

# 2025

## Funeral Directors Convention and Expo

hosted by the New Jersey State Funeral Directors Association

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## EXHIBITOR RULES AND REGULATIONS

### **GENERAL**

Regulations for the proper conduct of Exhibitors set forth herein are neither all-inclusive nor all-exclusive of other reasonable rules and regulations necessary to properly conduct the 2025 Funeral Directors Convention and Expo (referred to hereafter as the “Convention”) to be held at Hard Rock Hotel & Casino Atlantic City (referred to hereafter as the “Hotel”). Any and all matters or questions not specifically covered by the following rules and regulations shall be subject solely to the decision and judgment of the New Jersey State Funeral Directors Association, Inc. (referred to hereafter as “NJSFDA”), the official manager and host of the Convention, whose decisions and rulings shall be final and binding on the Exhibitor. By signing the Exhibitor Rental Contract (referred to hereafter as the “Contract”), the Exhibitor agrees to abide by all rules and regulations as well as the future decisions and amendments of the NJSFDA.

It is the responsibility of the Exhibitor and their representative to make their personnel aware of all rules and regulations, guidelines, policies, restrictions and deadline dates and to forward all items for which their personnel may be responsible.

### **EXHIBIT HALL VENUE**

Booth displays will be setup within the Etes Arena on the first floor of Hard Rock Hotel & Casino Atlantic City.

### **DRAYAGE COMPANY**

The Exhibitor agrees to only contract with the official drayage company, Atlantic Exposition Services (referred to hereafter as “AEX”), for moving in, maintaining and moving out any exhibit display; provided, however, that where the drayage company under contract is unable to provide an essential product, good or service, the Exhibitor may retain another service company after obtaining advance permission from the NJSFDA and the Hotel and obtaining all permits or licenses required by the laws, ordinances, rules and regulations mentioned herein. The NJSFDA reserves the right to request that the Exhibitor take corrective action with regard to any service companies so hired. Additional rules and regulations will apply for any hired service companies.

## **ARENA FLOOR**

The Etess Arena within the Hard Rock Hotel & Casino Atlantic City is not carpeted. In an effort to make all attendees and Exhibitors comfortable during their time at the Expo **the NJSFDA will be carpeting the entire arena space** including the aisles and booths.

Each booth comes with pipe, drape, carpeting, table, two chairs and ID sign.

If you are interested in furnishing your booth you can rent all furniture from AEX at a 50 percent discount or bring your own.

AEX will provide their 2025 Kit to all registered Exhibitors of the Convention with an extensive catalog of booth furnishings available.

## **BOOTH FURNISHINGS**

Each Standard 10' x 10' booth comes fully furnished with:

- Carpeting
- Table and two chairs
- Back and side draping\*
- Identification sign that includes company name and booth number

*\* Booth drayage and table skirting colors are at the discretion of Convention Management.*

## **EXHIBIT SPACE**

Rental DOES NOT include:

- Set up and breakdown of booth display
- Cleaning of Exhibitor's booth
- Internet connection
- Electricity

Additional or specialty booth furniture may be ordered through AEX, or the Exhibitor may bring their own. The Hotel does not provide furniture. NJSFDA reserves the right to inspect all furniture. If additional booth furniture or other parts of the exhibit display are determined unacceptable, the NJSFDA may order it removed and have it replaced by furniture provided by the official drayage company, at the Exhibitor's expense.

## **AUTOMOBILES**

It is required that vehicles on display have less than 1/8 of a tank of gas. The filler cap should be sealed and the batteries disconnected. External chargers are usually recommended for demonstration purposes.

Keys should be surrendered to AEX for the duration of the Convention in case the vehicles need to be moved.

**NEW: All electric vehicles are prohibited inside the Hotel.**

Exhibitors need to be present during Fire Marshal Inspection on Wednesday, September 17 at the scheduled time. Contact Convention Management for additional details.

## **BOOTH GUIDELINES**

The Exhibitor agrees to use its rented booth in a manner that is not detrimental to the Convention, does not infringe on the rental space of other Exhibitors and keeps within the character and purpose of the Convention. If the Exhibitor violates these terms in any way, the NJSFDA reserves the right to request corrective action.

The Exhibitor agrees not to commit any act in violation of the laws of the United States, the State of New Jersey and/or county and city ordinances and, wherever applicable, all rules and regulations of the local police and fire departments.

