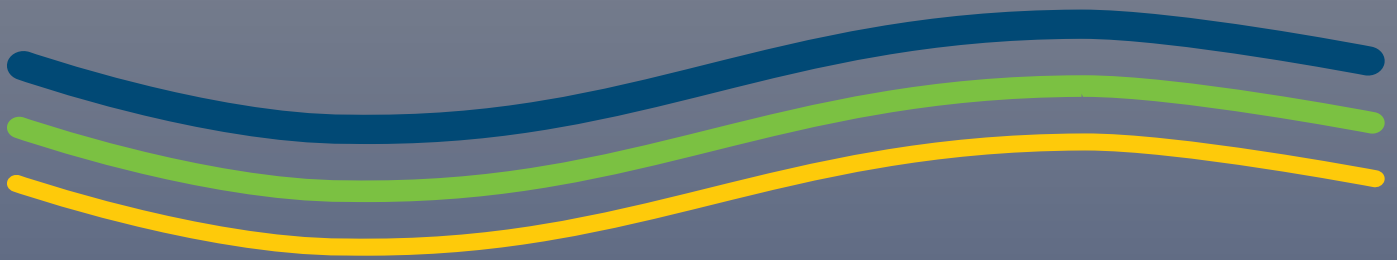


2024 ICCFA ANNUAL CONVENTION & EXPOSITION



Tampa, FL

Exhibitor & Sponsorship Prospectus

April 10–13, 2024

iccfa.com/annual

Welcome!

Dear Exhibitors,

It's been over 10 years since the ICCFA Annual Convention & Exposition has been to Tampa, Florida and we are ready to jump back into the Tampa Convention Center!

On behalf of this year's ICCFA Annual Convention co-chairs, Erin Creger, national sales director at Envision Strategic Partners and Micah Singerman, operations manager at Shalom Memorial Park & Funeral Home, I want to personally thank you for your interest in being part of the ICCFA Annual Convention.

These sponsorship opportunities represent a strategic option for you to increase your visibility and engagement through the ICCFA Annual brand. I encourage you to explore the "starter list" of sponsorship opportunities attached and consider the many options available to you. If you do not see what you are looking for or want to build a more customized package to meet your unique needs, then let's talk – my email is rplatter@iccfa.com.

Committing early provides maximum exposure for your company through our many communication and marketing channels. We look forward to our collaboration on sponsorships and look forward to seeing you in Tampa, Florida in 2024!

Sincerely,



Rick Platter
ICCFA Supplier Relations Manager

2024 Annual Co-chairs

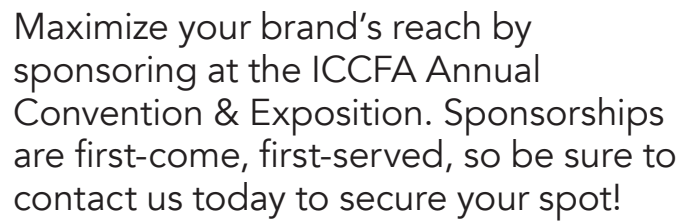


**Erin
Creger**
**Envision
Strategic
Partners**



**Micah
Singerman**
**Shalom
Memorial Park**

A decorative yellow wavy line.



- Recognition in the January 2024 Annual Convention & Exposition preview issue* of *Memento Mori* (mailed to 7,000+ people)
- Acknowledgement in the March/April on-site Convention issue** of *Memento Mori*
- Pre-Convention recognition in *Wireless*, ICCFA's bi-weekly e-newsletter, ICCFA social media posts and on the Convention website, iccfa.com/annual
- Recognition in the on-site program, break slides, announcements during general session and session tracks, on signage and on stage screens during the Convention
- Listing in the ICCFA App
- Sponsors receive a directory of contact information for all Convention attendees pre- and post-event as part of their sponsorship commitment. Additionally, ICCFA Members in good standing may always request a membership list once a year to extend your outreach
- And more!

** if received by February 5, 2024

Sponsorship

Main Stage General Session Staging and Audio/Visual

~~Exclusive: \$50,000~~

Co-sponsor: \$1,500

Keynote Speaker Shawn Achor

Sponsor the speaker

Exclusive: \$25,000

Sponsorship Secured

Limited to one sponsor!

Thursday Brunch in the Expo Hall

Have your company recognized by all attendees during free food & beverage service during this five-hour Expo Hall session.

~~Exclusive: \$25,000~~

Co-sponsor: \$5,000

Keynote Speaker Brian Solis

Sponsor the speaker

Exclusive: \$20,000

Sponsorship Secured

Limited to one sponsor!

Expo Hall Grand Opening Reception

Gain the attention of registrants during the first night of the Annual Convention & Exposition. Contribute \$10,000 and your company's logo will be printed on the napkins used during this reception.

Exclusive: \$20,000

Co-sponsor: \$10,000

President's Banquet

A premiere event for attendees to dine, connect, and celebrate with one another on Thursday, April 11. Contribute \$10,000 and your company's logo will be printed on the napkins used at the open bars.

Exclusive: \$20,000

Co-sponsor: \$8,000

Friday Brunch in the Expo Hall

Another excellent opportunity for extended exposure during a packed three-hour Expo session.

~~Exclusive: \$20,000~~

Co-sponsor: \$3,000

Registration Bags

Help attendees find resources and your logo

Exclusive: \$15,000

Sponsorship Secured

Limited to one sponsor!

Thursday Expo Hall Happy Hour

Invite attendees to a two-hour reception

Exclusive: \$15,000

Co-sponsor: \$5,000

Sponsorship Secured

Aisle Signs

Attendees will see your logo as they navigate the Expo Hall by sponsoring these signs.

~~Exclusive: \$15,000~~

Co-sponsor: \$7,500

Registration Badges

See your logo

Exclusive: \$15,000

Sponsorship Secured

Limited to one sponsor!

Hotel Keycards

Have attendees see your logo as they open their hotel room

Exclusive: \$10,000

Sponsorship Secured

Limited to one sponsor!

App Guide to the Convention

Have your company logo on the ICCA app. The app is used by attendees to find the Convention Center

Exclusive: \$10,000

Co-sponsor: \$4,500

Sponsorship Secured

Registration Booth Kick Plates

Have your company logo on the registration booth kick plates. Limited to one sponsor

Exclusive: \$10,000

Co-sponsor: \$4,500

Sponsorship Secured

Limited number available

Opportunities

Registration Booth Kick Plates

Have your company's logo visible to all attendees as they visit the registration booth. Limited to two sponsors!

