



2020  
Annual Conference  
& **Solution**Center  
April 19-21 | Asheville, NC

# THE ADVENTURE STARTS HERE

## 2020 Exhibitor Brochure

ASHEVILLE, NC  
APRIL 19-21  
OMNI GROVE PARK INN

**Exhibit**

**Sponsor**

**Participate**

Register at [www.ogr.org/annual-conference-exhibitors](http://www.ogr.org/annual-conference-exhibitors)

## Why OGR's Annual Conference & Solution Center?

Connect with owners and managers of independently owned funeral homes through their professional trade association – the International Order of the Golden Rule (OGR). OGR works to make independent funeral homes exceptional, and the Annual Conference & Solution Center is where members come together to find support for their businesses, networking opportunities, and solutions to the professional challenges they face daily.

### Who attends:

- Funeral home owners and managers from the United States, Canada, the Philippines, and beyond
- 95% of attendees are decision makers for their organizations

### The Annual Conference & Solution Center provides exhibitors specifically with:

- Dedicated business time in the Solution Center (4 hours)
- Structured networking opportunities (5 hours)
- Access to education (1 hour)
- Optional event add-ons

OGR's personalized event will provide exhibitors with **ten hours** of attendee face time in Asheville, NC from April 19-21.

## Partner with OGR

Increase your industry presence and promote your company at OGR's Annual Conference & Solution Center, April 19-21. Take advantage of opportunities to strengthen existing relationships and to create new ones.

### Gain the opportunity to:

- Exhibit at the 2020 Solution Center (April 21)
- Upgrade your Exhibit Experience through Sponsorships
- Promote Your Company through Advertising

---

*"I appreciate that OGR is always looking for ways to integrate the exhibitors with the members. OGR is a great organization and our involvement over the years has led to so many opportunities."*  
~ 2019 Annual Conference & Solution Center Exhibitor

---

Visit [www.ogr.org/annual-conference-exhibitor](http://www.ogr.org/annual-conference-exhibitor) to register.

# OGR 2020 Annual Conference & Solution Center

## Exhibitor Opportunities

April 19-21, 2020 at The Omni Grove Park Inn, Asheville, NC  
 Solution Center, April 21, 2020

FEES AND DISCOUNTS	Table Top Display (6' table only)	Floor Display (10' x 8')	Additional Personnel #2	Additional Personnel #3
Booth Fee	\$1,199	\$1,399	\$550	\$450
Discount for OGR Supply Partners	-\$200	-\$200		
Discount for room reservation at Omni Grove Park Inn	-\$200	-\$200	-\$100	-\$100
Total with discounts:	\$799	\$999	\$450	\$350

### Included with each booth:

- (1) Complimentary Exhibitor Registration (access to Taste of Asheville Opening Party (Mon, 4/20), Breakfast and Lunch (Tues, 4/21), Solution Center (4/21), Morning Education session (4/21).)
- (1) 6-foot skirted table, (1) waste basket
- Complimentary wireless Internet
- Exhibitor Listing in Conference Directory and Mobile App

*\*All exhibit companies will receive one (1) complimentary registration. Additional representatives can purchase tickets. All exhibitors must be registered and have a badge in orders to access the exhibit floor.*

*"I would rate the quality of conversations I had with funeral directors as excellent. The real value is participating in all the events." ~ 2019 Annual Conference & Solution Center Exhibitor*

## Schedule

### Sunday, April 19, 2020

12:30 PM-5:30 PM  
 6:00-7:00 PM, 7:00 PM

Biltmore Estate Tour  
 Networking Cocktails/Dine arounds (Exhibitors welcome to participate)

### Monday, April 20, 2020

7:00-8:00 AM  
 8:00 AM - Noon  
 Noon-2:00 PM  
 Noon-5:00 PM  
 2:00-5:00 PM  
 2:00-5:30 PM  
 6:30-9:00 PM

Breakfast  
 Education Sessions  
 Celebratory Luncheon (Tickets available)  
**Exhibitor Move-In**  
 Deep Dive Session  
 Art Studio and Microbreweries Tour  
**The Taste of Asheville Opening Party with Exhibitors**

### Tuesday, April 21, 2020

7:00-8:00 AM  
 8:00-9:15 AM  
 9:15 AM-1:15 PM  
 1:15-2:00 PM  
 2:00-6:00 PM  
 2:15-2:30 PM  
 2:30-5:00 PM  
 6:30-9:00 PM

**Breakfast with Exhibitors**  
 Education (Exhibitors encouraged to attend)  
**Solution Center**  
 Lunch with Exhibitors  
 Exhibitor Tear-Down  
 Service of Remembrance  
 Education  
 Closing Party: The Art of Dining Experience (Tickets available)

# Exhibitor Checklist

## Choose Exhibit Space

- Choose your booth size and preferred location.