If an Exhibitor refuses, violates or is unable to comply with the regulations or requests established by the NJSFDA, the NJSFDA reserves the right to cancel the use of the space, or bar from the Convention that Exhibitor or any part of that exhibit display, person or thing, and to remove the exhibit from the Exhibit Hall at the Exhibitor's expense. In the event that such action is necessary, the Exhibitor shall forfeit all money paid or due to the NJSFDA for rental of booth space and hold harmless the NJSFDA, its staff and designated representatives for loss or damage incurred.

Items located in the Exhibitor's booth must be in good taste or will be removed at the discretion of the NJSFDA.

No displays shall exceed eight feet in height and booths with sound must maintain reasonable noise levels or forfeit the right to use.

## **RENTAL AGREEMENT AND FEE**

Exhibit space rental must be submitted through the Exhibitor Rental Contract, which is provided electronically to all Exhibitors\* via eShow, and is only relevant for the official company names on the Contract.

*\*Any Exhibitor representing a provider of preneed products or services must submit a paper copy of the Exhibitor Rental Contract provided to them.*

The Contract must be returned and payment made by the date specified to be considered for exhibit space. The NJSFDA will only reserve exhibit space upon receipt of a completed Contract and payment. Acceptance of Contracts past the due date will be at the sole discretion of the NJSFDA and subject to availability.

Submission of an Exhibitor Rental Contract does not guarantee a booth reservation. Contract submissions will be reviewed in total and on a first-come, first-served basis.. The NJSFDA will have the final authority on all booth assignments and placements.

## **EXHIBIT HOURS**

Exhibit hours are tentatively scheduled and listed on the Exhibitor Information page of the Convention website. Booths must be manned and operational at all times when the Exhibit Hall is open. Exhibitors may enter the Exhibit Hall one hour prior to and must exit after the published scheduled hours. Access to the Exhibit Hall at all other times must be approved by Convention Management.

## EXHIBITOR PERSONNEL

### REPRESENTATION

Each Exhibitor must assign one person as its on-site representative in connection with the installation, Fire Marshal Inspection, operation and removal of its exhibit. All business between the NJSFDA and the Exhibitor will be conducted through the named representative. The Exhibitor's named representative is the only one authorized to add to or change information previously supplied to the NJSFDA on the Contract.

### EXHIBITOR BADGES

All Exhibitor personnel MUST be registered with the Convention and wear the official Convention Exhibitor Badge at all NJSFDA functions and on the Exhibit Hall floor. Those without an official Convention Exhibitor Badge will be denied access to the exhibit area and Convention events and escorted from the unauthorized areas by Convention Security. Exhibitor Badges are only for Exhibitor personnel working the booth.

If you have funeral home staff/customers that need to gain access to the Exhibit Hall, badges can be purchased for the appropriate category at the current rate (i.e., member/guest). All registrations are subject to Convention Management discretion.

**Exhibitor Badges are non-transferable.** Persons involved in badge transferring will have all Convention privileges revoked immediately, and the exhibiting company will be billed for the number of additional badges involved in the unauthorized transfer. Exhibitor Badges are to be assigned to Exhibitor personnel only, NOT clients. False certification of any individual as the Exhibitor's personnel or any other method used to assist unauthorized individuals to gain admittance to the Convention is prohibited.

## SHIPPING, INSTALLATION, MOVING

### SHIPMENTS AND DECORATING SERVICES

Complete drayage and decorating services will be provided by AEX. Decorations, signs and other rental equipment required to complete your exhibit display are available from AEX for a fee.

AEX must receive all freight shipments. Exhibitors may not ship freight directly to the Hotel. Any freight shipped directly to the Hotel will be subject to AEX fees.

Advance shipments must be sent to AEX's warehouse for transportation to the Hotel. Materials may be shipped up to 30 days in advance of the show setup to AEX. You must contract directly with AEX. Detailed information is included in the official AEX Exhibitor Kit.

### LOADING AND UNLOADING

We ask all Exhibitors to check in at the AEX Exhibitor Check-In Desk located at the entrance of the Arena upon arrival.

Use of the Hotel loading dock is strictly prohibited. All materials must enter the building through the loading ramp at the rear of the Arena.

Exhibitors arriving with a "personal vehicle" (i.e., non-company vehicle, mini-van size or smaller) who do not need the use of a motorized vehicle to load-in and out may choose to load-in and out without the use of AEX. Exhibitors can unload to the side of the Etes Arena near the Hotel Lobby entrance unless

Hotel directs Exhibitor to do otherwise.

