



Arlington, Va.
April 19-22, 2012

Supplier Showcase & Conference Sponsors

Showcase Improvements!

- ★ **Showcase Sneak Preview** on Thursday starting at 4:00 p.m. during registration, adding more time with attendees on the front end of the conference.
- ★ Exhibits will be set-up **inside the General Session space** to provide a great opportunity to interact with attendees throughout the conference.
- ★ Showcase will **end on Friday**, culminating with a Showcase Closing Reception.
- ★ **Exhibitor tear-down** at the end of the day Friday, starting at 5:30 p.m.

“ In addition to first-rate education, I value the ability to interact with suppliers to learn about the latest products and innovations throughout the industry. ”

Bud Wieting
Wieting Family
Funeral Home
Chilton, Wis.

OGR's 2012 Annual Conference and Supplier Showcase will be held April 19-22, at the Renaissance Hotel in Arlington, Va. The hotel has a great location near Reagan Airport, public transportation and shopping, with easy access to tour monuments. There is also a shuttle to the metro and the airport.

We want to give you a jumpstart on reserving an exhibit space and sponsorship for this popular member event. Exhibit space is limited, first-come, first-served for type of table (6-foot or cocktail round) and location. Businesses seeking to build name recognition and gain exposure with Golden Rule® Funeral Homes have used this opportunity to make contacts and strengthen relationships with hundreds of funeral service professionals across North America, and you're invited!

Who should exhibit and sponsor?

OGR's Annual Conference and Supplier Showcase helps you reach the right audience with information about your company and the products and services you offer to the funeral service industry.

Who will attend?

Nearly 200 owners, managers and practitioners are expected to attend this year's conference. Attendees look for a wide assortment of products and services needed to operate their business. As business owners, they are searching for suppliers who enhance their firm's competitive standing.

NEW Stuff-It! Program

OGR recognizes not all GSG Suppliers are able to attend the conference each year. If you are unable to be present at the 2012 Annual Conference, you can still participate by placing promotional materials in the conference attendee bags. For **Stuff It!** details including an application, visit www.ogr.org/annualconference.php.

OGR's Supplier Showcase can help you ...

- ★ Connect with 200 expected owners and managers
- ★ Extend your sales potential to owners with firms in multiple locations
- ★ Build your client base of independently owned and operated funeral homes throughout North America
- ★ Reach the right audience with information about your company and the products and services you offer
- ★ Network with other exhibitors, each with products and services tailored for the funeral service industry

How to reserve an exhibit space

Reserve space early by submitting your **Exhibitor Reservation Form** on Page 4 and payment to OGR. Notification of your space assignment will be sent to you.

How to become a Conference Sponsor

Write-in the amount you wish to contribute on the **Sponsorship Commitment** section on Page 4.

