

Pathways



The 138th OFDA Annual Convention & Exhibition

MAY 22-24, 2018

• HILTON COLUMBUS AT EASTON •





To: *Prospective Exhibitors*

From: Lori Ann Hicks

Re: The 138th OFDA Annual Convention and Exhibition

Mark your calendars!

I am pleased to announce that the 138th Ohio Funeral Directors Association Annual Convention and Exhibition will once again be held at the Hilton Columbus at Easton. We are diligently working on new and creative programming, which will provide up to 17 hours of continuing education. The Convention and Exhibition will be held Tuesday, May 22, 2018 through Thursday, May 24, 2018, with PreConvention Programs on Monday, May 21, 2018.

The newly renovated Hilton, and its staff, offers a comfortable and intimate setting for attendees, guests and exhibitors. The location offers easy access to and from the venue, free parking and of course, close proximity to many retail and entertainment venues in the Easton Town Center.

With many advances in the funeral industry, changes in the law, and the transition from traditional church services, our theme for the 2018 Convention will be **PATHWAYS**. Our hope is to provide information, products, and services to help each member discover the direction of their growth .

It is because of you,
our valued vendors,
that OFDA's Convention
and Exhibition is
recognized as one of
the finest.

This year, we hope to change a few things including a chance for the exhibitors to receive recognition for "Best Innovative Idea" and "Creative use of Theme." A discount on the 2019 OFDA convention registration would be offered to the winners!

After receiving rave reviews last year, the President's Reception will again be a Casino Night. This fun-filled evening provides a great opportunity to network while enjoying food, fellowship and of course the games.

Enclosed, you will find information regarding the facility, floor plan, booth sizes and pricing, as well as sponsorship opportunities.

On behalf of the Convention Committee, OFDA Members and Staff, we thank you for your continued support. It is because of you, our valued vendors, that OFDA's Convention and Exhibition is recognized as one of the finest. We look forward to building on the tremendous success we have enjoyed in the past and discovering new **PATHWAYS**.

My Best to You,

A handwritten signature in black ink that reads "Lori Ann Hicks".

Lori Ann Hicks

EXHIBIT FACILITIES/HOTEL FACILITIES

The Exhibition will be held at the Hilton Columbus at Easton.

Location Location Location

The Hilton Columbus at Easton has gone through extensive redesign completed in 2017 and is located in the heart of Easton Town Center's shopping, dining and entertainment. The Hilton is a AAA 4-Diamond Hotel located 10 minutes from the John Glenn Columbus International Airport. The Hilton has many upgrades to make your stay enjoyable: the new Herb n' Kitchen, Easton Social Lobby Bar, heated swimming pool, expanded fitness center, technology for the business traveler and free airport shuttle. Find shops, eateries, clubs and entertainment at Easton Town Center, just outside our hotel. Be sure to check out the Easton Town Center's website at www.eastontowncenter.com. The OFDA room rate is \$186.

FEE SCHEDULE

The booth fees and booth sizes are located on the floor plan (**see floor plan on other side of this publication**). **Most exhibit areas are fully carpeted.**

Vendors who wish to display a vehicle must also purchase a booth in the exhibit area. Vendors will be charged the appropriate booth space rental fee and an additional \$500 per vehicle. There will be a designated parking lot area located at the North end of the Hilton.

OFDA has the right to limit the number of vehicles displayed per vendor.

Please note:

Only one booth is allowed per exhibitor.

EXHIBIT HOURS

Tuesday, May 22 – 4:30 – 7:00 p.m.
(CCMS/PIMS Students 2:00 p.m.)

Wednesday, May 23 – 2:00 – 5:30 p.m.

Thursday, May 24 – 8:00 – 10:00 a.m.

In 2013 OFDA implemented a **Cumulative Point System** in order to assign booth space in a fair and unbiased manner.

