



CFDA/CAC Combined Convention August 29-31, 2007

Radisson Hotel & Conference Center, Longmont, CO

Sponsor & Exhibitor **PROSPECTUS**

Convention Overview

The CFDA/CAC Combined Convention is the premier event where funeral directors, cremationists, embalmers and cemetery professionals from Colorado can learn about trends and techniques to enhance their operations, improve their practical skills, enhance customer care, engage in valuable networking and idea-sharing activities, and see the latest industry products and services.

The convention features more than 8 hours of continuing education sessions taught by nationally-recognized educators and local experts, and also offers a showcase of products and services used in the funeral and cemetery services profession.

More than 100 funeral service and cemetery representatives from the Rocky Mountain region are expected to attend this year's event.

Convention sponsorships – Diamond, Emerald and Rhinestone – will be accepted exclusively through June 30, 2007, on first-come, first-serve basis. Sponsors will be offered premier exhibit spaces and other benefits based on the level of their participation.

After June 30, a limited number of exhibit booths will be sold on a first-come, first-serve basis.

It is the objective of the Convention Planning Committee to maintain an appropriate ratio between convention registrants and vendors. If exhibit booths are not available, a waiting list will be developed in the same order. Registration statistics will be monitored frequently and more exhibit booths may be added through the end of August. The Convention will refund all monies to any applicant for whom space is not available.

Please review the enclosed Guidelines, Rules & Regulations and return your completed Sponsor/Exhibitor Application & Agreement to the Convention Office as soon as possible.

Colorado Funeral Directors Association / Colorado Association of Cemeteries

CFDA/CAC Combined Convention

P. O. Box 631664, Highlands Ranch, CO 80163-1664
Phone 303-791-2336 Fax 720-344-5297 cfda@ascentmeetings.com

www.cofda.org

Sponsor Packages & Benefits

Enhance your participation at the CFDA/CAC Combined Convention and extend your exposure throughout the year by participating as a Convention sponsor. Sponsorship packages are designed to offer you more opportunities to reach funeral/cemetery professionals in Colorado year-round.

All convention sponsors will receive recognition:

- ★ In the convention program,
- ★ On the CFDA web site
- ★ In the CFDA and CAC newsletters
- ★ By acknowledgements at convention general sessions
- ★ On a sign at the sponsored function

In addition to the above recognition:

Diamond Sponsors (\$2,000+) will get:

- A complimentary 10'x10' exhibit booth in premier location (\$695 value)
- Full-page advertisement in the CFDA and CAC post-convention newsletters (\$400 value)
- Two tickets to the Denim & Diamonds theme party on Friday, August 31
- Opportunity to address the group for a brief introduction
- Sponsor may provide an insert in convention packets or provide materials at the sponsored function

Emerald Sponsors (\$1,500+) will get:

- A \$300 discount on exhibit booth in premier location
- Half-page advertisement in the CFDA and CAC post-convention newsletters (\$200 value)
- Two tickets to the Denim & Diamonds theme party on Friday, August 31

Rhinestone Sponsors (\$1,000+) will get:

- A \$200 discount on exhibit booth in premier location
- Quarter-page advertisement in the CFDA and CAC post-convention newsletters (\$100 value)
- Two tickets to the Denim & Diamonds theme party on Friday, August 31

Events Available for Sponsorship & Co-Sponsorship

- ★ Thursday Continental Breakfast - \$2,500 (or direct catering costs)
- ★ Thursday Networking Lunch - \$4,000 (or direct catering costs)
- ★ Thursday Reception - \$3,500 (or direct catering costs)
- ★ Friday Breakfast - \$3,500 (or direct catering costs)
- ★ Friday Networking Lunch - \$4,000 (or direct catering costs)
- ★ Friday "Denim & Diamonds" Theme Party - \$4,000 (or direct catering costs)
- ★ Education Sessions - \$1,500 and up (or costs for speaker fees and expenses)

Convention sponsorships will be accepted exclusively through June 30, 2007, on first-come, first-serve basis. Sponsors will be offered premier exhibit spaces and other benefits based on the level of their participation. Exhibit booth sales will begin on July 1, 2007.

For questions about sponsorship availability, please contact the CFDA/CAC Convention Office at 303-791-2336 or cfda@ascentmeetings.com.