## Make Hotel Reservations

- Book your hotel.

OGR has a room block at the Omni Grove Park Inn. Please visit [www.ogr.org/annual-conference-lodging](http://www.ogr.org/annual-conference-lodging) or call (800) 438-5800 to get the OGR rate of \$249\*.

*\*Exhibitors who stay at the Omni will receive a \$200 discount on their conference registration.*

## Upgrade Your Exhibit Experience

- Choose a sponsorship to get recognition and benefits,

- Book your Demonstration Station\* in Solution Center

Show your best product or service by reserving a 15-minute demonstration session. Available time slots: 10:00 a.m., 10:30 a.m., 11:00 a.m., 11:30 a.m., 12:00 p.m., and 12:30 p.m. The price is \$500 which includes projector and screen. Sound is not available. Hurry! These sell out fast. *\*Demonstration Stations are subject to OGR approval and will be reviewed in the order they are received.*

- Advertise Your Company

Promote your products and services in the Annual Conference & Solution Center Conference Directory.

- Back cover - \$500 (1 available)
- Inside back cover - \$400 (1 available)
- Full page ad - \$300

Questions? Contact Scott McClure at (800) 637-8030 or [smcclure@ogr.org](mailto:smcclure@ogr.org).  
Artwork due March 15, 2020.

- Submit Company Profile

OGR asks each exhibiting company to provide a descriptive profile detailing the product, service, or history of the company for inclusion in the onsite Program Guide and OGR Conference App. The description should be 60 words or less and be submitted by March 15, 2020 to Scott McClure at [smcclure@ogr.org](mailto:smcclure@ogr.org). OGR reserves the right to edit all copy to comply with editorial guidelines and length specifications.

- Participate in the OGR Foundation Silent Auction

During the Solution Center, OGR Foundation will hold a silent auction to raise money for its charitable endeavors. Consider donating a product or service or personal item to support the funeral of funeral service. Learn more at [www.ogr.org/silent-auction](http://www.ogr.org/silent-auction).

### Get the most out of your registration:

- lead a demonstration,
- consult with funeral directors on their most pressing problems,
- choose a customized sponsorship, and
- take advantage of 10 hours of attendee face time.

---

*“As a first-time exhibitor, I was overwhelmed on how much OGR does to bridge the gap between vendor and funeral director. Thank you!” ~  
2019 Annual Conference &  
Solution Center Exhibitor*

---

Visit [www.ogr.org/annual-conference-exhibitor](http://www.ogr.org/annual-conference-exhibitor) to register.