Limited number available

~~Exclusive: \$10,000~~

Co-sponsor: \$4,500

Directional Signage

Attendees will see your company's logo on directional signage throughout the conference and breakout sessions.

Sponsorship Secured

Limited number available

Exclusive: \$8,000

Co-sponsor: \$4,000

Legal & Legislative Luncheon

Gain exposure and visibility at the Legal & Legislative Luncheon. Sponsorship Secured

Exclusive: \$8,000

Co-sponsor: \$2,000

Coffee Breaks

One of the best sponsorship values, gain repeated exposure at one of the several coffee breaks throughout the week. Sponsor for \$7,500 and your company's logo will also be printed on the coffee cups used during the breaks.

Exclusive: \$7,500

Co-sponsor: \$4,500

USB Drive

Your logo and promo material will be featured on these USB drives that also contain the attendee list.

Limited to one sponsor!

Exclusive: \$6,000

Expo Lounges

There will be several lounges around the Expo Hall for attendees to sit down, eat, have a conversation and relax. Sponsors are allowed to customize their lounge at an additional cost.

Limited number available

Exclusive: \$5,000 per lounge Co-sponsor: \$3,000 per lounge

Sponsored Sessions

Sponsor educational sessions by various speakers who cover a variety of topics including: business management, cemetery operations, cremation, funeral home operations, sales and marketing, and technology. Visit iccfa.com/annual for a full list of sessions.

Exclusive: \$2,000

Registration Bag Swag

Provide attendees essentials to help make their conference experience great. You provide the item (ie: notebooks, pens, hand sanitizer, glasses cleaner, travel mug).

Limited number available

\$2,000 each

Convention Scooters

Allow attendees the ability to navigate around the Expo Hall on a scooter sponsored by your company.

Limited number available

~~Exclusive: \$2,000~~

Co-sponsor: \$1,000

Daily Show Email

The Daily Show email is sent out to all attendees, providing useful information for the next day's events. Sponsor this email and see your company's banner ad at the top of the email. Limited to four sponsors.

Limited number available

\$1,500 per day

Expo Hall Announcements

Promote booth giveaways, drink tastings, special offers and more during Expo hours!

Included in every sponsorship. Stand alone: \$500

This is a starter list. Other sponsorship opportunities are available. Let us know what you are looking for!

Sponsorship options are subject to additions, changes and availability. 2023 sponsors of the same item in 2024 have the first right of refusal. Sponsors must be an ICCFA member in good standing.

2024 ICCFA Annual Convention & Exposition Sponsorship Commitment Form

COMPANY INFORMATION

Name

Title

Company

Address

City

State/Prov

Zip/Postal

Phone

Email

LEVEL OF SPONSORSHIP

We would like to contribute \$_____ as an ☐ exclusive sponsorship **OR** ☐ co-sponsorship at the 2024 ICCFA Annual Convention & Exposition. In particular, we are interested in sponsoring (if applicable):

- | | | |
|--|---|--|
| <input type="checkbox"/> Main Stage General Session Staging and Audio/Visual | <input type="checkbox"/> Thursday Expo Hall Happy Hour | <input type="checkbox"/> USB Drive |
| <input type="checkbox"/> Keynote Speaker Shawn Achor | <input type="checkbox"/> Aisle Signs | <input type="checkbox"/> Expo Lounges |
| <input type="checkbox"/> Thursday Brunch in Expo Hall | <input type="checkbox"/> Registration Badges | <input type="checkbox"/> Sponsored Sessions |
| <input type="checkbox"/> Keynote Speaker Brian Solis | <input type="checkbox"/> Hotel Keycards | <input type="checkbox"/> Registration Bag Swag |
| <input type="checkbox"/> Expo Hall Grand Opening Reception | <input type="checkbox"/> App Guide to the Convention | <input type="checkbox"/> Convention Scooters |
| <input type="checkbox"/> President's Banquet | <input type="checkbox"/> Registration Booth Kick Plates | <input type="checkbox"/> Daily Show Email |
| <input type="checkbox"/> Friday Brunch in Expo Hall | <input type="checkbox"/> Direction Signage | <input type="checkbox"/> Expo Hall Announcements |
| <input type="checkbox"/> Registration Bags | <input type="checkbox"/> Legal & Legislative Luncheon | <input type="checkbox"/> Other _____ |
| | <input type="checkbox"/> Coffee Breaks | |

PAYMENT

☐ CHECK (Please make payable to ICCFA)

Credit card:

☐ Discover

☐ Visa

☐ MasterCard

☐ American Express

Credit card #

Name on credit card

Exp. date

Security ID#

(3-digit number on back of card or 4-digit number on front of AmEx card)

Card's billing address (required)

Signature

Email (to send receipt)

Deadline for Magazine Recognition: November 30, 2023

(for the January 2024 issue of *Memento Mori*)

For more information, please contact:

▪ **Erin Creger,**
co-chair:
ecreger@envisioncares.com
888.377.3394

▪ **Micah Singerman,**
co-chair:
msingerman@shalom2.com
847.255.3520

▪ **Lindsay Gundrum,**
ICCFA Meetings Manager
lindsay@iccfa.com
703.861.3400



PLEASE COMPLETE THIS FORM AND RETURN TO THE ICCFA

Mail: ICCFA • Attn: Meetings Department • 107 Carpenter Drive, Suite 100 • Sterling, VA 20164
Email: lindsay@iccfa.com • Fax: 703.391.8416

Why Exhibit?



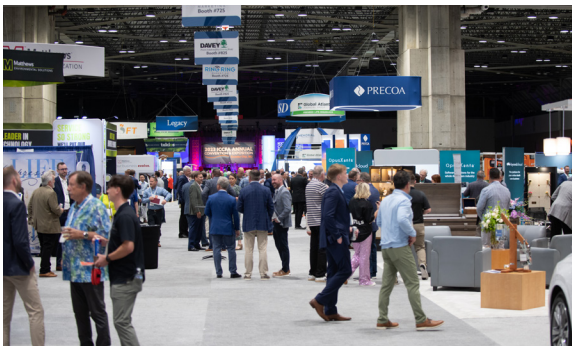
Non-competitive expo hours. ICCFA schedules at least 10 hours of non-competitive expo hours to ensure that your company will have every buyer's undivided attention.

Free food and beverages. The ICCFA provides free food and beverage service throughout all Expo Hall functions to encourage attendees to stay in the Expo Hall and visit every booth. Exhibitors are encouraged to enjoy this service as well.

Company listing in *Memento Mori*. Your company name, description and booth number will be highlighted in a special section of the on-site edition of *Memento Mori*, the official magazine of the ICCFA.

