

## NFDA Exhibitor Deadline Checklist

2016 NFDA International Convention & Expo

October 23-26, 2016 – Philadelphia Convention Center, Philadelphia, PA

### Get the tools you need to make the most of your Convention investment!

Access the Exhibitor Service Manual, required forms, advertising and sponsorship information and other promotional opportunities (some are free!) at the new online [Exhibitor Service Center](#).

### Do Today!

#### □ Become a 2016 NFDA Expo Ambassador!

Increase traffic to your booth and **you could earn some free, onsite promotion** at this year's convention!

New this year – download and customize your Free, Expo-only Registration Form from the new online [Exhibitor Service Center](#) and get it to your clients and prospects so they can visit you in the Expo for free! ***This free pass is now valid all three expo days!***

Mail it, fax it, email it and post it on your website – **the exhibitors with the most pre-registered, free expo attendees will be named 2016 NFDA Expo Ambassadors and earn additional recognition** in the 2016 NFDA Program & Planner, the 2016 NFDA Convention App, recognition in general session break slides, a floor sticker in the Expo hall and a special Philly-inspired gift!

**To take advantage of the offer, your guests must complete their own form and return it to NFDA no later than September 16.**

#### □ Increase Your Brand Exposure at the Convention

There are a variety of [advertising](#) and [sponsorship](#) options to increase your visibility before, during and after convention. There are even some free opportunities you can take advantage of, including the People's Choice Booth Award and the 2016 Innovation Award!

#### □ Check 2016 NFDA Expo Online Listing

Verify your company listing on the [2016 NFDA Expo Online floor plan](#). Email [kwicker@nfda.org](mailto:kwicker@nfda.org) with changes or questions.

#### □ Check Your NFDA Supplier Directory Listing

Verify your company information in [NFDA's Online Supplier Directory](#). Email [bizex@nfda.org](mailto:bizex@nfda.org) with changes or questions. Interested in an enhanced listing? Our [Business Development team](#) can help with that too!

#### □ Book Your Hotel Room in Philly

Take advantage of special NFDA rates when you [reserve your hotel room](#) today. Don't wait too long – hotel rooms sell out quickly!

#### □ Onsite Meeting Room Request

If you would like to reserve a room in the Pennsylvania Convention Center for a meeting or reception, contact Shari Foucault at +1.262.814.1551 or [sfoucault@nfda.org](mailto:sfoucault@nfda.org). Space is available on a first-come, first-served basis.

#### □ Consider Your Booth Furnishing Needs

Floor covering is mandatory and must cover the entire booth area. Decide whether you will bring your own carpet, fixtures, furniture and accessories or rent them through GES. You can save big by placing orders and payment by September 30.

#### □ Shipping Discount Program

NFDA's member benefit agreement with [PartnerShip](#) is available to exhibitors! Take advantage of special pricing with discounts up to 27% off FedEx small package rates and up to 70% off freight shipping rates. As an NFDA exhibitor, you're also eligible for shipping discounts throughout the year on FedEx small package shipments, PartnerShip LTL freight carriers and tradeshow shipping to other shows. [Sign up](#) for your free, no-obligation quote today!

## Get the tools you need to make the most of your Convention investment!

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### Due Friday, June 3!

❑ **Ad Space in the NFDA Expo Preview issue of *The Director***

Contact the [Business Development team](#) at 800.228.6332 to advertise in the August issue of *The Director*, Cremation + NFDA Expo Preview issue. Ad materials are due June 10.

❑ **Exhibitor Highlights for the Expo Preview Issue of *The Director***

Are you doing something unique in your booth? Tell us about it by June 3 and we may promote your booth in the Expo Preview Issue at no cost to you!

### Due Thursday, June 30!

❑ **Innovation Award Entry**

It's your last chance to submit your new and exciting product for consideration in the 2016 Innovation Awards! A panel of judges will narrow down to five of the most innovative submissions, which will then be judged by funeral service professionals from around the world! The online entry form is easy to access from the [Exhibitor Service Center](#).

❑ **Have you looked at this year's advertising and sponsorship opportunities?**

Check out the [2016 NFDA Media Kit](#) for pre- and post-show advertising. The [2016 NFDA Prospectus](#) is your guide to on-site advertising, sponsorships and other promotional opportunities. Prefer the web? Find it all on the new [NFDA Supplier Portal](#).

### Due Tuesday, July 5!

❑ **Ad space in the Convention Preview issue of *The Director***

Contact the [Business Development team](#) at 800.228.6332 to advertise in the September issue of *The Director*, The Consumer's Voice + Convention Workshops Preview issue.

### Due Friday, August 5!

❑ **Exhibitor Highlights for the Convention Issue of *The Director* and the 2016 NFDA Convention Program & Planner**

Are you doing something unique in your booth? This is your last chance to tell us about it! We may promote your booth in the Convention Issue of *The Director* or the 2016 NFDA Program & Planner at no cost to you!

