



International Convention & Expo  
October 20-23, 2013  
Austin, TX



## 2013 NFDA Exhibitor Deadline Checklist

- ❑ **Today – Complimentary Expo-Only One-Day Registration Order Forms**  
*Send these forms to all of your prospects and customers who are funeral directors, crematory and cemetery owners. You can mail, email, take them on sales calls or hand them out from your booth at other conventions, encouraging clients to come and see you for free. Your customized form was mailed with your Booth Confirmation; email [kbissen@nfda.org](mailto:kbissen@nfda.org) if you need it resent. Your guests must complete and return the form to NFDA no later than **September 13**.*
- ❑ **Today – 2013 Booth Promotional Opportunities Form**  
*Let us help you promote your booth this year through one of our free or low-cost promotional opportunities. New this year, you only need to fill out one form to take advantage of the Best of the Best Booth Contest, Exhibitor Highlights Promos, Expo Preview Display, Featured Exhibitor benefits and/or Registration Bag Inserts. Return forms to [kbissen@nfda.org](mailto:kbissen@nfda.org).*
- ❑ **Today – Free Promotions and Customizable Marketing Materials**  
*Maximize your exposure before, during and after the show. NFDA provides postcard and press release templates, web banners, exhibitor logos and more on the [2013 Free Promotional Tools](#) page of the [Convention Website](#).*
- ❑ **Today – 2013 NFDA Expo Online Listing**  
*Check that your company information is listed correctly on the [NFDA Expo Online](#) floor plan. Email [kbissen@nfda.org](mailto:kbissen@nfda.org) with any changes or questions.*
- ❑ **Today – NFDA Business Exchange Supplier Directory Listing**  
*Check that your company information is listed correctly on NFDA's [Supplier Directory](#). Email [kbissen@nfda.org](mailto:kbissen@nfda.org) with any changes or questions. Interested in an enhanced listing with premier placement and additional features? Contact Andrew Werner ([awerner@nfda.org](mailto:awerner@nfda.org)).*
- ❑ **Today – Book your 2013 Austin Hotel Room**  
*Take advantage of special NFDA rates if you [reserve your hotel room](#) today. Don't wait too long – hotel rooms sell out quickly!*
- ❑ **Today – Become a 2013 Convention Sponsor**  
*As a sponsor, you receive exclusive placement and recognition through several channels, including The Director magazine, NFDA's Website, other NFDA publications and event signage. Contact Kellie Schilling ([kschilling@nfda.org](mailto:kschilling@nfda.org)) or Andrew Werner ([awerner@nfda.org](mailto:awerner@nfda.org)) for more information about [sponsorship opportunities](#).*
- ❑ **Today – Meeting Request**  
*If you are planning to reserve a room for a meeting or reception, contact Shari Foucault at +1.262.814.1551 or [sfoucault@nfda.org](mailto:sfoucault@nfda.org). Space is available first come, first served.*
- ❑ **Today – Start thinking about your booth needs – carpet, furniture, accessories, shipping**  
*What will you need for your 2013 booth? Don't forget, floor covering is mandatory and must cover the entire booth area. Start deciding if you will bring your own carpet, fixtures, furniture and accessories or if you will rent them through GES. You can save big by placing orders and payment by October 2. See the [2013 Exhibitor Services Manual](#) for order forms and pricing information.*
- ❑ **Today – Sign up for NFDA's new Shipping Discount Program**  
*NFDA has a discount shipping member benefit that we're extending to exhibitors for 2013. Receive shipping discounts throughout the year on FedEx Express, Ground and Home Delivery, LTL freight and tradeshow shipping. Visit [www.partnership.com/nfda](http://www.partnership.com/nfda) to sign up, get more information, or request a free no-obligation quote.*