Inclusion in the on-site printed program and signage. Be sure to submit your booth application and contract by January 19, 2024, to ensure your inclusion in the on-site program and signs!

What to Expect!



Complimentary exhibitor personnel registration. Your company will receive three (3) complimentary registrations per 10' x 10' booth purchased. Registrations include admission to the Expo Hall and all Expo Hall functions as well as non-ticketed Convention educational sessions and functions. Please note that this does not include other ticketed functions as noted in the exhibitor personnel form.

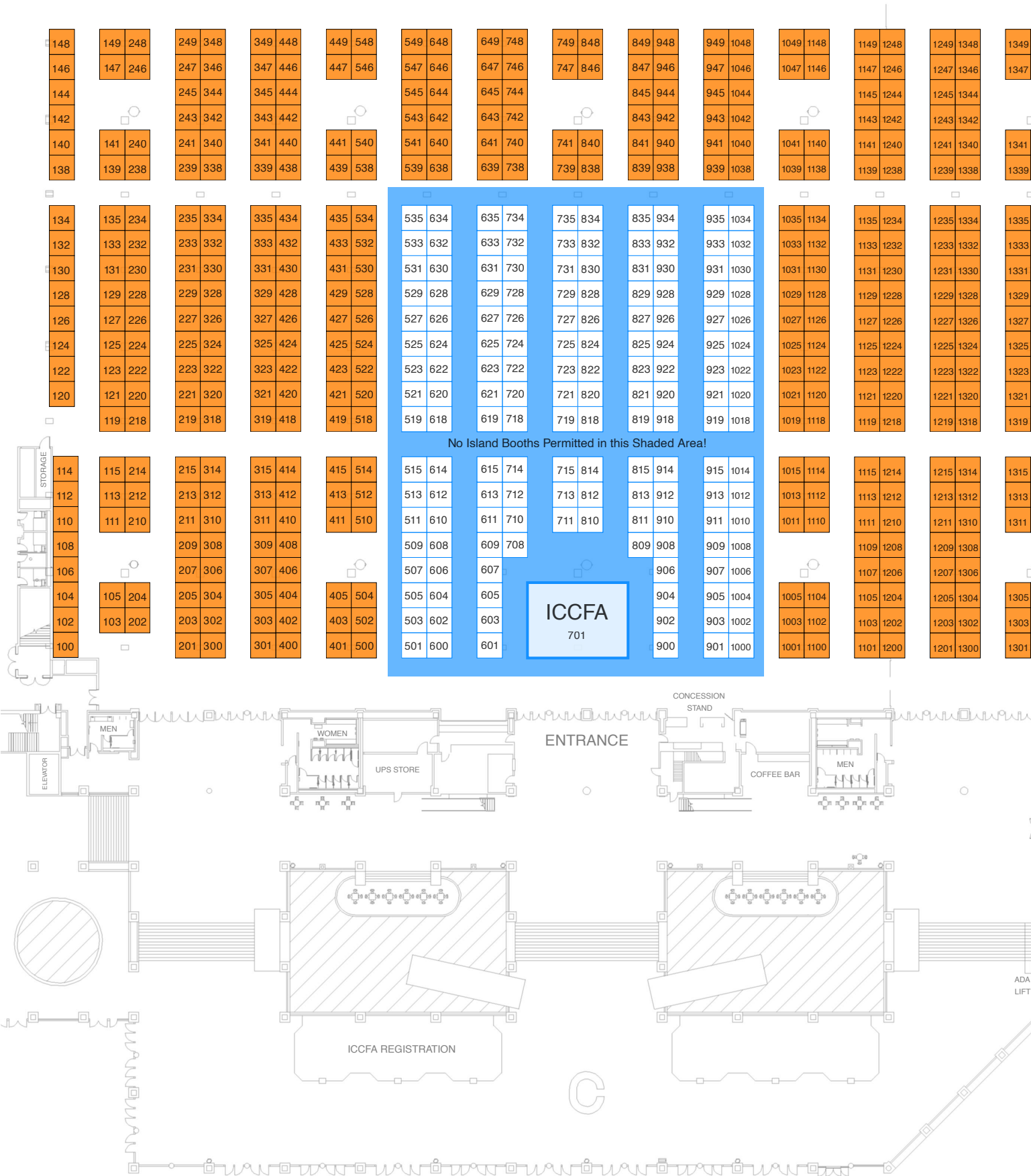
Attendee directory. Exhibitors receive a directory of contact information for all Convention attendees as part of the booth fee. Exhibitors will receive a preliminary directory in the weeks preceding the Exposition and a comprehensive final directory after the event has concluded.

Draping and signage. Your booth space will be framed with an 8'-high back drape and 36"-high side rails. You'll also receive a 7" x 44" booth identification sign showing your company name and booth number.

Security guard service. The ICCFA contracts for 24-hour security from move-in through move-out. See the **Rules of the Expo** section for full details.

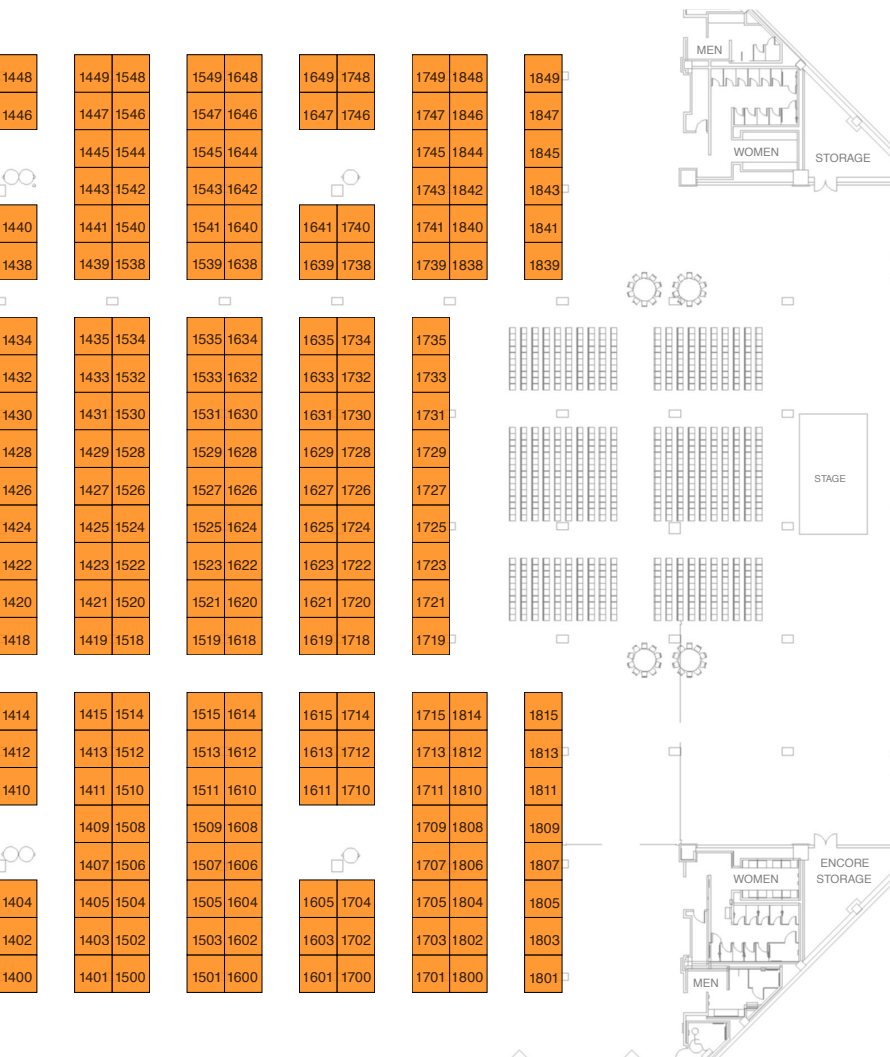
Booth assignments. The ICCFA assigns booth on a cumulative point system. See the **Booth Regulations** and **Rules of the Expo** sections for full details.