Supplier Showcase Exhibit Space

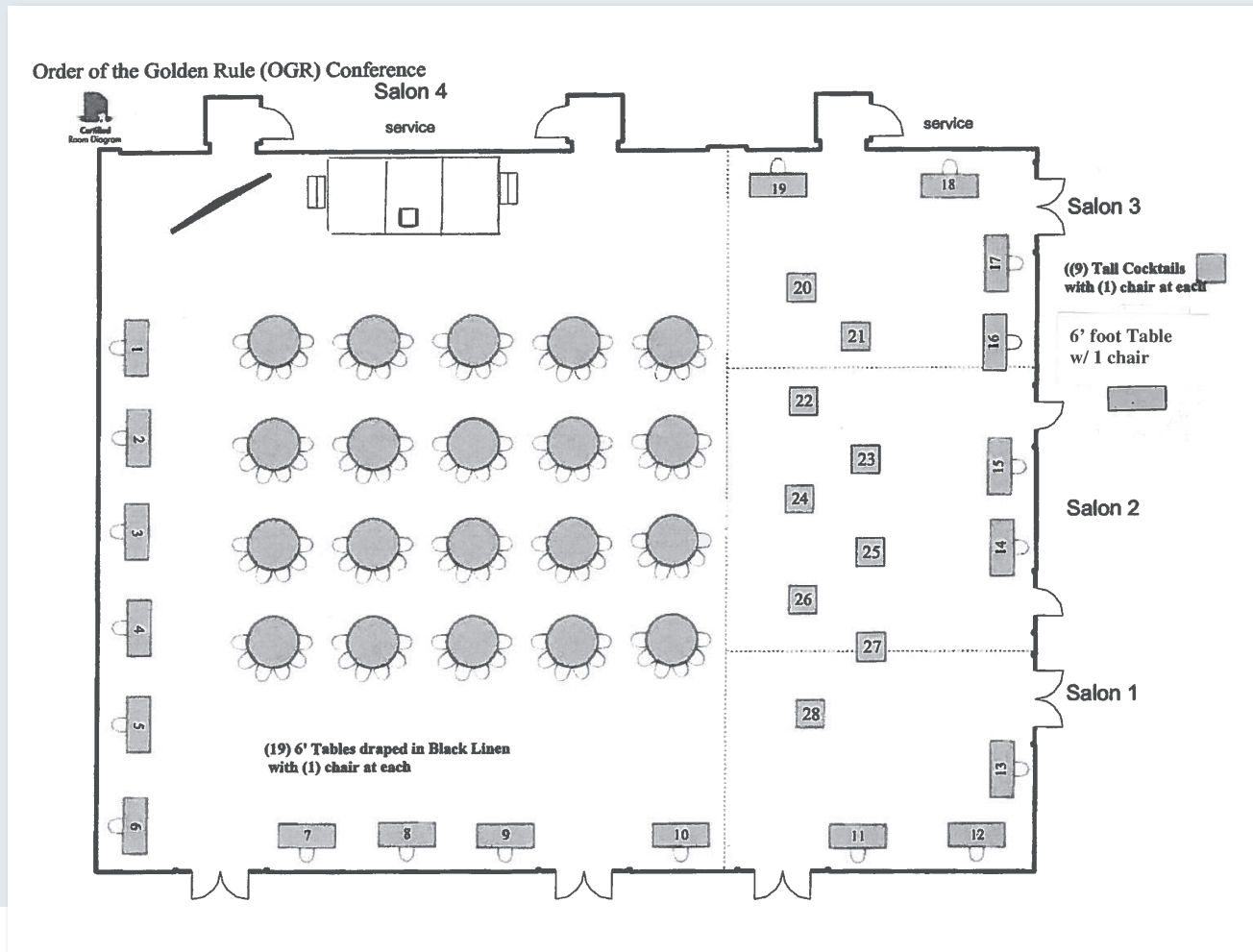
Due to tabletop displays being set-up inside the general session space there is limited space available. Exhibit space is awarded on a first-come, first-served basis for type of table (6-foot or cocktail round) and location. Exhibit table includes:

- One 6-foot table or cocktail table round, draped display with chair
- Your company listing in the Conference Program
- Admission to educational programming (excludes Member Only sessions)
- Welcome Reception on Thursday evening
- Continental breakfast and beverage breaks on Friday
- Friday evening activities (Showcase Closing Reception; Scholarship Auction)
- Tickets may be purchased separately for Awards Luncheon Friday, Annual Banquet Saturday evening and Tour of Arlington National Cemetery Sunday

Supplier Showcase Schedule: Opens early at 4 p.m. during registration on Thursday, April 19.

Set-Up: Thursday, April 19 from Noon to 4 p.m.

Tear-Down: Friday, April 20 from 5:30 to 6:30 p.m.



Sponsorships

Numerous sponsorship opportunities are available to help suppliers build name recognition with Golden Rule® Funeral Homes and develop business relationships. Not only does a sponsorship provide your company with increased visibility with members, it will help make the conference experience fun and upbeat for members. You may choose your sponsor fee to support specific events or individual activities, which you select. You will receive the following significant marketing opportunities and benefits for your financial support:

Gold - \$3,500

- 50% discount on tabletop
- Full page ad in *The Independent*®
- OGR business membership for one (1) year
- Plus Copper Sponsor benefits

Silver - \$2,500

- ½ page ad in *The Independent*®
- OGR business membership for one (1) year
- Plus Copper Sponsor benefits

Bronze - \$1,000

- ¼ page ad in *The Independent*®
- Plus Copper Sponsor benefits

Copper - \$500

- Logo with link featured on OGR's website
- Company listing and logo in Conference Program
- Onsite sponsorship sign
- Logo displayed on PowerPoint slide during General Sessions
- Special recognition in *The Independent*®

Conference Events

- ★ Thursday Welcome Reception - \$3,500
- ★ Continental Breakfasts (2) - \$2,500 each
- ★ AM/PM Refreshment Breaks (4) - \$1,000 each
- ★ Friday Awards Luncheon - \$3,500
- ★ Friday Showcase Closing Reception - \$2,500
- ★ Saturday Keynote Speaker - \$2,500
- ★ Saturday President's Reception - \$3,500
- ★ Saturday Annual Banquet Entertainment - \$2,500
- ★ Sunday Transportation for Trip to Arlington National Cemetery - \$1,000

★ Co-sponsorships are also available.