This system will be used again for 2018. If your company has accumulated additional points in 2017, the points will be added to your current total. OFDA feels the point system is necessary due to the limited exhibit space available at the Hilton. Each vendor has been awarded points according to the following point system established by the OFDA Convention Floor Committee:

(2003 – 2017)

- One point for each year exhibited
- One point for each advertisement less than half a page in the Buckeye Director Magazine
- Two points for each advertisement half a page to full page in the Buckeye Director Magazine
- One point for each year sponsorship (all OFDA Events) up to \$1,000 annually
- Three points for each year sponsorship (all OFDA Events) \$1,001 – \$4,999 annually
- Five points for each year sponsorship (all OFDA Events) \$5,000 and over annually

To the best of OFDA's ability, the points have been tabulated for each vendor and are on file at the OFDA office.

EXHIBITING REPRESENTATIVES

- Each 6' display area will receive one complimentary registration
- Each 8' x 10' booth (8' deep and 10' wide) will receive two complimentary registrations
- Each booth space larger than 8' x 10' up to 16' x 23' will receive three complimentary registrations
- Each 16' x 23' booth will receive four complimentary registrations
- For each vehicle displayed you will receive two complimentary registrations

If you require additional name badges the fee will be \$95 for pre-registration and \$95 for on-site registration per name badge. (You will have an opportunity to register your name badges at a later date.)

STUDENT DAY

On Tuesday, May 22, students from CCMS and PIMS will be attending the convention and exhibition.

OFDA asks vendors to be available to students for early exhibit hours beginning at 2:00 p.m. (Students will be returning to CCMS/PIMS before the official exhibit hours have concluded).

SHARED EXHIBIT BOOTH SPACE

OFDA is offering the opportunity for vendors to share exhibit booth space with another vendor. If two vendors (there is a limit of two vendors in each exhibit booth) would like to join together in one space, each vendor would fill out an individual application for exhibit space indicating they are sharing with another vendor.

Each vendor's information will be listed in the Convention Pocket Guide. The cost will be the base fee of the exhibit space for the first exhibitor times 40% of that base fee for the second exhibitor (example: booth #7 is 8' x 10', base fee is \$795 first exhibitor and $\$795 \times 40\% = \318 for second exhibitor; totaling \$1,113 for the two vendors to share booth #7).

NOTE: It is up to the vendors to divide the booth cost; 50% of the total booth cost **MUST** be paid as a deposit with application for exhibit space.

SCHEDULED SET-UP TIMES

Monday, May 21, 2018

1:00 p.m. (Only booths numbered 1-7, 16-37 and 104-106 may set up at this time.)

6:00 p.m. (Booths numbered 8-15, and 38-103 may begin to set up **NO EARLIER** than 6:00 p.m.)

Refreshments and snacks will be available beginning at 1:00 p.m. to exhibitors setting up on this day, compliments of OFDA.

Tuesday, May 22, 2018

8:00 a.m. - 12:00 p.m. (Any booth may set up at this time.)

(A continental breakfast will be available at 8:00 a.m. to exhibitors setting up on this day, compliments of OFDA).

All exhibitors in the hallways must be fully set up and hallways cleared by 11:30 a.m. on Tuesday, May 22.

6' DISPLAY AREAS ONLY

6' foot display area booths are as follows: Booths 24-30, 37-47, 101-103 and 105. Included in the cost of the 6' display area on the exhibit floor is one skirted 6' table and one chair if you choose. You will **ONLY** receive the complimentary table and chair if the box is checked YES on the contract.

RULES & REGULATIONS

Please refer to the back of the Application for Exhibit Space for Rules and Regulations Governing Exhibits.