2024 Expo Hall



Tampa Convention Center

333 South Franklin Street • Tampa, FL 33602



2024 Booth Prices

Corner Booth*

ICCFA members: \$2,600

Non-members: \$3,200

Non-Corner Booth*

ICCFA members: \$2,300

Non-members: \$2,900

*One booth = 10' x 10' booth space

Expo Hall Hours

Tuesday, April 9	12 NOON–6 PM Set up		
Wednesday, April 10	8 AM–2 PM Set up	2–4 PM Booth inspection	4–7 PM Expo Hall Grand Opening/ Exhibiting
Thursday, April 11	10:30 AM–2:30 PM Brunch with exhibitors/Exhibiting		3:30–5 PM Happy Hour
Friday, April 12	10–1 PM Brunch with exhibitors/Exhibiting		1–7 PM Tear down/Move out

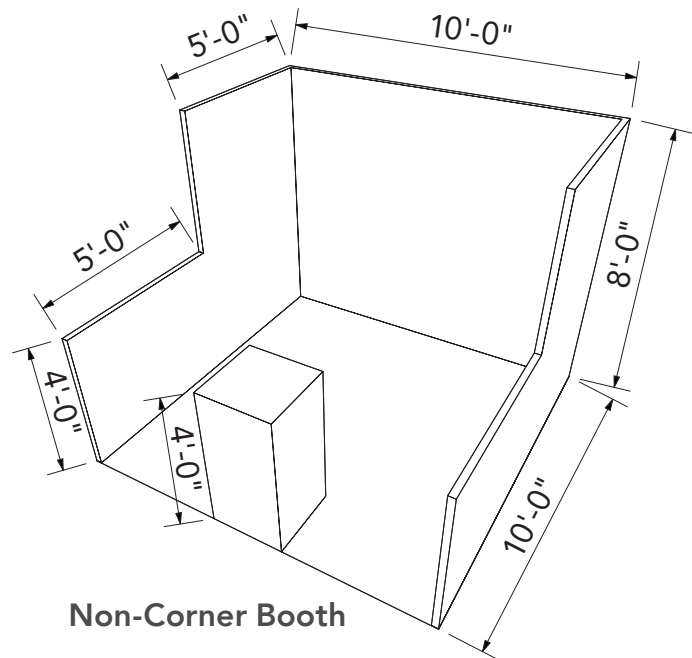
Booth Regulations

Non-Corner Booths

Non-corner booths, shown at right, have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths.

Non-corner booths are 10' wide by 10' deep. A maximum back wall height limitation of 8' is specified.

Regardless of the number of non-corner booths utilized (e.g. 10'x20', 10'x30', 10'x40', etc.), display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' is allowed only in the rear half of the booth space, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three or more standard booths are used in combination as a single exhibit space, the 4' height limitation is applied only to that portion of exhibit space which is within 10' of an adjoining booth.)

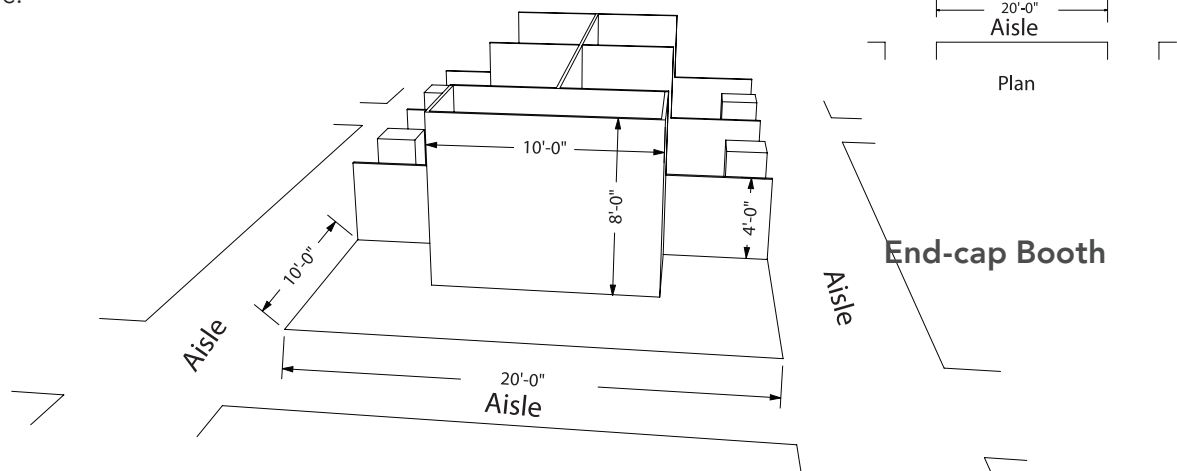


Corner Booths

A corner booth is like a non-corner booth except that it is exposed to aisles on two sides. All other guidelines for non-corner booths apply.