Conference Program Listing & Advertising

The 2012 Annual Conference Program is distributed to all attendees, and will include a listing of exhibitors and sponsors. As a conference sponsor your corporate logo will be featured in the program. For your company to be included, please ensure that OGR receives your registration form by March 12, 2012. Additionally, full page color advertising is available at a substantially reduced price. Details will be mailed to you upon receipt of your registration.

Renaissance Arlington Capital View Hotel

Nestled in the heart of Crystal City, just minutes away from Reagan National Airport, the Renaissance Arlington Capital View hotel boasts award-winning architecture inspired by motion and enhanced by light. To make room reservations, call the Renaissance Hotel at (703) 413-1300 and ask for the **OGR rate of \$189 per night by March 20, 2012**. This rate is only guaranteed while rooms are available in the room block, so make your room reservation early.

Preliminary Conference Schedule

You will be challenged right from the start by opening keynote speaker **Col. Rick Searfoss**, a former astronaut and Top Gun fighter pilot who will inspire you to lead your firm to new heights with his "Right Stuff" leadership solutions. Saturday's opening speaker, **Wayne Rivers**, will follow up the essential secrets to having more successes, harmony and happiness in your family business. Additionally, an extra-special fourth day of the Annual Conference offers Sunday brunch, tour and wreath-laying at **Arlington National Cemetery**. For a complete schedule, visit www.ogr.org/annualconference.php.



GSG Endorsed
 Supplier Program

A | C | C | E | S | S
 FINANCIAL GROUP, INC.



C&J FINANCIAL, LLC

Aurora





2012 OGR Annual Conference & Supplier Showcase Exhibitor Reservation and Sponsor Commitment Form*

Reserve your tabletop early for best selection. After Feb. 3, 2012, tabletops will be open to all prospective suppliers.

Form may be photocopied for additional registrations. Please type or print clearly.

Please complete so we may have an accurate listing for your company in the Conference Program.

Company: _____

1st Attendee: _____

2nd Attendee: _____

Address: _____

City/State/Province: _____

Phone 1: _____ Phone 2: _____

Fax: _____ E-Mail: _____

Website: _____

SPONSORSHIP COMMITMENT:

AMOUNT

Sponsor Event: _____ \$ _____

EXHIBITOR FEES:

Member

Non-Member

1st Registrant \$769 \$869 \$ _____

2nd Registrant \$450 \$550 \$ _____

Would you like to be placed near any certain vendor? _____

Is there any certain vendor you would prefer not to be placed near? _____

EXHIBIT SPACE SELECTION (Please select 3 options) 1. _____ 2. _____ 3. _____

DO YOU NEED ELECTRICITY AT YOUR TABLETOP? Yes No

Power Strip - \$40, payable directly to the Renaissance Capital View Hotel

DO YOU NEED INTERNET ACCESS? Yes No

The cost per day is \$125, payable directly to the Renaissance Capital View Hotel

EVENT TICKETS:

Awards Luncheon: Friday, April 20 (\$50) x _____ Quantity \$ _____

Annual Banquet: Saturday, April 21 (\$175) x _____ Quantity \$ _____

Brunch and trip to Arlington National Cemetery: Sunday, April 22 (\$60) x _____ Quantity \$ _____

PAYMENT AMOUNT:

TOTAL DUE \$ _____

Check enclosed (made payable to OGR)

Charge to my credit card**: Visa MasterCard Discover American Express

Card Account No.: _____ Exp. Date: _____

CVV Authorization Number: _____ (on front of AmEx cards or back of Visa, MC, Discover)

Cardholder's Name: _____

Cardholder's Signature: _____

*Exhibitor fees, less a 50% cancellation fee, are refundable if written notice is received for cancellations after March 22, 2012.

No refunds will be made for no-shows and late cancellations. **Cardholder agrees to pay per terms of the card issuing agreement.

BUSINESS MEMBERSHIP:

Yes! Send me information about becoming an OGR Business Member.

Please return this registration form to OGR at 3520 Executive Center Drive, Suite 300, Austin, Texas, 78731

Fax: (512)334-5514 Questions? Call Connie Haymes at (800)637-8030