NON-EXHIBITOR SOLICITATION PROHIBITED

Solicitation is only permitted by registered vendors during scheduled exhibit hall hours. Non-exhibiting companies are prohibited from reserving meeting rooms, event suites or holding any event targeted to attendees during the Convention. Non-exhibiting companies and their representatives are not permitted to solicit within the exhibit hall, seminar rooms or other convention scheduled programming. OFDA further prohibits solicitation of business in any public areas occupied by the Convention, including public areas in the hotel, meeting rooms, suites and restaurants. All meeting space in the hotel is under contract to, and under the exclusive control of OFDA. Violators will be forced to cease current activities and will be subject to full exhibitor rental space fees. In addition, such conduct may result in the removal of all violators from the hotel premises.

EXHIBIT HOURS

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(CCMS/PIMS Students 2:00 p.m.)

Wednesday, May 23
2:00 – 5:30 p.m.

Thursday, May 24
8:00 – 10:00 a.m.

FERN EXPOSITION & EVENT SERVICES

The official decorator is Fern Exposition & Event Services, 1500 Old Leonard Avenue, Columbus, OH 43219, 614-253-1500. Fern will email a show kit with information regarding furniture rental and display fixtures **(to the person's email name listed on the contract, unless otherwise stated)** after your contract has been processed with OFDA.

HILTON

If you would like to purchase electric or internet services for your display area, these services must be purchased through the Hilton. Information will be supplied to each vendor in the packet received from OFDA.

ADVERTISEMENT OPPORTUNITIES

Enhance your exposure during the OFDA Convention.

OFDA is offering you an opportunity to advertise in the pocket guide. OFDA will accept advertising as follows: a full-page color ad placed on the inside cover, inside back cover or back cover at the rate of \$300; a full-page color ad placed within the pocket guide at the rate of \$200 and a half-page color ad placed within the pocket guide at the rate of \$125.

OFDA has total discretion as to the placement of the ads within the pocket guide.

Please contact Diana Carpenter at OFDA to take advantage of these great opportunities.



Special Events

The background for the 'Casino Night' section features a close-up of a roulette wheel on a green felt table, with a croupier's hand visible. The scene is lit with vibrant blue and purple bokeh lights.

President's Reception "Casino Night"