End-Cap Booths

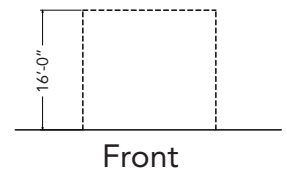
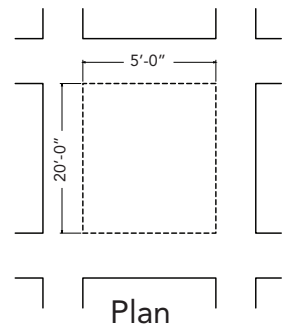
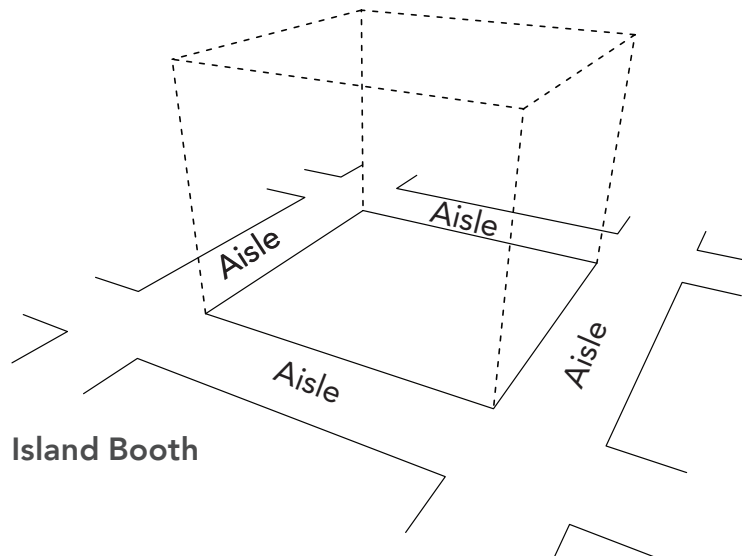
An end-cap booth is exposed to aisles on three sides and composed of two booths. End-cap booths are generally 20' wide by 10' deep. The maximum back wall height limitation of 8' is allowed only in the rear half of the booth space and within 5' of the two aisles with a 4' height restriction imposed on all materials in the remaining space forward to the aisle.



Island Booths

An island booth is four or more standard booths exposed to aisles on all four sides. It may or may not have a second story.

An island booth is typically 20' x 20' or larger, although it may be configured differently. A maximum height of 16', including signage, will be permitted. Sufficient see-through areas must be provided to prevent blocking views of adjacent exhibits.



Booth Applications

Applications for booth space are to be made using the forms on pages 8–9 and are to be accompanied by a non-refundable deposit. No requests for exhibit space will be accepted by telephone. All applications received by December 1, 2023, will be assigned on a cumulative point system. Applications received after December 3, 2023, will be assigned on a first-come, first-served basis as space permits after initial assignments have been made. ICCFA Supplier Relations Manager Rick Platter will contact each applicant to make their company's booth selection. Booth assignments may be changed by the ICCFA only with prior approval of the exhibitor. If circumstances beyond the control of the ICCFA require a reassignment, the association will consult with the exhibitor to locate an alternative space. The ICCFA will have final authority on booth assignments.

Booth Assignments

Booth assignments will be made based on the number of points a company (whose form is received by December 1, 2023) has accumulated, giving first preference to companies with the greatest number of points. In the event two or more companies with the same number of points request the same space, preference will be given to the company whose application was received first in the ICCFA office. If booth applications are received on the same day, preference will be given to the company exhibiting with the ICCFA the most number of years since 1970. A copy of total points accrued from 1970 to the present is available from the ICCFA upon written request. The ICCFA reserves the right to assign space to companies requesting a large quantity of booth spaces in a manner that ensures maximum efficiency.

2024 ICCFA Annual Convention & Exposition

April 10–13, 2024 • Tampa Convention Center & Tampa Marriott Water Street Hotel • Tampa, Florida

BOOTH SPACE APPLICATION & CONTRACT

COMPANY INFORMATION TO BE PUBLISHED IN EXHIBITOR DIRECTORY

Due December 1, 2023, for assignment under the cumulative point system. Please provide information about your company below.

Exhibiting company name		
Address		
City	State/Prov	Zip/Postal Code
Other/additional (addresses outside USA)		
Phone	Company email	Website
Main contact for company		

PERSON RESPONSIBLE FOR MARKING BOOTH SELECTION/FERN EXPO CONTACT

The following individual will serve as the authorized representative of the company listed above regarding the 2024 ICCFA Exposition. This person will receive all exhibit-related mailings and emails regarding the Exposition.

Name of authorized representative	
Email	
Office phone	Cell phone

I have read the rules and regulations pertaining to the 2024 ICCFA Exposition and agree that all representatives and exhibiting personnel from my company will comply with them.

Signature of authorized representative

BOOTH SELECTION AND FEES

Application is to be accompanied by \$500 non-refundable deposit **per each 10'x10' booth space** to be eligible for assignment. All applications received by December 1, 2023, will be assigned based on ICCFA's point system. All other applications will be assigned on a first-come, first-served basis.

Booth Selections (Visit www.iccfa.com/annual to see the virtual floorplan)

1st choice: _____ 2nd choice: _____ 3rd choice: _____ 4th choice: _____ 5th choice: _____ 6th choice: _____

Vehicles: Will your booth space include vehicles? ☐ YES ☐ NO If yes, how many? _____

ICCFA MEMBER	NON-MEMBER	\$
# of non-corner booths _____ @ \$2,300 each = \$ _____	# of non-corner booths _____ @ \$2,900 each = \$ _____	
# of corner booths _____ @ \$2,600 each = \$ _____	# of corner booths _____ @ \$3,200 each = \$ _____	
Island booth _____ x @ \$2,500 per 10'x10' = \$ _____	Island booth _____ x @ \$3,100 per 10'x10' = \$ _____	
NON-PROFIT BOOTH: # of table tops _____ @ \$1,000 each = \$ _____	NON-PROFIT BOOTH: # of table tops _____ @ \$1,000 each = \$ _____	
TOTAL COST OF EXHIBITION SPACE: \$		TOTAL ENCLOSED (minimum of \$500 per booth) \$

Full payment due by January 19, 2024. Any balance remaining on total due will be charged on January 19, 2024, to credit card provided.