Sponsor & Exhibitor Guidelines

The purpose of the exhibits is to complement the education sessions by enabling registrants to see, hear, examine, question and evaluate the latest developments in equipment, supplies and services that are recommended for use in the funeral/cemetery profession.

Exhibit space is limited and available on a first come, first served basis upon receipt of the Exhibitor Application & Agreement and nonrefundable deposit. Exhibit agreements are subject to acceptance by the CFDA/CAC Combined Convention Committee.

The Exhibit Hall will be located in the Summit Grand Ballroom of the Radisson Conference Center. The hall is carpeted and will contain approximately 25 exhibit spaces, food/beverage stations, auction displays and banquet-style seating.

Exhibit Booths are available in two sizes (10' wide x 10' deep or 8' wide x 6' deep) on a space available basis. Each booth includes an 8' high back curtain and 3' high side curtains, one 8' x 30" covered table, and two chairs.

Vehicle & Machinery Exhibit Space will be available in a reserved parking area located immediately outside of the Summit Grand Ballroom at the Radisson Conference Center. Please include the dimensions of your vehicle on the Exhibitor Application & Agreement so we can reserve an appropriate space. Vehicle & Machinery Exhibit Space is limited to one vehicle per space.

Diamond Sponsors	Emerald Sponsors	Rhinestone Sponsors
<i>Complimentary Exhibit Booth/Space</i>	<i>Discounted Exhibit Booth/Space</i>	<i>Discounted Exhibit Booth/Space</i>
10'x10' Exhibit Booth	\$395 10'x10' Exhibit Booth	\$495 10'x10' Exhibit Booth
8'x6' Exhibit Booth	\$375 8'x6' Exhibit Booth	\$475 8'x6' Exhibit Booth
Vehicle/Machinery Space	\$395 Vehicle/Machinery Space	\$495 Vehicle/Machinery Space

Diamond, Emerald and Rhinestone Sponsor Packages offered exclusively through June 30, 2007

Basic Blue Package	Exhibit Booth
CFDA/CAC 2007 Members	
\$595 10'x10' Exhibit Booth	\$695 10'x10' Exhibit Booth
\$575 8'x6' Exhibit Booth	\$675 8'x6' Exhibit Booth
\$595 Vehicle/Machinery Space	\$695 Vehicle/Machinery Space

Basic Blue Package and Exhibit Booth Sales Begin July 1, 2007. All exhibit fees increase by \$50 after August 1.

It is the objective of the Convention Planning Committee to maintain an appropriate ratio between convention registrants and vendors. Therefore, convention sponsorships will be accepted exclusively through June 30, 2007, on first-come, first-serve basis and sponsors will be offered premier exhibit spaces based on their level of participation.

Basic Blue Package and Exhibit Booth Sales Begin July 1, 2007

A limited number of exhibit booths will be sold on a first-come, first-serve basis after June 30.

If exhibit booths are not available, a waiting list will be developed in the same order. Registration statistics will be monitored frequently and more exhibit booths may be added through the end of August. The Convention will refund all monies to any applicant for whom space is not available.

We invite you to consider sponsorship and sign-up NOW to ensure your exhibit booth at the 2007 CFDA/CAC Combined Convention.

Display Requirements

Exhibitors and sponsors are subject to comply with all Guidelines, Rules & Regulations for the CFDA/CAC Combined Convention. The CFDA/CAC Combined Convention Committee reserves the right to refuse to rent space to any company whose display of goods or services is not compatible with the general character and objectives of the funeral/cemetery convention.

Fire marshal regulations require that all items stay within your designated display space and may not extend into aisles. If your display will occupy more than the allotted area, you may be charged for an additional space.

Sponsor & Exhibitor Prospectus, CFDA/CAC Combined Convention 2007

Exhibit booths must not obstruct the view of an exhibit in an adjoining exhibitor's space, nor permit such exhibit space to be placed or operated in any manner offensive or objectionable, in the opinion of the Convention Committee, to the adjacent or surrounding exhibitors or to the Convention as a whole.

No sound systems, musical instruments, noise makers, loudspeakers, microphones or other sound amplification or broadcasting devices of any kind may be used without the prior written consent of the Convention Committee. Pins or tacks in drapes, walls and posts are not permitted.

