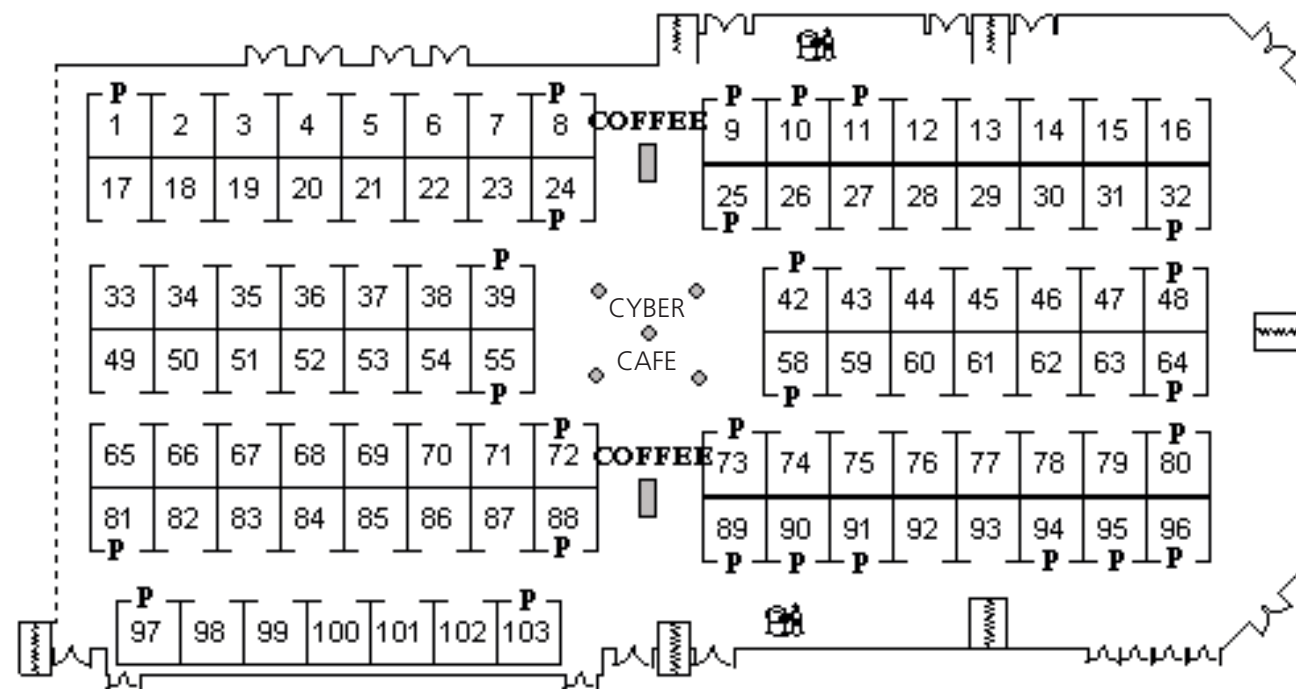


2010 EXHIBIT HIGHLIGHTS AND TIMETABLE

- Monday evening Wisconsin Funeral Trust reception in the Exhibit Hall. Includes complimentary hors d'oeuvres, a cash bar and music.
- Coffee stations in the Exhibit Hall for gathering.
- Cyber bar in the center of the Exhibit Hall with table seating for staying connected.
- Exhibit Hall is right next door to the meeting rooms with foot traffic passing through the Hall.

Set-up:	Monday, June 14	12:00 p.m. – 4:00 p.m.
Show Hours:	Monday, June 14	4:00 p.m. – 7:00 p.m.
	Tuesday, June 15	2:00 p.m. – 4:30 p.m.
Removal:	Tuesday, June 15	4:30 p.m. – 7:30 p.m.

EXHIBIT FLOOR PLAN AND PRICING



P - indicates Premium Position
Individual booth spaces shown above are 8' x 10'

Register online at wfda.org and save 5%!

Booth Pricing (see space positions above)

- Premium Position (P) \$ 1,000
- All other positions \$ 750

No contracts will be accepted without payment.

Exhibit space assignments will be made on a first-come, first-served basis (see Space Assignment in the Exhibit Rules on back cover for details). When completing your registration, select three position options and we will fulfill your selections based on availability in descending order.

All booth service needs (electric, furniture, carpet etc.) will be fulfilled and invoiced by the Marriott hotel. Please contact the Tradeshow Coordinator at 608-824-2713 with any of your specific needs.

2010 SPONSORSHIP OPPORTUNITIES

Participating in the WFDA's annual convention as a sponsor can help grow your business. Reach and influence your core audience through unique sponsorship opportunities designed to build your brand's equity and goodwill. In addition to building the profile of your brand, the customer connections and relationships you build as a result of sponsorship will pay dividends now and into the future.