PAYMENT INFORMATION

Check: <input type="checkbox"/> (Please make payable to ICCFA)	Credit Card: <input type="checkbox"/> DISCOVER <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMERICAN EXPRESS
Credit card number	Exp. Date
Name as it appears on credit card	Security ID (3-digit # on back of card or 4-digit # on front of AmEx card)
Card holder's billing address & zip code	
Email address (receipt will be emailed to you)	
Signature	

FOR OFFICIAL USE ONLY

Date Rec'd	Co. ID #
Deposit \$ <input type="checkbox"/> CC <input type="checkbox"/> Check #	Balance due \$

For ICCFA Use Only	<input type="checkbox"/> First Time Exhibitor
Booth #	<input type="checkbox"/> IMSA Member
Points	<input type="checkbox"/> PLPA Member

Booth Space Application & Contract (continued)

COMPETITION PROXIMITY

The ICCFA will make every effort to comply with your request to be close to or separated from specific companies. However, this may not always be possible. The ICCFA will have final authority on booth assignments. Please list names of specific companies, not categories.

We wish to be close to the following companies:

We wish to be separated from the following companies:

EXPO HALL SPECIFICATIONS

This exhibitor prospectus is part of the booth space application & contract for the 2024 ICCFA Annual Convention & Exposition. 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 Expo Hall(s) is located in the Tampa Convention Center, 333 S. Franklin St, Tampa, FL 33602.

SERVICE KITS: Exhibitor service kits will be provided by the general contractor, the Fern Expo Co., listing available services, electrical equipment, booth furniture and decorating materials, together with forms and will be emailed to exhibitors in December 2023. The completed forms should be returned to the appropriate service company by the specified date. Please be sure to include your email address on the application form.

CARPET: The Hall(s) are not carpeted. Carpet order forms will be available in your service kit.

CEILING HEIGHTS: The ceiling height within the hall is 30'.

DECORATOR: ICCFA's official decorator for the 2024 ICCFA Annual Convention & Exposition is the Fern Expo Co.

DISMANTLING: All exhibits must be removed from the Expo Hall by the exhibiting company at its own expense no later than 7 PM on Friday, April 12, 2024. If an exhibitor fails to remove its exhibit on this day, the ICCFA may remove such exhibit to a storage warehouse at the expense of the exhibitor, who shall pay any damages or expenses incurred by the association in removing the exhibit.

LOADING/UNLOADING: You are strongly encouraged to utilize the services of Fern Expo Co. and their official freight company for shipment of material because they are the only ones who will have access to the docks. Fern Expo Co. will provide more specific information in their service kit, which will be available in December 2023. Please contact Fern Expo Co. if you have questions about how to ship your display.

SHIPPING INSTRUCTIONS: All materials must be shipped to and handled by Fern Expo Co. No exhibitor material will be accepted by the convention center or by the ICCFA, nor will the association 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. Shipments should arrive no later than two weeks prior to the show in order to avoid late surcharges. For advance shipments, please send to the address that is stated in the Fern Expo Co. service kit (available in December 2023).

TRAVEL AND ACCOMMODATIONS: Our host hotel is the Tampa Marriott Water Street. The ICCFA has obtained a discounted room rate **starting at \$299** per night plus taxes for convention attendees and exhibitors. To book online, please visit www.iccfa.com/annual. **A first night non-refundable deposit will be charged at the time**

of booking. The cut-off date for making reservations at the Tampa Marriott Water Street is March 14, 2024; however, please note that we expect our room block to sell out, so we encourage you to make your reservations early. Please remember to identify yourself as an ICCFA attendee to obtain the discounted rate.

UNION INFORMATION: Exhibitors may set up their own booths with their own full-time employees. Teamsters Union claims jurisdiction on the erection, touch up, dismantling and repair of all exhibits when this work is done by persons other than your full-time employees. Decorators' jurisdiction does not cover the placement of your products on display, the opening of cartons containing your products or the performance, testing, maintenance or repair of your products. Teamsters has jurisdiction over unloading and loading trucks, trailers and common and contract carriers as well as the handling of empty crates and the operation of material handling equipment. Exhibitors may hand-carry material if they do not use material handling equipment. They will not have access to loading docks or freight door areas if they do this.

FLOOR/WEIGHT LIMITATIONS: There is a 250-pounds-per-square-foot weight limitation in the convention center.

FREE EXHIBITOR PROFILE

The March-April issue of the Memento Mori will include profiles of all exhibitors who meet the submission guidelines and deadlines outlined below. The magazine will be available on-site at the ICCFA Annual Convention & Exposition and will be mailed to ICCFA members and to thousands of independent cemetery, crematory & funeral home owners nationwide.

Profiles are limited to 250 characters. We also will run either your logo or a photo of one product. Use your 250 characters to describe your company, attract people to your booth and tell readers who can't attend the ICCFA Annual Convention how to get more information about you.

Profile submission deadline: January 19, 2024. Profiles must be submitted via the online form at www.iccfa.com/annual. If you would like to rerun your 2023 profile, select the "include 2023 logo/photo" option.

Note: You do not need your booth number to submit your profile. No profiles will be accepted after this date. The ICCFA reserves the right to edit all copy.

Submit Registration

PLEASE MAIL THIS FORM WITH PAYMENT TO: International Cemetery, Cremation and Funeral Association, 107 Carpenter Drive, Suite 100, Sterling, VA 20164

OR FAX BOTH SIDES TO: 703.391.8416

OR SCAN AND EMAIL TO: Rick Platter at rplatter@iccfa.com

Form and deposit are to be received by December 1, 2023, for booths to be assigned under the cumulative point system. Balance is to be paid in full by January 19, 2024.

Questions?

Please call Rick Platter at 571.323.2985

Rules of the Expo

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 judgment of the ICCFA'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 exposition management and the ICCFA Executive Director in interpreting the same.

ACTS OF GOD: The performance of this agreement by either the ICCFA 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 & Exposition. 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.

AFTER-HOURS ADMISSION TO THE EXPO HALL: During show days, exhibitors are required to wear badges and may enter the hall one hour prior to the scheduled opening time of convention and exhibit activities and remain one hour after the scheduled closing time. Access to the exhibit hall at all other times must be approved by the ICCFA Executive Director or a representative.

BOOTH GUIDELINES: If an exhibitor is using its rental space in a manner that is detrimental to the association, convention or exposition, or infringes on the rental of space by other exhibitors (including sight observation, soliciting products or services outside of the booths assigned, excessive noise, heat, light or pollution emanating from exhibits), or if an exhibitor's display is not in keeping with the character and purpose of the show, the association, through its Executive Director, reserves the right to request corrective action. If an exhibitor is unable or refuses to comply with this request, the association reserves the right to cancel the use for that space, or bar from the exposition hall that exhibit or any part of that exhibit, person or thing, and to remove the exhibit from the exposition hall. In the event that such action is necessary, the exhibitors shall forfeit all money paid or due the association for rental of the booth space.