The exhibitor agrees not to assign, sub-lease, subcontract, apportion or share the whole or any part of the assigned exhibit space. Such arrangements are absolutely prohibited and the Exhibitor Agreement shall be deemed null and void.

Exhibit spaces will be assigned at the sole discretion of the Convention Committee with careful consideration to utility requirements and all other matters relating to the successful conduct of the exhibits. Convention sponsors will be assigned premier display spaces.

Exhibit Acceptance & Payment Terms

Exhibit space is limited and Exhibitor Application & Agreements will be accepted on a first come, first served basis. The Exhibitor Application & Agreement must be signed by a duly authorized agent of the Exhibitor and must be accompanied by a non-refundable deposit of \$350 (minimum).

Full payment must be received at the Convention Office no later than August 1, 2007. All exhibit fees increase by \$50 after August 1. If the agreement is received on or after August 1, payment in full is required with signed agreement. An exhibitor will not be allowed to set-up or display unless exhibit fees are paid in full.

If an exhibitor fails to pay when due any sum required by the Exhibitor Application & Agreement, or fails to perform any other term or condition of the Exhibitor Application & Agreement, or fails to observe and abide by these guidelines, the Convention reserves the right to terminate the Exhibitor Application & Agreement immediately without refund of any monies paid.

If exhibit space is not available, a waiting list will be developed in the same order. The Convention will refund all monies received with the Exhibitor Application & Agreement to any applicant for whom space is not available.

All cancellations and requests for refunds must be submitted in writing to the CFDA/CAC Combined Convention Office, P. O. Box 631664, Highlands Ranch, CO 80163-1664; fax 720-344-5297. Cancellation notices received prior to August 1, 2007 will result in forfeiture of \$350 non-refundable deposit; no refunds will be applicable for cancellations on or after August 1. The Convention reserves the right to resell the space for all cancellations.

Exhibit Personnel

The exhibit fee includes admission for two (2) exhibit personnel per each exhibit space. Admission for exhibit personnel includes:

- Admission to the exhibit hall
- Reception on Wednesday evening
- Continental breakfast on Thursday morning
- Daily refreshment breaks
- Lunch on Thursday
- Reception on Thursday evening
- Continental breakfast on Friday morning
- Lunch on Friday

Optional: Tickets for the Friday Denim & Diamonds theme party are not included in the exhibit personnel admission but may be purchased in advance at the discounted price of \$40 each; more details will be available in the confirmation packet.

Additional exhibitor representatives will be allowed to register in advance, up to a maximum of four (4) individuals for each booth space. The fee for additional exhibit representatives is \$175 per person, or a one-day price of \$125 for Thursday, \$55 for Friday.

Exhibitor personnel may attend education sessions at no charge if seating is available; you may be asked to surrender your seat if the class is full. Exhibit personnel who wish to attend sessions and earn continuing education credit from the Colorado Funeral Service Board may register for an additional \$50 fee.

Sponsor & Exhibitor Prospectus, CFDA/CAC Combined Convention 2007

An exhibit personnel registration form will be sent after August 1st to the Primary Contact Person listed on your Exhibitor Application. Please watch for this form and register your personnel as soon as possible to ensure they receive name badges and event tickets.

Exhibitor Confirmation & Service Kit

All accepted exhibitors will be sent a confirmation notice and service kit after August 1, 2007. The service kit will contain order forms and instructions on how to arrange for electrical service, telephone service, shipping, additional tables and other display equipment. Please watch for your service kit and return your order as soon as possible.

Please note that the Radisson Hotel & Conference Center is unable to store exhibit displays or merchandise. Additional charges may apply for boxes shipped directly to the Convention facility and your shipment may be refused.

Exhibit Set-up and Teardown

The exhibition will officially open at 7:30 a.m. on Thursday, August 30, 2007 and will close at 1:15 p.m. on Friday, August 31, 2007.

Exhibitor registration and set-up will be from 2:30 to 6:00 p.m. on Wednesday, August 29. All unloading and set-up must be complete prior to the opening of the exhibit hall. Exhibits are to be kept intact until the official closing of the Exhibit Hall at 1:15 p.m. on Friday, August 31.