- ❑ **Today – Enter your new innovative product(s) in the 2013 NFDA Innovation Award**  
*Have you recently introduced an innovative product? [Complete the online entry form](#) for the NFDA Innovation Award. Entries are narrowed to five finalists and the winner is chosen by votes from funeral professionals around the world. The winner is announced at the Convention Opening Session, Monday, October 21. Visit the [Innovation Award section of the NFDA Website](#) for more information.*
- ❑ **May 31 (Friday) – International Business Program Exhibitor Data Form Due**  
*Participate in the free International Business Program, a service that brings hundreds of buyers from around the world to your booth and helps match you with interested buyers from overseas. Export Directories also get sent to every international NFDA member. Fill out the [Exhibitor Data Form](#) by May 31 to be included in the IPB Export Interest Directory.*
- ❑ **June 5 (Wednesday) – Exhibitor Highlights Deadline for the August Expo Preview Issue of The Director**  
*If you're doing something unique in your booth, please tell us about it! If you return your [2013 Booth Promotional Opportunities Form](#) with Exhibitor Highlights info filled in by June 5, we may promote your booth in the Expo Preview Issue at no cost to you!*
- ❑ **June 10 (Monday) – Innovation Award Entry Deadline**  
*Have you recently introduced an innovative product? Today is the last day to [enter your product](#) for the NFDA Innovation Award. Entries are narrowed to five finalists by a distinguished panel of judges and then funeral professionals from around the country and the world will vote on the most innovative product. Visit the [Innovation Award section of the NFDA Website](#) for more information.*
- ❑ **July 5 (Friday) – Last chance to reserve ad space for the September Convention Preview issue of The Director**  
*Call Kellie Schilling at +1.262.814.1546 ([kschilling@nfda.org](mailto:kschilling@nfda.org)) or Andrew Werner at +1.262.814.1540 ([awerner@nfda.org](mailto:awerner@nfda.org)) to advertise in the September issue of The Director, The Consumer's Voice + Convention Workshops Preview. Ad materials are due **July 12**. Visit [www.nfda.org/advertising](http://www.nfda.org/advertising) for forms and rates.*
- ❑ **August 5 (Monday) – Exhibitor Highlights Deadline for the October Convention Issue of The Director and the Official NFDA Souvenir Program & Expo Buyers Guide**  
*If you're doing something unique in your booth, please tell us about it! If you return your [2013 Booth Promotional Opportunities Form](#) with Exhibitor Highlights info by August 5, we may promote your booth in the Convention Issue and/or the Convention Program at no cost to you!*
- ❑ **August 5 (Monday) – Last chance to reserve ad space for the October Convention Issue of The Director**  
*Call Kellie Schilling at +1.262.814.1546 ([kschilling@nfda.org](mailto:kschilling@nfda.org)) or Andrew Werner at +1.262.814.1540 ([awerner@nfda.org](mailto:awerner@nfda.org)) to advertise in the October issue of The Director, 2013 Full NFDA Convention Preview. Ad materials are due **August 12**. Visit [www.nfda.org/advertising](http://www.nfda.org/advertising) for forms and rates.*
- ❑ **August 5 (Monday) – Last chance to reserve ad space for the 2013 Convention Official Souvenir Program & Expo Buyer's Guide**  
*Call Kellie Schilling at +1.262.814.1546 ([kschilling@nfda.org](mailto:kschilling@nfda.org)) or Andrew Werner at +1.262.814.1540 ([awerner@nfda.org](mailto:awerner@nfda.org)) to advertise in the Convention souvenir program. Ad materials are due **August 12**. Visit [www.nfda.org/advertising](http://www.nfda.org/advertising) for forms and rates.*
- ❑ **August 15 (Thursday) – Booth Representative Badge Forms Due**  
*Save \$70 per badge by turning in the [Booth Representative Badge Form](#) before August 15. Fax this form to 262.782.7092. Contact Kate Bissen, [kbissen@nfda.org](mailto:kbissen@nfda.org), or Deb Zauner, [dzauner@nfda.org](mailto:dzauner@nfda.org), with questions.*
- ❑ **September 3 (Tuesday) – Exhibitor Highlights Deadline for Convention Signage**  
*If you're doing something unique in your booth, please tell us about it! If you return your [2013 Booth Promotional Opportunities Form](#) with Exhibitor Highlights info by September 3, we may promote events happening in your booth on Convention signage at no cost to you!*