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

CANCELLATION OF BOOTH SPACE: The exhibitor shall give the ICCFA written notice of intention to cancel or withdraw from the exposition. In the event that notice is received by January 19, 2024, the exhibitor will receive a refund, except for the \$500 per booth deposit, which is non-refundable. In the event that notice is received after January 19, 2024, no refunds will be made and the canceling party will be liable for the entire rental fee in the event that the association is unable to resell the space(s). **Under no circumstances will the \$500 per 10x10' booth deposit be refunded.**

CANCELLATION, INTERRUPTION, OR POSTPONEMENT OF

THE EXPOSITION: In the event that the exposition is canceled, interrupted or postponed due to any occurrence not occasioned by the conduct of the ICCFA, whether such occurrence be, but not limited to, an act of God, or the result of war, terrorism, riot, civil commotion, strikes, sovereign conduct or by any other cause, or if circumstances make it impossible or impractical for the ICCFA to permit any exhibitor to occupy the premises, the ICCFA shall make a good faith effort to adjust the rental fee for space based on the period of time the space was or could have been occupied by such exhibitor, and the ICCFA 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.

CUMULATIVE POINT SYSTEM: Exhibitors accrue five points for their first booth rented each year and one additional point for each booth rented in excess of one per year. Exhibitors accrue one point for each table on display utilized at ICCFA's former Cemetery Operations & Maintenance Conference and the Annual Convention & Exposition.

Points are awarded for advertising placed in *Memento Mori* as follows: 2 points for ads larger than ½ page, 1 point for ads ½ page or smaller; 2 points for a one-year banner ad on the ICCFA website (www.iccfa.com) and ½ point for each three-month banner ad in the ICCFA *Wireless* e-newsletter. Advertising points accrued during the 12-month period of December 2022 through November 2023 will be credited toward the 2024 point system. The ICCFA also recognizes our conference and convention sponsors with points, at a rate of ½ point per \$1,000 in sponsorship or charitable donations towards the ICCFA, beginning with sponsorships and/or charitable donations towards the ICCFA contributed since 2008.

Booth assignment points will be credited only to the entity or person that earned the points and cannot be shared with or assigned to another entity or person. A person or entity owning more than one operation or organization may apply for and rent booth space under its own name and permit its component organizations or entities to use that space. However, the point total used for assignment of space will be based solely on the points earned by the owning or controlling person or entity and will not include points earned by its components or members.

Identifiable components may apply for and rent space under their names, rather than the name of the person or entity controlling the component, and have assignments made based on the component point total. If two entities merge or combine, the surviving organization or operation will receive the higher of the two-point totals, but not the combined totals.

EXHIBITOR REPRESENTATIVES: Exhibitors will be provided identification badges in accordance with exhibitor convention registration policy. Badges will not be transferable and will be required for admittance to the exposition hall. To be permitted

Rules of the Expo (continued)

entrance to the exposition hall, an organization or person(s) supplying goods and services to the cemetery, funeral service, cremation and memorialization industry must have contracted for booth space. **Persons requiring badges to be re-printed for whatever reason will be responsible to pay a \$20.00 re-print 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 exposition hall. Anyone violating this policy will be escorted from the exposition hall and their registration credentials may be revoked.

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

FOOD AND BEVERAGES: The ICCFA will provide free food and beverage service at assigned food and bar stations throughout all exhibit hours. Exhibitors who wish to provide food and/or beverages within their booth may do so through the catering manager at the convention center. Outside food and beverages, including copious amounts of candy or give away treats, are not permitted within the hall.

FORCE MAJEURE: If any part of the Tampa Convention Center is destroyed or damaged by any cause, that renders the holding of this exposition 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 and damage. The exhibitor hereby waives any claim for damages or compensation from the ICCFA, the Tampa Convention Center on account of such termination.

FERN EXPO CO. SERVICE CENTER: A Fern Expo Co. representative will be available at the service desk during move-in and move-out times, all show hours as well as one hour prior to and one hour after the scheduled show hours, to address questions regarding orders and other services.

HANGING SIGNS AND OTHER MATERIALS: Exhibitors wishing to hang signs or other materials over their booth(s) must submit a written request to the attention of ICCFA's show manager and Fern Expo Co. for approval thirty (30) days prior to the convention.

INSTALLATION AND DISMANTLING: Exhibitors will be permitted to begin assembling their exhibits at 12 NOON on Tuesday, April 9, 2024. In all cases, booths must be substantially set up by 4 PM on Wednesday, April 10, 2024, for inspection by the ICCFA Executive Director and/or the designated exposition manager to ensure compliance with the rules and regulations set forth in this prospectus.

In the event an exhibit has not been properly set up by that time, the ICCFA reserves the right to remove unsightly materials or to cover them in an appropriate manner at the exhibitor's expense. Exposed

unfinished sides or exhibit backgrounds must be draped to present an attractive appearance. The exhibit will be inspected during the set-up time and the decorator, with the approval of the show manager, will provide draping as deemed necessary. Any charges incurred will be the responsibility of the exhibitor. No set-up will be permitted during exposition hours. Exhibitors who plan to hire the services of another exhibit service firm (other than the official service contractor, Fern Expo Co.) must abide by the following rules:

1. They must notify ICCFA by January 19, 2024, of the name, address and telephone number of the service firm, and the name of the supervisor in attendance.
2. The service firm must notify ICCFA by January 20, 2023, of the names of all exhibiting companies for which it has orders and the names of all employees working on the show, and furnish proof that adequate insurance is maintained to cover possible liabilities.
3. Upon arrival at the exposition site, service companies must check in at the exhibitor registration booth to receive permits to work on the exposition floor. The unpacking, assembly and dismantling of displays and equipment may be done by employees of the exhibiting company.

Fern Expo Co. will have skilled craftsmen available to perform these services if needed. Arrangements for all temporary labor should be made through Fern Expo Co. Official labor order forms are included in the Exhibitor Service Kit.

DISMANTLING: All exhibits must be removed from the exhibit area by the exhibiting company at its own expense no later than 7 PM on Friday, April 12, 2024. If an exhibitor fails to remove its exhibit on this day, the ICCFA may remove such exhibit to a storage warehouse at the risk and expense of the exhibitor, who shall pay any damage or expense incurred by the association in removing the exhibit. No exhibit or part of an exhibit may be removed from the space allocated during the period of the exposition, except in cases of extreme necessity. Permission for such removal must be obtained from the ICCFA Executive Director or a designated representative. Any exhibit torn down prior to official closing time without permission from the ICCFA Executive Director or a designated representative will not accrue points for the current year.

