits provided by the convention decorator.

## **SIGNS**

Each exhibitor will be furnished a sign at no additional cost which will be installed by the official exhibit decorator. The name of the firm will be printed on the sign. Be sure to indicate the lettering desired when completing the exhibit application.

## **CONFLICTING MEETING**

In the interest of the exhibits and convention, the exhibitor agrees not to extend group invitations, call meetings or otherwise encourage absence of TFDA members and/or exhibitors from the exhibit hall and convention during the hours of said exhibit and convention.

## **LOTTERIES**

Any plan to induce visitors to the booth of an exhibit which may be considered a lottery is prohibited. An opinion as to what constitutes a lottery may be obtained by writing the general chairman of the convention.

## **LIABILITY & INSURANCE**

Public liability insurance, other than coverage on exhibitors and staff, is carried by Management. The exhibitor agrees to make no claims for any reason, including negligence, against the Texas Funeral Directors Association, the Convention Committee, members, agents or employees for loss, theft, damage or destruction of exhibit items; nor for any injury to himself or employees while in the exhibit building; nor for any damage of any nature or character, including the damage to his business by reason of failure to provide space for the exhibit or for removal of the exhibit, nor for failure to hold the exhibit as scheduled. Exhibitors are advised to carry floater insurance to cover exhibit material against damage and loss and public liability insurance against injury to the person and property of others.

## **REFUNDS**

Full refund if cancelled in writing before April 29, 2023. From May 1 – May 13, 2023, 50% refund. No refunds will be made after May 14, 2023.

## **MUSIC**

No loud or disruptive music will be allowed inside the exhibit hall during exhibit hours. An opinion as to what constitutes loud or disruptive music may be obtained by writing the general chairman of the convention. If music is to be used, all exhibitors will be required to secure music licensing for their booth.

## **NO EXHIBITS NEAR CONVENTION CENTER EXHIBIT HALL OR HEADQUARTERS HOTEL**

No one shall exhibit outside of the Convention Center Exhibit Hall or the Headquarters Hotel for at least 5 blocks UNLESS APPROVED BY CONVENTION COMMITTEE.

## **DISMANTLING OF EXHIBITS**

No display may be dismantled before 3:00 p.m., Wednesday, June 14, 2023.

**THE RULES AND REGULATIONS ARE CONSIDERED A PART OF THE APPLICATION FOR SPACE**

2023 EXHIBITOR NAME BADGE REQUEST FORM  
137th Annual TFDA Convention & Expo  
Irving, Texas \* June 11 – 14, 2023

\*\*\*There will be a \$25.00 charge for each on-site badge request.\*\*\*

**Exhibitor Setup**

Tuesday, June 13 8:00 am – 5:00 pm

**Exhibit Hours**

Wednesday, June 14 9:00 am – 3:00 pm

**Breakdown**

Wednesday, June 14 3:01 pm – 5:00 pm

Company Name: \_\_\_\_\_

**Two badges per 10' X 10' booth**

1. \_\_\_\_\_  
Name on Badge City & State Cell Phone

2. \_\_\_\_\_  
Name on Badge City & State Cell Phone

**Additional badges are \$25.00 each. Please list additional names below.**

I have ordered \_\_\_\_\_ additional name badges and have enclosed \$ \_\_\_\_\_  
(quantity)

**To pay by credit card, please complete this form online (available after May 1) or mail with check payment by May 20, 2023, to:**

Texas Funeral Directors Association  
PO Box 81741  
Austin, TX 78708-1741  
sherri@tfda.com

3. \_\_\_\_\_  
Name on Badge City & State Cell Phone

4. \_\_\_\_\_  
Name on Badge City & State Cell Phone

5. \_\_\_\_\_  
Name on Badge City & State Cell Phone

6. \_\_\_\_\_  
Name on Badge City & State Cell Phone

7. \_\_\_\_\_  
Name on Badge City & State Cell Phone

8. \_\_\_\_\_  
Name on Badge City & State Cell Phone

9. \_\_\_\_\_  
Name on Badge City & State Cell Phone

10. \_\_\_\_\_  
Name on Badge City & State Cell Phone