Tuesday, May 22, 2018

Welcome Reception

During exhibit hours

Enjoy butlered hors d'oeuvres along with beverages

Wednesday, May 23, 2018

President's Reception

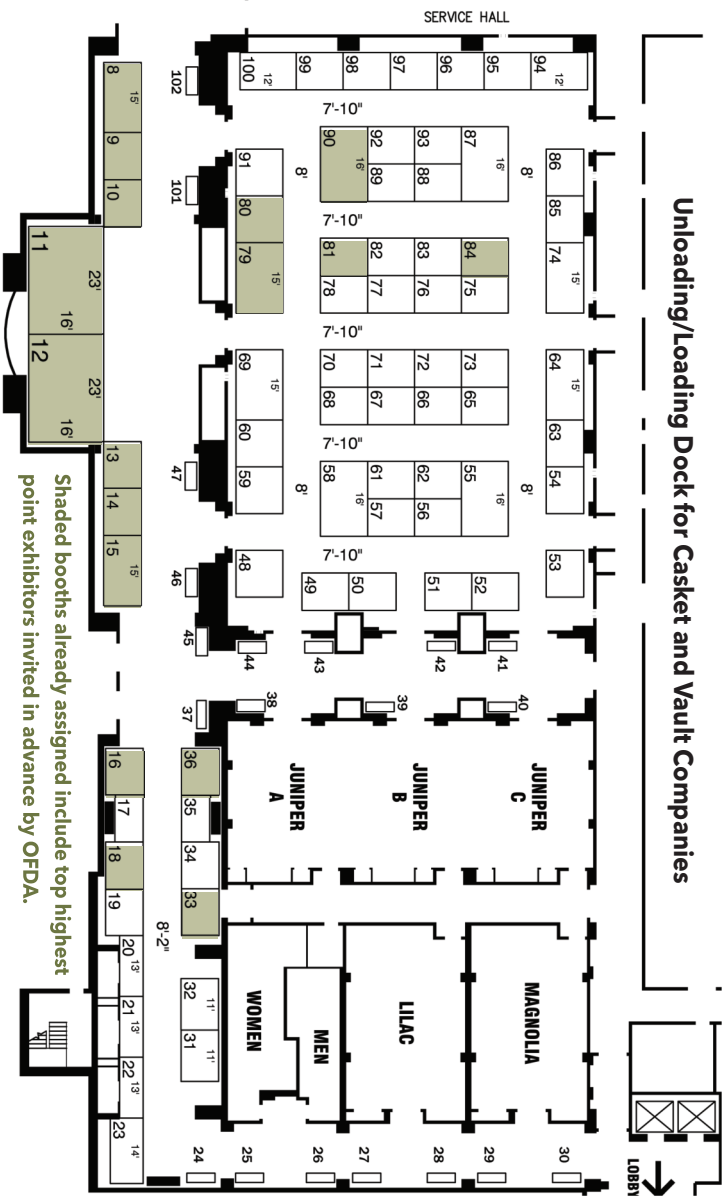
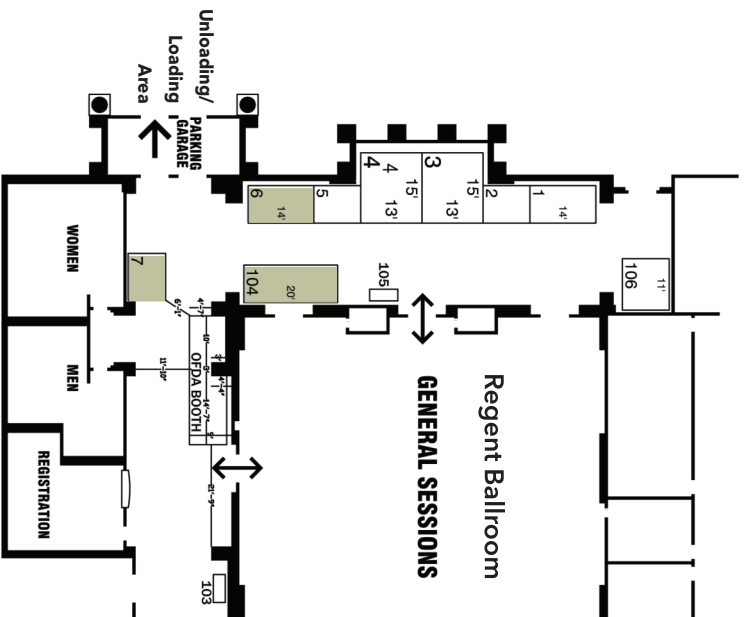
Located in the Regent Ballroom

5:30 - 8:30 p.m.

Thursday, May 24, 2018

Continental Breakfast

Located on exhibit floor



Pathways

- Booth #6 - American Coach Sales
- Booth #7 - Precoa
- Booth #8 - Homesteaders Life Company
- Booth #9 - National Mortuary Shipping
- Booth #10 - State Auto Insurance Companies
- Booth #11 - Batesville
- Booth #12 - Matthews Aurora Funeral Solutions
- Booth #13 - Crystal Remembrance
- Booth #14 - Newcomer Funeral Service Group
- Booth #15 - Funeral Directors Life
- Booth #16 - Cincinnati Equitable Life Insurance Company
- Booth #18 - LCA
- Booth #33 - Pekin Life Insurance Company
- Booth #36 - Answering Service for Directors
- Booth #79 - Messenger
- Booth #80 - Affordable Supply Company
- Booth #81 - Inman Shipping Worldwide
- Booth #84 - Columbian Financial Group
- Booth #90 - Dodge Company
- Booth #104 - Astral Industries, Inc.