Exhibitors arriving in a “non-personal vehicle” (i.e., larger than a minivan or commercial vehicle) must use the services of AEX. Additional restrictions apply. Please contact AEX with any questions at 609.272.1600.

Casket and vault companies should deliver their caskets/vaults directly to the Hotel, arriving as per the schedule established by AEX and the Hotel.

## **INSTALLATION**

Exhibitors may erect their own booth. Installation of exhibits begins Tuesday, September 16 at 8:00 a.m. and must be completed before 2:30 p.m. In the event an exhibit display has not been set up properly by that time, the NJSFDA reserves the right to remove or cover unsightly materials at the Exhibitor’s expense. All booths must meet the requirements necessary for Fire Marshal Inspection at the designated inspection time (see schedule for details).

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by, but not limited to, neighboring Exhibitor’s installation and dismantling.

## **MOVING AND DISMANTLING**

Failure to comply with these dismantling and moving rules will result in limitations on participation at future Conventions.

No displays may be dismantled prior to the official closing of the Exhibit Hall, Wednesday, September 17 at 3:00 p.m. Any Exhibitor found dismantling a booth prior to the official closing time, will be in breach of the Contract. Exhibitors should coordinate all travel arrangements and departures to adhere to the established schedule.

AEX will be on-site to return packing/shipping materials following the official close of the Exhibit Hall on Wednesday and no earlier.

The move-out process for Exhibitors who are using the services of AEX or who are moving out themselves, begins Wednesday afternoon, September 17 at 3:00 p.m. In the event of changes to the move-out schedule, a notice will be provided to each Exhibitor on the first day of the Convention. Materials left in the booth without instructions will be packed, shipped or discarded at the discretion of the NJSFDA and at the Exhibitor’s expense.

Casket, vault and car companies will have an official scheduled move-out time as established by AEX and the Hotel. All booths must be manned during move-out in order to prevent theft and/or damage to displays and/or merchandise. No exhibit or part of an exhibit may be removed from the space allocated during the period of the official Exhibit Hall hours except in cases of extreme necessity. Permission for such removal must be obtained from Convention Management prior to dismantling.

All persons under age 18 are not permitted on the Exhibit Hall Floor during move-in, set-up or tear-down.

## **STORAGE**

Safety regulations prohibit storing product, literature, empty packing containers or packing materials behind the back wall or masking drapes. Exhibitors may store a limited supply of product appropriately within their booth, so long as these items do not obstruct access to utility services, create a safety problem or look unsightly.

# EXHIBITOR GUIDELINES

## EXHIBITOR PROFILE

The NJSFDA reserves the right to accept or decline, in its sole and absolute discretion, an application for exhibit space and to determine the eligibility of any Exhibitor for inclusion in the Convention.

Providers of preneed products/services must sign a document affirming that their product offerings meet the legal standards for preneed in New Jersey. If applicable, an Affirmation will be included with exhibiting materials to be executed and returned, with the signed Contract, as a stipulation for participation in our event.

Written notification to the NJSFDA is required by certified mail if an Exhibitor is sold to a non-exhibiting company. The NJSFDA reserves the right to review the products or services distributed by the purchasing, non-exhibiting company to deem them appropriate or not for participation during the Convention. NJSFDA further reserves the right to reject any Contract with or without cause if it is in the best interest of the Convention.

The NJSFDA reserves the right to refuse or cancel, after acceptance, any Contract for exhibit space for any reason.

## EXHIBITOR CONDUCT

Exhibiting companies will be held accountable for the conduct of its personnel. Exhibitors and affiliated personnel are required to dress and conduct themselves appropriate to and consistent with the professional and business purpose and climate of the Convention.

Exhibitor personnel may not enter the Exhibit Booth of another Exhibitor without permission from that Exhibitor and at no time are permitted to enter another Exhibit Booth that is not staffed.

## EXHIBIT SPACE ASSIGNMENT

Providing all rules and regulations are followed, exhibit space assignments will be made on a first-come, first-served basis. Exhibitor requests may be taken into consideration but are not guaranteed and are at the sole discretion of the NJSFDA.

Convention Management reserves the right to make changes to booth assignments prior to and up to the first day of the Convention.

The NJSFDA further reserves the right to set a limit on the number of specific booth types based on the availability of premium booth space.

## DISPLAY HEIGHT AND RESTRICTIONS

Booth display space may not be configured in such a way that obstructs the line of sight to adjacent booths or hinders walking traffic between aisles.

Exhibitors contracting 10' x 10' Single Booths or Corner Booths Combined to a single corner booth must ensure that the back wall of your display does not exceed eight feet in height or 10 feet in width. All structures in the front half of the booth cannot exceed four feet in height.