If an exhibit is not removed by 2:30 p.m. on Friday, August 31, the Convention has the right to remove and store the exhibit at the expense of the exhibitor.

We ask that you adhere to set-up and teardown times so that there is no loading or removal of exhibits during Exhibit Hall hours.

Fundraising Auction & Giveaways

The CFDA and CAC will hold its annual **Fundraising Auction** at the Combined Convention. In addition to silent auction bidding, there will be a live auction during the reception on Thursday evening, August 30. Each exhibitor is invited to donate an item for the auction and vendors are also encouraged to participate by bidding on auction items. Please return the enclosed Auction Donation form by July 31 to ensure your contribution is noted on the official auction program. A donation form will also be available from our web site at www.cofda.org.

Door prizes and games are a fun way to promote interaction at your booth. Please let us know if you have any door prizes, favors, gifts, souvenirs or any other item to be given away at your booth. We ask that you do not affix items to convention name tags to help with our recycling efforts.

Overnight Accommodations

The Radisson Hotel, adjacent to the Radisson Conference Center, is offering a discounted rate of \$99 per night** (plus applicable taxes) for CFDA/CAC Combined Convention participants.

Group rates will be honored for reservations made on or before Friday, August 10, 2007. Lodging is limited and available on a first-come basis. A credit card will be required to guarantee reservations.

For Reservations, call the Radisson Hotel Longmont at 303-776-2000
Mention the "CFDA/CAC Combined Convention" for specially priced group rates

Discounted hotel room rates are available only until August 10th — group rate and room availability cannot be ensured after this date. Please make your reservations early!

Questions?

Please contact the CFDA/CAC Combined Convention office at 303-791-2336, fax 720-344-5297 or email to cfda@ascentmeetings.com.

The mailing address is: CFDA/CAC Combined Convention, P. O. Box 631664, Highlands Ranch, CO 80163-1664. Please visit the CFDA web site for convention updates and changes – www.cofda.org

Sponsor/Exhibitor Rules & Regulations

Application by Sponsor/Exhibitor shall be made on the official Sponsor/Exhibitor Application & Agreement form only. All provisions included in this prospectus are applicable to this agreement, including any written addenda to the rules and regulations. Each exhibiting company is responsible to see that all attending personnel are aware of these provisions.

The CFDA/CAC Combined Convention Committee reserves the right to accept or reject each Application received and will confirm to each Sponsor/Exhibitor whose Application has been accepted. Upon acceptance of this Application by the Convention Committee, an exhibit space shall be reserved for Sponsor/Exhibitor for the exhibition dates.

Sponsor/Exhibitor agrees that in the event of any proposed change or addition in merchandise or exhibit material to be placed in the assigned exhibit space from that listed on the Sponsor/Exhibitor Application & Agreement, or any change in Sponsor/Exhibitor's expressed intention with respect to selling or taking orders for merchandise, Sponsor/Exhibitor will submit a written request to the CFDA/CAC Combined Convention Committee setting forth such requested change or addition.

Sponsor/Exhibitor understands that the Convention Committee reserves the unqualified right to approve or disapprove of any such change or addition. Neither this Agreement nor any of the privileges granted herein or any part thereof shall be assigned or otherwise transferred by Sponsor/Exhibitor without the prior written consent of the Convention Committee.

All sales taxes, income taxes, FICA and other taxes arising out of or in connection with Sponsor/Exhibitor's use of the assigned exhibit space are the sole responsibility of the Sponsor/Exhibitor.

Sponsor/Exhibitor agrees to display through the move-in and move-out dates during the exhibit hours specified by the CFDA/CAC Combined Convention Committee. Exhibitor set-up will begin at 2:30 p.m. on Wednesday, August 29, 2007 (times subject to change). Exhibitor's display shall be set up, decorated in complete form and approved by the Convention Committee no later than 7:00 a.m. on Thursday, August 30. The Convention Committee reserves the right to make changes in the exhibit hall hours.

In the event that Exhibitor's exhibit has not been satisfactorily set up by 7:00 a.m. on Thursday, August 30, the Convention Committee shall be entitled to enter upon and take possession of assigned exhibit space, with or without terminating this Agreement and without any obligation to give prior notice of its intention to do so, and the Convention Committee may, at its option, relent the assigned exhibit space, on such terms as the Convention Committee may deem advisable. If deadline extensions are needed, contact the Convention Committee at least 30 days prior to the move-in date.