- ❑ **September 5 (Thursday) – Reserve Ad Space for the November issue of *The Director***  
 Call Kellie Schilling at +1.262.814.1546 ([kschilling@nfda.org](mailto:kschilling@nfda.org)) or Andrew Werner at +1.262.814.1540 ([awerner@nfda.org](mailto:awerner@nfda.org)) to advertise in the November issue of *The Director*, Strategic Planning + Preneed. Ad materials are due **September 12**. Visit [www.nfda.org/advertising](http://www.nfda.org/advertising) for forms and rates.
- ❑ **September 6 (Friday) – Best of the Best Booth Contest Deadline**  
 Create an unforgettable experience for the attendees while generating extra interest and free publicity for your company. Return your [2013 Booth Promotional Opportunities Form](#) today with Booth Contest section filled out to enter for free! Attendees will vote for the best booth in each category and winners will be announced at Wednesday's General Session in Austin. Winners also receive recognition on NFDA's Website and in the December post-Convention issue of *The Director*.
- ❑ **September 13 (Friday) – Free One-Day, Expo-Only Registration Order Forms Due**  
 Your guests' registration forms for the Complimentary One-Day, Expo Only Registration are due September 13. Forms received after September 13 or brought to the Convention will not be accepted. After September 13, a one-day, expo-only registration is \$125 per day for members and \$160 for non-members. Your customized version of this form was emailed with your booth confirmation.
- ❑ **September 16 (Monday) – Last Chance for Expo Preview Display**  
 Increase your company's exposure and drive traffic to your booth by participating in the Expo Preview Display, a product display between Registration and NFDA Central that is visible to attendees for the duration of the show. Return your [2013 Booth Promotional Opportunities form](#) with the Expo Preview Display section filled out by September 16.
- ❑ **September 16 (Monday) – Last Chance for Registration Bag Inserts**  
 Be seen by every attendee at the Convention by having your small brochure or one-page flyer inserted into the official registration bag. Return your [2013 Booth Promotional Opportunities form](#) with the Registration Bag section filled out by September 16 and your 6,000 inserts are due to NFDA by September 20.
- ❑ **September 17 (Tuesday)-October 16 (Wednesday) – Advance Shipments due to GES Warehouse**  
 Advance shipments to the GES warehouse for transportation to the show should arrive during this time. Hours for receiving are Monday-Friday, 8:00 am-3:00 pm. See the [2013 Exhibitor Services Manual](#) for shipping forms and information.
- ❑ **September 20 (Friday) – Registration Bag Inserts Due to NFDA**  
 If you have paid to have a brochure or flyer inserted into the registration bag, those inserts are due to NFDA September 20. Inserts should be single page 8 ½" x 11" or smaller.
- ❑ **September 20 (Friday) – Lead Retrieval Discount Deadline**  
 Want to keep track of your sales leads so you can follow up after the show? Save about 25% on your lead retrieval scanner by submitting your [Lead Retrieval Form](#) to Trade Show Leads by September 20. See the [2013 Exhibitor Services Manual](#) for more order forms and information.
- ❑ **September 20 (Friday) – Check your email for the Pre-Convention Attendee List**  
 Are your [2013 Free Promotional Tools](#) ready? You should receive a link to the Pre-Convention Attendee List with pre-registered attendee addresses in your inbox today if not before.
- ❑ **Week of September 23 – Watch your mail for your Exhibitor Representative Badges**  
 Unless you asked us not to mail your badges on the [Booth Representatives Badge Form](#), NFDA will mail your exhibitor badges to the primary exhibit contact this week. Don't forget to bring them with you to Austin! Please contact Kate Bissen ([kbissen@nfda.org](mailto:kbissen@nfda.org)) or Deb Zauner ([dzauner@nfda.org](mailto:dzauner@nfda.org)) with questions or changes.
- ❑ **October 2 (Wednesday) – GES Mandatory Forms Deadline**  
 Complete and return the G2 Payment & Credit Card Charge Authorization Form, G3 3rd Party Billing Request Form and the H3 Booth Layout Form by this date. See the [Download Forms](#) page of the online [2013 Exhibitor Services Manual](#).