Family BBQ — \$ 5,000

- Name recognition for all forthcoming convention materials (naming rights to the BBQ)
- Sign at door
- Banner above serving table and at cash bar
- Table centerpieces with brand recognition
- Scott Peterson recognition from podium
- Recognition on WFDA website and Spotlight magazine
- Logo on sponsor sign at registration and in PowerPoint loops
- Item in registration bag

Children's Activities — \$ 3,500

- Name recognition for all forthcoming convention materials (naming rights to the Children's Activities events)
- Sign at door of each venue
- T-shirts for all kids (co-branded with sponsor's corporate logo and WFDA logo)
- Recognition on WFDA website and Spotlight magazine
- Logo on sponsor sign at registration and in PowerPoint loops
- Item in registration bag

Vender Mixer — \$ 3,000

- Name recognition for all forthcoming convention materials (naming rights to the Mixer)
- Sign at door of venue
- Branded cocktail napkins
- Branded cups/stemware (plastic)
- Recognition on WFDA website
- Logo on sponsor sign at registration and in PowerPoint loops
- Item in registration bag

Review the list of sponsorship opportunities below and determine which you would like to headline. More details will be available online in the months to come including timelines and facilitator contact information.

Register for the event and commit to a sponsorship early as these are sure to move quickly. Thank you for your support.

Lanyards — \$ 2,000

- Logo on lanyards for all attendees
- Recognition on WFDA website
- Logo on sponsor sign at registration and in PowerPoint loops
- Item in registration bag

Middleton Shuttle Services — \$ 1,500

- Signs on each bus running from Marriott to venues (including shuttles for Children's Activities)
- Recognition on WFDA website
- Logo on sponsor sign at registration and in PowerPoint loops
- Item in registration bag

Registration Bags — \$ 1,500

- Logo on registration bag
- Recognition on WFDA website
- Logo on sponsor sign at registration and in PowerPoint loops

Cyber Café — \$ 1,500

- Signage surrounding cafe on Exhibit Hall floor
- Recognition on WFDA website
- Logo on sponsor sign at registration and in PowerPoint loops

BOOTH REGISTRATION AND SPONSORSHIP ORDER FORM

We strongly urge you to register online at www.wfda.org for both your booth position and sponsorships. This is the easiest and most accurate way for you to register and it's also the quickest — helping to ensure you get the both position and sponsorship you really want. If online registration isn't possible complete this form, tear at fold and mail to: WFDA, 22 E. Mifflin Street, Suite, 1010, Madison, Wisconsin 53703.

Booth Position(s)

Your top three desired booth positions (for positions larger than 8' x 10' list all numbers on the same line):

1 _____
 2 _____
 3 _____
 _____ No. of Premium Positions x \$1,000 = \$ _____
 _____ No. of positions x \$ 750 = \$ _____

Sponsorship(s)

Your top three activity(s) to sponsor (upon receipt and confirmation of your sponsorship request, you will be invoiced separately for this activity):

1 _____
 2 _____
 3 _____

Contact name _____
 Business name _____
 Address _____
 City/State/Zip _____
 Phone _____
 Email _____

Method of Payment (please check one):

Check enclosed Credit Card
 (MC / Visa / AmEx / Discover) **Please circle card brand**
 Card Number _____
 Expiration Date _____
 Security Code (3-4 digit code) _____
 Name on Card _____
 Billing Address _____

Signature _____

SPONSORSHIPS ALSO INCLUDE

- (2) Complimentary Convention Registrations
- (2) Complimentary invites to the Family BBQ
- (2) Complimentary invites to the Wisconsin Funeral Trust Reception
- (2) Complimentary invites to the 40 and Under Reception

YOUR EXHIBIT BOOTH MUST BE STAFFED DURING ALL HOURS THE EXHIBIT HALL IS OPEN

2010 WFDA CONVENTION AT A GLANCE

Monday, June 14	
8:30 a.m. – 2:00 p.m.	Registration
9:00 a.m. – 12:00 p.m.	OSHA Seminar (3 CE)
12:00 p.m. – 2:00 p.m.	Lunch
2:00 p.m. – 3:30 p.m.	Seminar at Gunderson Funeral Home - Middleton (1 CE)
4:00 p.m. – 7:00 p.m.	Exhibit Hall Gala (1 CE)
Tuesday, June 15	
8:00 a.m. – 10:00 a.m.	Seminar (2 CE)
10:30 a.m. – 12:00 a.m.	General Business Session 1 (1.5 CE)
12:00 p.m. – 2:00 p.m.	Educational Luncheon (2 CE)
2:00 p.m. – 4:30 p.m.	Exhibit Hall (1 CE)
5:30 p.m. – 7:00 p.m.	Family BBQ
7:00 p.m. – 9:00 p.m.	Wisconsin Funeral Trust Reception AND Children's activities
9:00 p.m. – 11:00 p.m.	<40 Reception
Wednesday, June 16	
8:30 a.m. – 9:00 a.m.	Breakfast
9:00 a.m. – 10:00 a.m.	Service of Remembrance
10:30 a.m. – 12:00 p.m.	General Business Session II (1.5 CE)

2010 CONVENTION EXHIBIT RULES

SPACE SELECTION

The convention exhibit will be located in the Marriott Hotel in Middleton, Wisconsin. The dates, hours and floor plan are shown on the inside of this prospectus. Exhibitors are invited to complete the contract for exhibit space from this prospectus and mail your check or credit card order for the amount of your first choice, payable to Wisconsin Funeral Directors Association. Preference will be given to contracts based on postmarks and/or timing of online registrations. If registering by mail, please send completed contract and payment to:

Wisconsin Funeral Directors Association
22 East Mifflin Street, Suite 1010
Madison, WI 53703

The rental for each space includes the floor space indicated, backdrops, booth dividers, carpet and an identification sign. Electrical outlets, furniture and furnishings are available at the prices indicated on order forms to be provided by the Marriott hotel.