Exhibitors contracting 10 x 20 space or more must ensure that the back wall of the display does not exceed eight feet in height and 10 feet in width. All structures in the front half of the booth

cannot exceed four feet in height. Multiple linear booths and Perimeter booths can be the full length of the booth. Should your display require the full 20 feet for your back wall, you must contract a 10x20 Perimeter Booth.

Exhibitors contracting Island Booths must provide sufficient see-through area to prevent blocking views of adjacent booths. Solid walls around any and all sections taller than four feet may obstruct the line of sight.

**We have experienced several of these violations in the past. If your booth does not meet these guidelines, you will be asked to remove the display that is in violation of these rules, or AEX will remove the offending structure at the Exhibitor's expense.**

## **LEVEL OF SOUND**

Exhibitors are permitted to use sound equipment provided that the noise level does not disrupt the activities of Exhibitors in the surrounding vicinity and does not exceed 80 decibels. Speakers and other sound devices should be positioned in the booth not the aisle. Refer to OSHA regulations at [www.osha.gov](http://www.osha.gov) for more information.

## **INTELLECTUAL PROPERTY AND LICENSING**

The Exhibitor verifies that they own the rights or have obtained the proper authorization for any and all intellectual property (patented, copyrighted or trademarked) used for display and demonstration during the Convention.

Exhibitors are responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material within their booth display. Exhibitors utilizing music must comply with the regulations and copyright fees established by ASCAP, BMI and SESAC. The NJSFDA does not hold a license that extends to music played within Exhibitor booths.

## **EXHIBIT PROMOTION**

No Exhibitor may distribute or leave behind merchandise, signs or printed materials at the Convention registration area, meeting rooms or public areas of the Hotel. Only literature published or approved by the NJSFDA may be distributed in the Hotel.

Exhibitors may not display any products other than those that they manufacture or regularly sell. Only contracted Exhibitors may engage in sales and marketing activities, within their assigned booths.

Exhibitors are prohibited from possessing, displaying or depicting any products or components in their booth that could be interpreted as being a promotion of another company. Product comparisons or information using products or written materials of companies other than the contracted Exhibitor are prohibited.

Exhibitors may not assign or sublet, in whole or in part, any of the space assigned to them unless so authorized in writing by the NJSFDA. Exhibitors may not share any allotted booth space with another business or firm, unless they are divisions of the same company and have obtained the written consent of the NJSFDA. Participation in a rewards program or being a preferred vendor of a contracted Exhibitor does not constitute approval to share booth space.



All Exhibitor giveaways, raffles and drawings are the responsibility of each Exhibitor and not the NJSFDA. Exhibitors are responsible for conducting raffles, in accordance with New Jersey law, and drawing and distributing prizes to the winners at their booth only. Exhibitors conducting a raffle should inform the Hotel prior to the event.

The NJSFDA reserves the right to determine when and what type of announcements over the Hotel public address (PA) system will be permitted. Announcements during show hours will be limited and on an as-needed basis. Exhibitor announcements over the Hotel PA system are prohibited, without prior NJSFDA approval.

## **NON-ENDORSEMENT**

The ability to exhibit does not constitute implied endorsement from the NJSFDA, nor does an Exhibitor's participation at the Convention form a relationship with the NJSFDA.

## **CONVENTION MARKETING AND PROMOTION**

The Convention and NJSFDA names and logos are the sole property of the NJSFDA. Use of the aforementioned in conjunction with advertisements, promotional materials, endorsements, statements, contests and/or awards of any kind is prohibited without expressed written consent from the NJSFDA. The NJSFDA reserves the right to deny any request or any use of the Convention name, NJSFDA logo and artwork that it finds to be inappropriate, offensive or not in the best interests of the Convention or the NJSFDA.

For Exhibitors wishing to market their attendance at the Convention, the NJSFDA will gladly supply official logos and theme-based graphics for signage and advertising needs upon request.

## **OUTSIDE EXHIBITING AND ENTERTAINING**

The Exhibitor agrees, subject to expulsion from the show and its company from Convention functions and activities, not to exhibit its products or services or to directly promote or otherwise exploit its company, products or services outside the Exhibit Hall. The Exhibitor further agrees not to distribute materials in the aisles or entrance of the Exhibit Hall.

The Exhibitor also agrees not to entertain or conduct seminars for Convention attendees during Exhibit Hall or Convention program hours in function rooms, hospitality suites or other rented on- or off-site facilities to otherwise entice attendees away from the show or scheduled Convention events.