- ❑ **October 2 (Wednesday) – GES Discount Deadline**  
*Save nearly 50% on your GES order by submitting your GES order, including booth furniture, accessories and mandatory carpet, and payment by this date. See the [2013 Exhibitor Services Manual](#) for order forms and information.*
- ❑ **October 2 (Wednesday) – Electrical/Plumbing/Internet/Telephone Advanced Rate Deadline**  
*Save about 25% on electrical, plumbing, internet, and telecommunications needs for your booth by submitting additional service order forms with payment by October 2. See the [Download Forms](#) page of the online [2013 Exhibitor Services Manual](#).*
- ❑ **October 2 (Wednesday) – Audio/Visual Services Advanced Rate Deadline**  
*Save about 20% on audio/visual needs for your booth by submitting the AV form with payment before October 2. This form will be posted on the [Exhibitor Information page of the Convention Website](#) and added to the online [2013 Exhibitor Services Manual](#) when it is available.*
- ❑ **October 2 (Wednesday) – Order Trade Show Photography**  
*Dynamic, professional photos of your product, exhibit booth and staff can be taken by May Photography during the show or scheduled during off-show hours. Call 502-417-4864 to request a quote and learn more about May's Trade Show Photography services.*
- ❑ **October 5 (Saturday) – Reserve Ad Space for the December Convention Recap issue of *The Director***  
*Call Kellie Schilling at 262-814-1546 ([kschilling@nfdanet.org](mailto:kschilling@nfdanet.org)) or Andrew Werner at 262-814-1540 ([awerner@nfdanet.org](mailto:awerner@nfdanet.org)) to advertise in the December issue of The Director, Convention Recap. Ad materials are due **October 17**. Visit [www.nfdanet.org/advertising](http://www.nfdanet.org/advertising) for forms and rates.*
- ❑ **October 7 (Monday) – Floral Order Form Due**  
*October 7 is the deadline to take advantage of discount pricing for ordering floral services for your booth. Return the [order form](#) to Floral Expositions Inc. See the [2013 Exhibitor Services Manual](#) for more order forms and information.*
- ❑ **October 18 (Friday)-October 19 (Saturday) – Direct Shipments due to Exhibit Site**  
*Direct shipments to the show site should arrive during receiving hours (Monday-Friday, 8:00 am-4:30 pm) on these days. See the [2013 Exhibitor Services Manual](#) for shipping forms and information.*
- ❑ **November 1 (Friday) – Watch your email for the Post-Convention Attendee List**  
*Follow up with your leads and keep up the momentum built during the Expo. You will receive a link to the Post-Convention Attendee List with mailing addresses in your inbox today.*
- ❑ **November 1 (Friday) – Fill out the Exhibitor Survey**  
*We want to know about your Expo Experience! Ideas and input from the Exhibitor Survey are used every year to plan future conventions. A link to the survey is emailed to you before this date.*





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## 2013 NFDA Convention Contacts

### NFDA Staff Contacts

<b>Kellie Schilling</b> Director of Business Development	262-814-1546	kschilling@nfda.org	advertising, sponsorship, booth questions
<b>Andrew Werner</b> Business Development Account Executive	262-814-1550	awerner@nfda.org	advertising, sponsorship, booth questions
<b>Kate Bissen</b> Business Development Coordinator	262-814-1563	kbissen@nfda.org	exhibitor forms, online listings, booth questions, badge forms and questions
<b>Debra Zauner</b> Member Service Representative	262-814-1561	dzauner@nfda.org	badge forms and questions, Free One-Day, Expo-Only Registration questions
<b>Debbie Andres</b> Vice President, Int'l Division	262-814-1554	dandres@nfda.org	international exhibitor questions
<b>Corey Eggers</b> Project Manager, Int'l Division	262-814-1571	ceggers@nfda.org	international exhibitor questions, Int'l Business Program (IBP) questions
<b>Shari Foucault</b> Meetings and Education Specialist	262-814-1551	sfoucault@nfda.org	meeting space request form

### Expo Services Contacts

<b>GES</b> Decorator/Show Vendor	800-475-2098 -or- 702-515-5970	www.ges.com/chat	booth accessories, furniture and equipment, floor covering, shipping and material handling, electricity, internet, and other booth needs
<b>PartnerShip</b> Trade Show Shipping	800-599-2902	tradeshow@partnership.com	shipping to and from the show site with an NFDA discount – FedEx Express/Ground small package delivery and LTL Freight
<b>A/V Matters</b> Booth A/V rentals (TV, PCs, etc.)	coming soon	coming soon	booth a/v rentals (TVs, PCs, etc.)
<b>Floral Expositions</b> Floral Vendor	407-855-0339	order@floralexpo.net	booth floral decorations
<b>Trade Show Leads</b> Lead Retrieval Vendor	515-370-0871	n/a	lead retrieval scanners
<b>May Photography</b> Trade Show Photography	502-417-4864	jmay1939@gmail.com	professional photos of booth, products and staff during expo or during off-expo hours