2020 Annual Conference & SolutionCenter  
April 19-21 | Asheville, NC

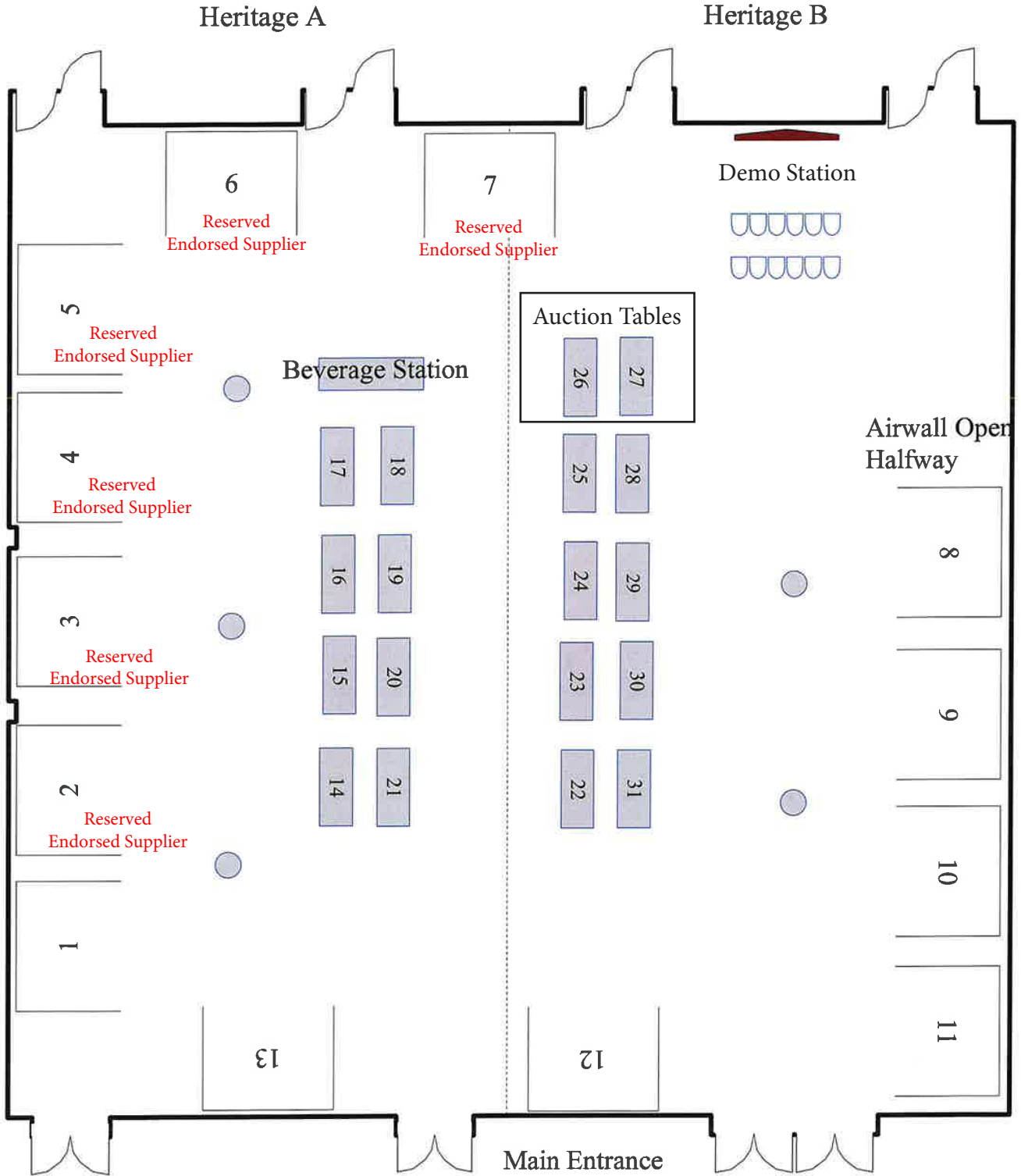
10x8 w/ 6' Table



6' Table  
Tabletop Display



Cocktail Round



# Customize Your Sponsorship

Interested in elevating your exhibit experience? Customize a sponsorship and promote your company the way YOU want to be promoted. Visit [ogr.org/annual-conference-exhibitors](http://ogr.org/annual-conference-exhibitors) for details.

## Premier Level --\$2,500

### 1. Celebratory Luncheon (Mon., April 20) -

*Luncheon featuring member awards and board installation*

**Who attends?** All funeral home participants & exhibitors who purchase luncheon tickets

### 2. Gourmet Food Stations and Beer at Taste of Asheville Opener (Mon., April 20) – Opening party

**Who attends?** All funeral home participants and exhibitors who purchase luncheon tickets

### 3. Networking Lunch (Tues., April 21) - Buffet lunch during dedicated time with exhibitors

**Who attends?** All funeral home participants and exhibitors

### 4. Closing Party: The Art of Dining Experience (Tues., April 21) – Final event featuring art/entertainment

**Who attends?** All funeral home participants and exhibitors who purchase closing party tickets

## Partner Level --\$1,500

### 1. Deep Dive Session: *Staying Competitive in a Cremation Market* (Mon., April 20)

**Who attends?** All funeral home participants (exhibitors welcomed)

### 2. General Session: *Reputation Management in Today's Online World.* (Mon., April 20)

**Who attends?** All funeral home participants (exhibitors welcomed)

### 3. General Session: *Creating Events that Will Get You Noticed* (Tues., April 21)

**Who attends?** All funeral home participants (exhibitors welcomed)

### 4. Blue grass band at the Taste of Asheville Opener (Mon., April 20) - Opening entertainment on terrace

**Who attends?** All funeral home participants and exhibitors

### 5. Service of Remembrance (Tues., April 21) - Memorial service honoring members and suppliers

**Who attends?** All funeral home participants (exhibitors welcome)

## Collaborator Level --\$1,000

### 1. Monday Beverages (Mon., April 20) - Hot and cold beverages available throughout the day

**Who attends?** All attendees (exhibitors welcomed)

### 2. Tuesday Beverages (Tue., April 21) - Hot and cold beverages available throughout the day

**Who attends?** All attendees (exhibitors welcomed)

### 3. Solution Center Beverage Station (Tue., April 21) - Hot and cold beverages during the Solution Center

**Who attends?** All attendees and exhibitors

### All Sponsor Levels Receive the Following Rewards:

- ✓ Company name and logo on onsite Sponsor signage
- ✓ Sponsor listing on OGR's website and mobile app
- ✓ Sponsor listing in onsite Program Guide
- ✓ Verbal thank-you during the Opening/Keynote Session (Mon., April 20)
- ✓ "Sponsored by" signage in proximity of your sponsored event
- ✓ Pre-show Attendee List emailed on April 3, 2020

Visit [ogr.org/annual-conference-exhibitors](http://ogr.org/annual-conference-exhibitors) for details.