- 6' x 10' Booth - \$595 (example booth 24)
- 5' x 13' Booth - \$670 (booths 17 & 35)
- 8' x 10' Booth - \$700 (booths 20, 21, & 22)
- 8' x 11' Booth - \$795 (example booth 68)
- 8' x 12' Booth - \$875 (booths 31 & 32)
- 7' x 14' Booth - \$915 (booth 94 & 100)
- 10' x 10' Booth - \$930 (booth 23)
- 10' x 11' Booth - \$935 (example booth 48)
- 8' x 14' Booth - \$955 (booth 106)
- 8' x 15' Booth - \$985 (booth 1)
- 10' x 15' Booth - \$1,020 (booths 64 & 74)
- 10' x 16' Booth - \$1,315 (booths 55, 58 & 87)
- 15' x 13' Booth - \$1,645 (booths 3 & 4)

The 138th OFDA Annual Convention and Exhibition

SPONSORSHIP OPPORTUNITIES

Please review the following list of sponsorship opportunities. Your assistance is greatly appreciated and will be properly acknowledged at the convention and in any promotional material produced for the convention by OFDA, to include email blasts, Digital Director, Buckeye Director, social media, and the convention brochure mailed to the OFDA membership.

Please contact Diana Carpenter at OFDA for more information or if you have any questions. Thank you.

AVAILABLE SPONSORSHIPS

- ☐ Monday, May 21 – Speaker – Shane A.S. Ritchie, CFSP - \$1,500
- ☐ Tuesday, May 22 – Speaker – Allison Gilbert – Grief Expert - \$2,500
- ☐ Tuesday, May 22 – Keynote Speakers – Kizer & Bender - \$6,000
- ☐ Tuesday, May 22 – Welcome Reception Food - \$10,000
- ☐ Wednesday, May 23 – Keynote Speaker – Michael Saletta - \$8,000
- ☐ Wednesday, May 23 – Speaker – Coleen A. Ellis, CT, CPLP – The Pet Loss Center - \$1,000
- ☐ Wednesday, May 23 – Speaker – Rev. Dr. Deborah Lindsay – Cultural Differences - \$500
- ☐ Wednesday, May 23 – Speaker – Robert Winters – Donor Families - \$500
- ☐ Wednesday, May 23 – President’s Reception Black Diamond Casino Events - \$7,000
- ☐ Wednesday, May 23 – President’s Reception “Casino Night” Food - \$6,000
- ☐ Wednesday, May 23 – President’s Reception “Casino Night” Prize Donations
- ☐ Thursday, May 24 – Breakfast - \$2,500

THANK YOU TO OUR SPONSORS

- Tuesday, May 22 – Speaker Matthew Morian – Swigart-Easterling Funeral Home, Inc.
- Tuesday, May 22 – Service of Remembrance Reception – Messenger
- Tuesday, May 22 – Refreshment Break – State Auto Insurance Companies
- Tuesday, May 22 – Welcome Reception Beverage Sponsor – Physicians Mutual
- Tuesday, May 22 – Young Funeral Directors Social – Funeral Directors Life
- Tuesday, May 22 – Young Funeral Directors Social – CareWorks
- Wednesday, May 23 – Speakers – Kizer & Bender – Matthews Aurora Funeral Solutions
- Wednesday, May 23 – Speakers – Members of Ohio Mortuary Operations Response Team – State Auto Insurance Companies
- Wednesday, May 23 – Refreshment Break – Matthews Aurora Funeral Solutions
- Wednesday, May 23 – Luncheon – Funeral Directors Life
- Wednesday, May 23 – President’s Reception Casino Night Beverages – Live Oak Bank

Company/Organization _____

Contact Name _____

Address _____

City, State, Zip _____

Telephone _____ Fax _____

E-mail _____

Event _____

☐ Full Sponsorship or ☐ Partial Sponsorship _____

Please return this form to:

OFDA
P.O. Box 21760
Columbus, OH 43221



Phone: (614) 486-5339
(800) 589-6332

Fax: (614) 486-5358
(800) 507-1465

E-mail:
diana@ofdaonline.org

Thank You
for exploring
the many
Pathways
of



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