INSURANCE: Exhibitors must make provisions for the safekeeping of their goods before, during and after the ICCFA exposition. Neither the ICCFA nor the management of the exposition 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 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 ICCFA 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 ICCFA, the Tampa Convention Center, the official service contractor and their employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines,

Rules of the Expo (continued)

and attorneys' fees arising out of or caused by exhibitors' installation and removal, maintenance, occupancy or use of the exposition premises or part thereof, excluding any such liability caused by the sole negligence of ICCFA, the Tampa Convention Center, the official service contractor, their employees and agents.

In addition, the exhibitor acknowledges that the ICCFA and the Tampa Convention Center do not maintain insurance covering exhibitor's property and that it 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. This can be done by riders to existing policies, often at no extra cost.

OUTSIDE EXPOSITION AND ACTIVITIES: During scheduled convention activities, the exhibitor agrees, subject to expulsion from the show and its firm from convention functions and activities, not to exhibit its products or services or to directly promote or otherwise exploit its company, products or services outside the exposition hall. Exhibitor also agrees not to entertain convention attendees during exposition or convention program hours in a rental function room, hospitality suite or other rented facility, or otherwise induce attendees away from the show or scheduled convention events.

PAYMENT SCHEDULE: Each application for exhibit space must be accompanied by a non-refundable deposit of \$500 per booth and received by December 1, 2023, to be eligible for assignment under the cumulative point system. Full payment for exhibit space is due on January 19, 2024. If the balance on the booth payment is not received by January 19, 2024, the ICCFA reserves the right to charge it against a credit card on file. Failure to pay the rental fee in full by this date will result in an automatic cancellation of this agreement. Under no circumstances will an exhibitor be allowed to set up an exhibit unless full payment of the rental booth(s) space has been received.

PHOTOGRAPHY/VIDEOGRAPHY: No photography or videography will be permitted in the exhibit hall except by pre-approved members of the trade press and the official show photographer, who will be identified as such by their badges. Unauthorized cameras, as well as electronic devices such as cell phones that are being used to take photographs, will be removed from the hall.

PROTECTION OF EMPLOYEES AND PROPERTY: Exhibitors agree to release and to protect and hold harmless the ICCFA and its officers, directors and employees 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 or occupation of space.

PROTECTION OF THE PUBLIC: Exhibitors must protect machinery and exhibits to ensure that no injury will result to the public, visitors, guests, employees or any other person or property. Exhibitors agree to protect and hold harmless the ICCFA and its officers, directors and employees for any and all claims which may result on account of injury, loss or damage sustained upon the 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 or agents.

SECURITY SERVICE: The ICCFA will provide security on a 24-hour basis beginning at 4 pm on Monday, April 8, 2024, but neither the association nor the Tampa Convention Center will guarantee the exhibitors against loss or assume responsibility for fire, theft or other damage of any sort.

SMOKING POLICY: The ICCFA has designated the convention a non-smoking area. Smoking will not be permitted any time during move-in, move-out or during dates of the convention.

SOLICITING BY NON-EXHIBITORS: Soliciting in any manner within the exposition hall by any supplier, individual, group, company or firm, within or outside the industry, is strictly forbidden unless said person, group or firm has received permission from the ICCFA. Any person, group or firm that has received permission but is found soliciting in the exposition hall or elsewhere in the convention hotel will be required to forfeit their convention badge(s) to the association and will be barred from the exposition hall, from all meeting and function rooms and other areas being used by the association, and from all official activities of the convention. Those forfeiting convention badges will not be entitled to refunds of any registration fees or other monies paid to the association.

To be permitted to conduct promotional or sales activities in the exposition hall, an organization or person(s) supplying goods and services to the cemetery, funeral service, cremation and memorialization industry must have contracted for booth space. Non-exhibiting firms and/or persons will not be permitted to conduct promotional or sales activities in the exposition hall. Anyone violating this policy will be escorted from the Hall and their registration credentials revoked.

SUBLETTING SPACE: No exhibitor shall assign, subject or apportion the whole or any part of the space allotted to it, nor exhibit therein, nor permit any other person or party to exhibit therein, any goods other than those manufactured or handled by the exhibitor in the regular course of its business.

SPANNING AISLES: No exhibit will be permitted to span an aisle by ceiling or floor covering.

UNOCCUPIED SPACE: The ICCFA reserves the right to rent to any other exhibitor previously rented but unoccupied space after 12 noon on Wednesday, April 10, 2024, on the opening date of the exposition. Moreover, this clause shall not relieve the exhibitor who contracted for the booth space of the financial obligations to pay the full amount, or any portion thereof, of said rental fee, in the event that the ICCFA is unable to rent the space at the same rental rate as agreed to by the entity originally assigned the space.

USE & CARE OF THE EXHIBITOR'S SPACE: Exhibitors agree that all products to be displayed are suitable to the cemetery, funeral service, cremation and memorialization industry. Booth space will be used only for display purposes and soliciting in the aisles will not be permitted. Each exhibitor shall care for, keep in good order and surrender the space occupied by it in the same condition as it was at the commencement of the occupation, ordinary wear expected. Daily maintenance is the responsibility of the exhibitor and not included in the cost of booth space. Vacuuming service may be ordered through Fern Expo Co.



Keeping It Personal

**Enter your
product
for a 2023
KIP Award!**

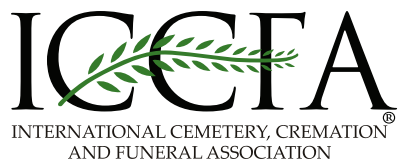


The ICCFA's Keeping It Personal Awards recognize innovation and excellence in personalization in the cemetery, cremation and funeral profession. The Innovative Personalized Product Award is for suppliers only. The digital entry system can be found at **www.judgify.me/KIP23**. You may enter as many times as you like for separate product lines/services (you must fill out a separate form for each entry, however, if you want to submit a product line for consideration you only need to submit one entry with photos of the different personalized products that are related to the entry.)

Entries are due to the ICCFA on Monday, January 8, 2024!

Winners will be recognized at the 2024 ICCFA Annual Convention & Exposition in Tampa, Florida, in a press release, in *Memento Mori* and on the ICCFA website. The company whose entry is selected as grand prize winner will receive one free registration to the 2024 ICCFA Annual Convention & Exposition.

Contact staff liaisons Maddy Collins (maddy@iccfa.com) and Rick Platter (rplatter@iccfa.com) with any questions.



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