❑ **Ad Space in the Convention Issue of *The Director***

Contact the [Business Development team](#) at 800.228.6332 to advertise in the October issue of *The Director*, 2016 Full NFDA Convention Preview issue. Ad materials are due August 12.

❑ **Ad Space in the 2016 NFDA Convention Program & Planner**

This is the comprehensive guide to all things Convention & Expo – make sure your ad is included! Contact the [Business Development team](#) at 800.228.6332 to secure your ad space. Ad materials are due August 12.

### Due Thursday, August 25!

❑ **Booth Representative Badge Forms for Mailed Badges**

Three complimentary badges per 100 square feet are included with your booth. If you would like your badges mailed to you in advance of Convention, your [Booth Representatives Badge Form](#) is due today! Contact [Deb Zauner](#) or [Karen Wicker](#) with questions.

### Due Monday, September 5!

❑ **Ad Space in the November issue of *The Director***

Contact the [Business Development team](#) at 800.228.6332 to advertise in the November issue of *The Director*, Developing a 2017 Strategic Plan + The Preplanning Process issue. Ad materials are due November 12.

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## Due Friday, September 9!

### □ People's Choice Booth Contest Entry

Enter this free contest to generate extra interest and free publicity for your company. Attendees will vote for the best booth in each category and winners will be announced at Wednesday's General Session in Indianapolis, receive recognition on NFDA's website and enjoy coverage in the December post-Convention issue of *The Director*.

### □ Product Showcase Participation

Participate in this special showcase located just inside the Expo hall entrance to increase attendee interest and drive traffic to your booth. Visit the new [Exhibitor Service Center](#) for theme and participation details.

### □ Expo Preview Display Participation

Increase your company's exposure and drive traffic to your booth by participating in this product display located between Registration and NFDA Central that is visible to attendees for the duration of the show.

## Due Monday, September 19 – Tuesday, October 18!

### □ Advance Shipments to GES Warehouse

Advance shipments to the GES warehouse for transportation to the show should arrive during regular receiving hours (Monday-Friday, 8 a.m.-3 p.m.). *Shipments arriving prior to September 19 will incur storage fees.*

## Due Friday, September 23!

### □ Lead Retrieval Discount

Want to keep track of your sales leads so you can follow up after the show? Order your lead retrieval scanner from Trade Show Leads by today to save about 25%.

### □ Registration Bag Inserts

**Attention sponsors!** If your sponsorship level includes a registration bag insert, 5,000 of your single page 8 ½" x 11" or smaller items need to arrive at NFDA Headquarters today!

### □ Check Your Email for the Pre-Convention Attendee List

Prepare to make contact! You should receive a link to the Pre-Convention Attendee List with pre-registered attendee addresses in your inbox today, if not sooner.

## Due Friday, September 30!

- **GES Mandatory Forms**  
Submit the G2 Payment & Credit Card Charge Authorization Form, G3 3rd Party Billing Request Form and the H3 Booth Layout Form to GES.
- **GES Booth Furnishing Early Bird Orders**  
Save nearly 50% on your GES order by submitting your order for including carpet (mandatory), booth furniture and accessories
- **Electrical/Plumbing/Internet/Telephone Early Bird Orders**  
Save about 25% on electrical, plumbing, internet, and telecommunications needs
- **Audio/Visual Services Early Bird Orders**  
Save about 20% on audio/visual needs.

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Access the Exhibitor Service Manual, required forms, advertising and sponsorship information and other promotional opportunities (some are free!) at the new online [Exhibitor Service Center](#).

## Due Wednesday, October 5!

- **Ad Space in the Convention Recap issue of *The Director***  
Contact the [Business Development team](#) at 800.228.6332 to advertise in the December issue of *The Director*, Convention Recap issue. Ad materials are due October 12.

## Due Friday, October 7!

- **Booth Representative Badge Forms for Mailed Badges**  
Three complimentary badges per 100 square feet are included with your booth. Failure to return your [Booth Representatives Badge Form](#) will result in forfeiture of your complimentary badges. Contact [Deb Zauner](#) or [Karen Wicker](#) with questions.

## Due Friday, October 21 – Saturday, October 22!

- **Direct Shipments to Exhibit Site**  
Direct shipments to the show site should arrive during receiving hours (Monday-Friday, 8 am – 4:30 pm).

## Friday November 4 – Thank you for your participation!

- **Exhibitor Survey & Post-convention Attendee List**  
Please share your experience so we can make next year's Expo even better! We'll email a link to the 2016 Exhibitor Survey no later than Friday, October 28. Upon completion of the survey, you'll be redirected to a landing page where you can download the Post-convention Attendee List with mailing addresses.