Exhibitor shall not dismantle or remove any portion of exhibit prior to 1:15 p.m. on Friday, August 31, 2007. The entire exhibit and all of Exhibitor's property must be removed from the premises by 2:30 p.m. on Friday, August 31. In the event that Exhibitor fails to vacate the assigned exhibit space within that time, the Convention Committee may, and is hereby authorized and made the agent of the Exhibitor, to remove the exhibit and all property of Exhibitor situated in or about the assigned exhibit space, and to store the same at the cost of the Exhibitor. The Sponsor/Exhibitor shall hold harmless the Convention for any cost or liability incurred in connection with such removal.

Sponsor/Exhibitor agrees to indemnify and hold harmless the CFDA/CAC; Radisson Hotel & Conference Center; ASCENT Meetings & Management, and the above entities' officers, employees, agents and contractors, from all claims, losses, costs, damages or expenses arising from any and all injuries to or death of any person or damage to any property caused by an act, omission or neglect of Sponsor/Exhibitor or Sponsor/Exhibitor's agents, employees, invitees, contractors or guests which occurs in and about the assigned exhibit space. Sponsor/Exhibitor agrees to occupy the assigned exhibit space at the Sponsor/Exhibitor's own risk and hereby releases the Convention, its agents, officers, employees, contractors and invitees from all claims for any damage, loss or injury to persons or property to the full extent permitted by law occurring in or about the assigned exhibit space, including, but not limited to, damages arising out of any defects in the premises.

Sponsor/Exhibitor shall be responsible for the supervision, control and maintenance of the assigned exhibit space during the entire term for which the assigned exhibit space is reserved or used by Sponsor/Exhibitor. The assigned exhibit space shall be returned to the Convention in original condition. Sponsor/Exhibitor is liable for and agrees to pay promptly any and all damage to the Convention facility, or to its equipment, which damage is caused by Sponsor/Exhibitor, or by any of Sponsor/Exhibitor's representatives, agents or employees. Notwithstanding any other term or condition of this Agreement, in the event the assigned exhibit space is for any reason not available to the Exhibitor during the Convention dates or any portion thereof, the Convention liability shall be limited to a return of the Total Fee paid hereunder or a pro rata portion thereof.

The Convention is not responsible for damage from accident, fire, theft or other such causes to Sponsor/Exhibitor's property. Sponsor/Exhibitor is responsible for carrying insurance and to do so at Sponsor/Exhibitor's own expense. Neither the CFDA or CAC nor their members, officers, management firm (ASCENT Meetings), nor the Radisson Hotel & Conference Center and their representatives or employees will be responsible for any injury, loss or damage that may occur to the exhibitor or the exhibitor's employees or property whatsoever, prior, during or subsequent to the period covered by the exhibit contract.

Exhibit spaces will be assigned by the Convention Committee with careful consideration for traffic flow throughout the exhibit area, access to utilities and other matters related to the successful conduct of the exhibition. The Convention Committee reserves the right to rearrange or renumber the floor plan and relocate any Sponsor/Exhibitor if it is for the general good of all exhibits.

Sponsor/Exhibitor agrees not to assign, sub-lease, subcontract, apportion or share the whole or any part of the assigned exhibit space. Such arrangements are absolutely prohibited and shall be deemed null and void.

Sponsor & Exhibitor Prospectus, CFDA/CAC Combined Convention 2007

Sponsor/Exhibitor shall be responsible for the conduct of any employees, agents, visitors or guests of Sponsor/Exhibitor in or about the assigned exhibit space. Sponsor/Exhibitor shall cause all such employees, agents, visitors or guests of Sponsor/Exhibitor to be familiar with all Rules and Regulations of the Event.

Sponsor/Exhibitor, his agents, employees, invitees and guests shall comply with all rules, regulations, and requirements of the local Fire Marshal, the Health Department, or of any governmental entity having jurisdiction over the premises. Sponsor/Exhibitor may be required at the Convention Committee's option to immediately cease its operations and vacate the assigned exhibit space if Sponsor/Exhibitor's exhibit operation thereof, or the conduct of his agents, employees, invitees or guests should be found to be in violation of any such rules, regulations, or requirements.