## Exhibit Details

### Location of the Solution Center

The Solution Center will be located at Omni Grove Park Inn in Heritage Room AB. OGR reserves the right at all times to modify the floor plan to meet the needs of the showcase and the exhibitors.

### Solution Center Hours – 10 hours of face time

All exhibitors are encouraged to mingle with OGR Members and staff at

#### **Monday, April 21**

Taste of Asheville Opener (held at the Skyline Room & Mountain View Terrace) (6:30-9:30 p.m.)

#### **Tuesday, April 21**

Networking Breakfast (7:00- 8:00 a.m.)

Education Session (8:00-9:00 a.m.)

Solution Center (9:00 a.m. – 1:00 p.m.)

Networking Lunch (1:00-2:00 p.m.)

### EXHIBITOR SET-UP:

Monday, April 20 from 12:00 p.m. – 5:00 p.m.

### EXHIBITOR MOVE-OUT

Tuesday, April 21 from 2:00-6:00 p.m.

All exhibits must be staffed and remain intact until the official closing hour.

### Installation and Dismantling

Exhibitors will be permitted to begin assembling their exhibits at 12:00 p.m. on Monday, April 20. In all cases, exhibits booths must be set up by 5:00 p.m. on Monday, April 20.

Dismantling: all exhibits must be removed by the exhibiting company no earlier than 2:00 p.m., Tuesday, April 21. No exhibit or part of an exhibit may be removed from the space allocated during the period of the showcase, except in extreme cases. Permission for such removal must be obtained from Jessica Riddlesperger, Assistant Executive Director **Any exhibit torn down prior to official closing time without permission from the Assistant Executive Director will be charged a penalty fee of \$250.**

### Use of Space

Each exhibitor is responsible for keeping the aisle or aisles near the exhibit space free of congestion due to demonstrations or other promotions.

### Hotel

Move-in Instructions: The Solution Center will be in Heritage Room AB. Check your exhibitor confirmation letter for more details.

### Rates for Boxes/Packages

Shipping and receiving hours are 7:00 a.m.-4:30 p.m. Monday through Friday. Any boxes received or shipped on Saturday or Sunday will incur an additional fee per box. Handling fees range from \$15-\$75, depending on the weight of the box or item. A \$150 handling fee applies for unloading and loading pallets. Any materials required for the Solution Center should arrive no earlier than 3 days prior to the conference. Check your exhibitor confirmation letter for the Omni Grove Park Inn for detail shipping instructions:

[www.ogr.org/annual-conference-exhibitor](http://www.ogr.org/annual-conference-exhibitor).

### Liability

Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save OGR and the Hotel, its members, its owners, its operator and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents.

### Insurance

Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in the amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage. The Hotel, its owners, and its operator shall be included in such policies as additional named insureds. In addition, Exhibitor acknowledges that neither the Hotel nor its owners maintain insurance covering exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance insuring any losses by Exhibitor.

### Security

OGR will not provide security. Exhibitors are solely responsible for their own exhibit and personal materials and should insure the exhibit against loss or damage from theft, accident, vandalism, fire, or other causes. All property of an exhibitor is understood to remain in the exhibitor's care, custody, and control in transit to, from, or within the confines of the exhibits.

### Care of Building and Equipment

Exhibitors or their agents must not injure or deface the walls or floors of the building, the exhibit space, or the equipment of the exhibit space. Nothing will be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. All materials used in decoration must be flameproof. Electrical wiring must conform with National Electrical Code Safety Rules. Combustible materials or explosives are not permitted in the exhibits.

Exhibitors will obtain Hotel's advance written approval before using items in event and function space that could create noise, noxious odors, or hazardous effects (e.g., loud music, smoke or fog machines, dry ice, confetti cannons, candles, or incense) and before engaging in any activities outside of the reserved function rooms (e.g., registration table). Customer will obtain any required Fire Marshall or other safety approvals and will pay any expenses incurred by Hotel as a result of such activity, such as resetting smoke or fire alarms or unusual cleanup costs.

### Cancellations

OGR must receive a written cancellation notice by Feb. 28, 2020 of exhibit space, personnel registration, activities or optional selections at the 2020 Annual Conference & Solution Center to receive full refund; those received on March 1 to March 30, 2020 will receive a refund minus a \$250 cancellation fee. Cancellations received on or after April 1, 2020 or no-shows will not receive a refund. No refunds for sponsorships once promotional materials have been distributed. Failure to occupy exhibit space does not release the exhibitor from the obligation to pay for full cost of the exhibit space