The Exhibitor agrees to receive prior written approval from the NJSFDA before scheduling, marketing or hosting a program or event during the Convention. Only official exhibiting companies will be permitted to reserve meeting rooms or event suites. Contact Convention Management for additional details. Additionally, please provide Convention Management with the details of any Exhibitor party in advance of the start of Convention.

## **FLAMMABLE AND TOXIC MATERIALS**

All materials used in the exhibit area must be non-flammable to conform to Atlantic City's fire regulations. Flammable materials are not permitted, unless essential to the display. Any exhibitor utilizing an essential flammable material must inform the NJSFDA and obtain prior written approval from



both the Hotel and local Fire Marshal. Materials not conforming to such regulations will be removed immediately at the Exhibitor's expense.

In accordance with the guidelines of the Environmental Protection Agency and the Hotel, the Exhibitor agrees to dispose of all waste products generated during the Convention accordingly.

### **FOOD AND BEVERAGE (CORKAGE FEES)**

All food or beverages must be supplied and prepared by Hotel Catering. Any outside food or beverage brought into the Hotel is subject to Corkage Fees. Corkage Fees are based on the type of food or beverage being served and quantity of items being distributed. The fee is comprised of a distribution and gratuity charge per item.

Any Exhibitor considering bringing outside food or beverage for distribution in their booth should contact Convention Management prior to move-in to ensure that all rules and regulations are being followed.

Distribution of food and beverages must be contained within the Exhibitor's designated booth space. Food and beverage items may not be removed from the Exhibit Hall or be transferred from the Exhibit Hall to guest rooms or hospitality suites as per Health Department Regulations.

Failure to abide by this regulation may result in removal of any and all externally provided food or beverage, at the Exhibitor's expense.

## **CANCELLATION AND LIABILITY**

### **CANCELLATION, INTERRUPTION AND POSTPONEMENT**

The NJSFDA's sole liability for any damages, direct or consequential with respect to interruption, cancellation, relocation or change of dates in regard to the Convention and the Exhibitor's participation in the Convention, will be limited to the total amount of booth rental fees paid to the NJSFDA.

In the event the Convention or Exposition is canceled, interrupted or postponed due to occurrences not occasioned by the conduct of the NJSFDA, whether such occurrence be, but not limited to, an "Act of God," the result of war, terrorism, riot, civil disorder, strike, pandemic or by any other cause, or if circumstances make it impossible or impractical for the NJSFDA to permit any Exhibitor to occupy the premises, the NJSFDA shall make a good faith effort to adjust the booth rental fee for space based on the period of time the space was or could be occupied by such Exhibitor and the NJSFDA is released from any and all claims for damages which may arise in consequence thereof.

### **TERMINATION**

The performance of the Exhibitor Rental Contract by either the NJSFDA or the Exhibitor is subject to "Acts of God," war, terrorism, government regulation, disaster, civil disorder, pandemic, curtailment of transportation facilities or other emergencies making it inadvisable, illegal or impossible to provide the facilities or hold the Convention.

The Contract may be terminated for any one or more such reasons by written notice from one party to the other.

## **EXHIBITOR CANCELLATION**

Written notice of Exhibitor's intention to cancel or withdraw from the Convention is required. The following refund policy is contingent on the resale of the canceled booth space.

Notice of cancellation received 90 to 61 days prior to the Convention, the Exhibitor will receive a refund of booth space rental fees paid minus a 50 percent penalty charge. Notice of cancellation received 60 to 31 days prior to the Convention, the Exhibitor will receive a refund of booth space rental fees paid minus a 75 percent penalty charge. Notice of cancellation received 30 days or fewer prior to the Convention, the Exhibitor will be assessed a 100 percent penalty charge, forfeiting all booth space rental fees.

All refunds are payable 30 days following the close of the Convention.

## **HOLD HARMLESS**

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify and hold harmless NJSFDA, the 2025 Funeral Directors Convention and Expo, its officers, employees and agents against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, or attendance at this event.

It is expressly agreed that no individual responsibility or liability of whatever nature shall attach to any officer, employee or designated representative of the NJSFDA. The Exhibitor expressly releases the NJSFDA from such liabilities and agrees to indemnify the NJSFDA against any and all claims for such injury, loss or damage to persons or property prior to, during or subsequent to the period currently covered by this Exhibitor Contract.