SPACE ASSIGNMENT

The exhibit committee will subsequently assign exhibit space taking into consideration the date of the postmark cancellation, additional sponsorship, the history of each exhibitor's participation, past space assignments, individual exhibitor's needs, spacing of exhibits and the best interests of the convention. A copy of the contract with the space assigned indicated shall be returned to the exhibitor. No space will be re-assigned or sublet without the consent of the exhibit committee.

ADMISSION TO EXHIBITS

The 2010 Convention is open to all licensed funeral directors, apprentices, mortuary students and their guests. There will be a registration charge for all attendees. Manufacturers or distributors who are eligible, but who do not exhibit, will not be admitted. Identification badges will be issued at the registration booth during exhibit hours and WFDA meetings. No one will be admitted to the Exhibit Hall without an identification badge.

CHARACTER OF EXHIBITS

Exhibitors are requested to avoid backdrops entirely if at all possible. If unavoidable, backdrops should not exceed 6 feet in height or side-walls 3 feet in height. If backdrops higher than 6 feet are necessary, exhibitors are requested to consider selecting exterior wall spaces, to the extent available. The backs and sides must be finished off so that they will not detract from adjacent exhibits. The demonstration of motor-operated equipment is permitted upon special arrangements with the exhibit committee. Demonstration of apparatus of any kind that is noisy and distracting is not permitted. No flammable liquids, substance or material of any nature, including decorative materials, as defined by the fire regulations, may be used in any booth. The use of batteries in vehicles is subject to the approval of the local building inspector. Exhibitors must comply with the limitations imposed by the exposition hall representatives, fire department or other governmental agencies. Exhibits may not mar, deface or cause any damage to the premises. The exhibit committee shall have full discretion and authority in the placing and arrangement and governing of appearance of all items to be displayed within the hall by all exhibitors. Anything not specifically covered by these rules is subject to the judgement of the exhibit committee.

EXHIBITOR'S RESPONSIBILITIES

During the announced exhibit hours, exhibitors and their representatives are expected to be in attendance at their booths. No exhibit will be open at any time other than that set forth in the schedule. Exhibitors will be liable for all storage and handling charges resulting from their failure to remove exhibit materials from the exposition hall by 7:30 p.m., June 15, 2010. Exhibitor booth representatives will be restricted to owners, executives or designated agents and will wear the badge identification provided.

SHIPMENT

After exhibit space contract is received, service kits containing shipping information will be sent.

INSTALLATION AND DISMANTLING

Exhibits will be installed on Monday, June 14 from 8:00 a.m. to 12:00 p.m. Workmen will be available on Monday, June 14 and to assist in handling heavy exhibit material under the supervision of the exhibitor. Storage for crates and boxes will be provided. Dismantling of exhibits may not begin prior to 4:30 p.m. on June 15 and must be completed by 7:30 p.m., June 15 to avoid additional charges. The exhibitor agrees that his/her exhibit will be admitted and shall remain from day to day on its strict compliance with the rules here set forth in this prospectus. The exhibit committee reserves the right to eject, reject or prohibit any exhibit in whole or in part, or any exhibitor of the amount of rent unearned at time of ejection. If any exhibit or exhibitor is ejected for violation of these rules, or for any other stated reason, no refund will be due.

LIMITATION OF LIABILITY

The exhibitors agree to make no claim for any reason, including negligence, against the exhibit committee or the Wisconsin Funeral Directors Association or its members, agents or employees, for any loss, including fire, theft or other damage or destruction of exhibit items, nor for any injury to himself/herself or employees while in the exposition hall, nor for any damage of any nature of character including any damage to his/her business by reason of the failure to provide space for the exhibit, nor for the removal of the exhibit, nor for any action of any nature of the Wisconsin Funeral Directors Association, or its members, committees, employees or agents, nor for the failure to hold the exhibition as scheduled, unless such loss would be included within the coverage of the comprehensive general liability insurance policy in the name of the Wisconsin Funeral Directors Association. In the event of a fire, strike or other circumstances beyond the control of the exhibit committee, rendering convention facilities unfit for use, or making its use impracticable, contracts shall be cancelled, and the parties discharged from all obligation and liability. The use of all exhibit facilities is subject to the terms of the lease between the Marriott Hotel and the Wisconsin Funeral Directors Association.

129TH ANNUAL CONVENTION & EXHIBIT

EXHIBITOR PROSPECTUS JUNE 14-16, 2010



WISCONSIN FUNERAL DIRECTORS ASSOCIATION
GUIDING YOU FORWARD

MARRIOTT HOTEL WEST, 1313 JOHN Q. HAMMONS DRIVE
MIDDLETON, WISCONSIN