No sound systems, musical instruments, noise makers, loudspeakers, microphones or other sound amplification or broadcasting devices of any kind may be used without the prior written consent of the Convention Committee. It is the sole responsibility of the Sponsor/Exhibitor to obtain permission for use of licensed or copyrighted materials.

Sponsor/Exhibitor is responsible for inbound and outbound shipping of all exhibit materials and all charges incurred as a result thereof. Storage of Sponsor/Exhibitor's property is the sole responsibility of the Sponsor/Exhibitor before, during and after the Convention. Neither the Convention nor the owner or operator of the Convention facility shall be liable or otherwise responsible for lost shipments to or from the Convention, or for any type of moving or storage cost, including damages incurred in the course of moving. If Sponsor/Exhibitor's exhibit fails to arrive, Sponsor/Exhibitor is nevertheless responsible for the payment of all assigned exhibit space reservation and rental fees.

The following safety rules will be in effect:

1. Sponsor/Exhibitors shall take all necessary precautions for the safety of their personnel, other Sponsor/Exhibitors and all other persons upon the premises and shall comply with all applicable provisions of federal, state, and municipal safety laws, building codes and ordinances to prevent accidents or injury.
2. All decorations of paper, corrugate paper, crepe paper, drapes and all cloth must be flameproof to meet the standards of the local Fire Department.
3. Decorations around fire extinguishers, standpipes or exits must be placed so not to interfere with the accessibility to, or view of, the same.

The Convention reserves the right to prohibit any Sponsor/Exhibitor (i) which, in the Convention Committee's judgment, may detract from the general character of the Event; (ii) if the business or exhibition carried on by the Sponsor/Exhibitor or the manner of conducting the same is not as represented at the time of making this Agreement or is not in keeping with the traditions or character of the Conference; (iii) if the exhibit was entered under false pretenses; or (iv) if the exhibit is in violation of any of these Rules and Regulations. If an exhibit is prohibited under the terms of this paragraph or because of a violation of any of the terms thereof, the Convention Committee shall have the right, but no obligation, to remove the exhibit or any banner, advertising matter or other property of the Sponsor/Exhibitor situated within or about the assigned exhibit space, but such removal shall in any event be at the cost and expense of the Sponsor/Exhibitor, and Sponsor/Exhibitor shall immediately reimburse the Convention for any cost or expense of the Convention incurred in so removing the Sponsor/Exhibitor's exhibit or portions thereof. Under such circumstances, Sponsor/Exhibitor shall not be entitled to a refund of moneys paid to the Convention under the terms of this Agreement.

Each provision of this Agreement is declared to be separable from every other provision. If any provision is held invalid, such invalidity shall not affect any other provision and all other provisions shall remain in full force and effect as if the invalid provision has not been included herein.

The Convention Committee shall resolve all matters or disputes not covered by this Agreement. In the event of any dispute regarding the implementation of this Agreement, Sponsor/Exhibitor agrees to abide by the resolution, decision or ruling adopted by the Conference.

It is agreed that if the Convention, in its sole discretion, deems that circumstances have arisen which dictate cancellation of the Conference, Sponsor/Exhibitor's space reservation and rental fees shall be refunded in full, but the Convention shall not be liable or otherwise responsible for the fulfillment of this Agreement if the Convention is unable to deliver Sponsor/Exhibitor's assigned exhibit space as a result of the destruction by fire of the Convention facility, acts of God, strikes, or the authority of the law, or as a result of any other causes beyond the control of the Convention. In such event, Sponsor/Exhibitor's assigned exhibit space reservation and rental fees shall be refunded in full.

In the event that the Convention is involved in any legal action in which it seeks to enforce any of the terms and provisions of the Sponsor/Exhibitor Application & Agreement, the Convention shall be entitled to recover all of its reasonable costs and expenses, including reasonable costs of collection and reasonable attorney's fees.

The Sponsor/Exhibitor Application & Agreement (i) contains the entire agreement between the parties regarding the subject matter discussed herein; (ii) may not be modified in any manner nor may any rights herein be waived except by an instrument in writing signed by the party to be charged with such modification or waiver; (iii) shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns; (iv) shall be construed in accordance with and governed by the laws of the State of Colorado.