## **INSURANCE**

While the Exhibit Hall will have 24-hour perimeter security from Monday, September 15 to Wednesday, September 17 through close of Exhibit Hall, Exhibitors are solely responsible for the care, custody and control of their own exhibit space, staff and materials. The Exhibitor acknowledges that the NJSFDA and the Hotel do not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain appropriate coverages (property and liability) reviewed by the Exhibitor's individual carrier. All Exhibitors and Exhibitor-appointed, non-official contractors are encouraged to obtain all risk coverage. Exhibitor shall, at its own expense, secure and maintain the insurance listed below during the full term of the contract, including move-in and move-out.

**Required coverage:** a) General Liability naming NJSFDA as Additional Insured with respects to the 2025 Funeral Directors Convention and Expo with limits of liability of \$1,000,000 Occurrence/ \$2,000,000 General Aggregate, and b) Workers Compensation Insurance.

## **PROTECTION OF THE PUBLIC**

The Exhibitor agrees to protect machinery and exhibit displays to ensure that no injury will result to the public, guests, employees or any other persons or property. The Exhibitor agrees to protect and hold harmless the NJSFDA and its officers, employees and designated representatives from any and all claims which may result on account of injury, loss or damage sustained upon the space occupied by the Exhibitor respectively, or on account of machinery and property under the control of such Exhibitor or on account of negligence of the Exhibitor, their representatives, employees or agents. Machines, motors or any kind of equipment may be operated only after informing the NJSFDA and obtaining written consent from the Hotel.

The Exhibitor agrees to comply with the Americans with Disabilities Act.

## **CARE OF BUILDING**

Acceptance of exhibit space obligates the Exhibitor and their employees not to deface, injure or mar any portion of the Hotel or exhibit structure. The Exhibitor shall reimburse the costs of any such damage to the NJSFDA, Hotel or Convention, as their interests may apply. No Exhibitor shall allow any article to be brought into or any act performed on the premises that will increase the premiums or void the policies of insurance held on the building, or injure or deface any part of the building, or permit anything to be done by its representatives or employees by which the premises shall in any manner be damaged, marred or defaced.

Exhibitor is not permitted to nail, screw or otherwise attach any materials to the building or furniture not regularly owned by the Exhibitor. Exhibitor acknowledges that they have been informed that smoking is only permitted in casino-designated areas.

## **ADDITIONAL PROVISIONS**

Exhibiting companies are encouraged to protect their investment in the Convention and report any violators immediately to the NJSFDA. Violations of these rules may further result in the restriction and/or exclusion of the named company from participation at any future conventions or events.

## **PHOTOGRAPHY RELEASE**

Inclusive, but not limited to, photography, video or audio recordings captured by the NJSFDA or any of its affiliated entities are fully owned by the NJSFDA and at its sole discretion available for future use and distribution. Participation by the attendee, guest or representative constitutes permission for the NJSFDA to capture and use such images or electronic recordings.

Attendees, guests or representatives who take photographs or electronic recordings of materials, people and/or events presented or distributed by the NJSFDA or its exhibiting vendors, must first receive prior written approval from the NJSFDA and Hotel. Upon approval, any and all photograph postings to any social media or web pages should remain tasteful and considerate of any proprietary information, products and/or services it may depict.

## **NON-EXHIBITOR SOLICITATION PROHIBITED**

Soliciting in any manner within the Exhibit Hall by any supplier, individual, group, company or firm is strictly forbidden unless said person, group or firm is the named company on the executed Contract accepted by the NJSFDA. The named company and their personnel are further limited to solicitation only within the confines of their rented booth space.

Non-exhibiting firms or persons observed to be soliciting business in the Exhibit Hall aisles, in another company's booth or other public spaces will be escorted from the facility and their registration credentials will be revoked without refund.

## **NON-EXHIBITOR EVENT HOSTING PROHIBITED**

The NJSFDA strictly prohibits solicitation of business in any public area occupied by the Convention, including public areas in the Hotel. Non-exhibiting companies are prohibited from reserving meeting rooms or event suites or holding any event targeted to attendees during the Convention. The NJSFDA has entered into a signed agreement with the Hotel to restrict the rental of space to only authorized Exhibitors as approved by the NJSFDA. Violators will be forced to cease current activities and events and may result in their removal from the Hotel premises.

All Official Exhibitor Rules and Regulations can be found at [www.njsfda.org/convention](http://www.njsfda.org/convention).

## **CONVENTION CONTACT**

**Lauren Marino, Event Manager • [convention@njsfda.org](mailto:convention@njsfda.org)**

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