



Canadian Funeral Trade Association

# DELEGATE PROSPECTUS



# 2010 NATIONAL TRADESHOW TORONTO

[www.thecfta.org](http://www.thecfta.org)

**September 28-29**

NEW PRODUCTS • KEYNOTES • WORKSHOP • NETWORK • CELEBRATE

September 28-29



Canadian Funeral Trade Association

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[www.thecfta.org](http://www.thecfta.org)





Canadian Funeral Trade Association

# CFTA WELCOME LETTER



## Dear Delegate

Welcome to Toronto 2010. Canada's largest trade event for the funeral profession in Canada!

Toronto 2010 is two days of concentrated trade show viewing with all the latest products and services the funeral industry has to offer. We call this event a large national trade show with a small component of conference rather than a large conference with a small component of trade show. We believe you will love this format!

While spending face to face time with the top manufacturers, distributors and representatives in North America, you can also engage with new, up and coming funeral suppliers who are excited to bring their products to you. This trade show will have excellent keynote speakers as well as hospitality events that will be unprecedented in the funeral profession. We have kept our clients interests in mind and have put together an economical fee structure that will make our show easy to budget for.

Your two days at Toronto 2010 will be packed with dynamic speakers, a funeral specific seminar, first class food and beverage, 13 hours of trade show viewing and to finish off the two days... "The Event of the Year!" - "A Night with the Tiger," starring five time Juno Award and Grammy Nominated Alan Frew, the voice of Glass Tiger. This is the "Can't Miss Event" of 2010!

The Ontario Funeral Service Association will be having their AGM at Toronto 2010 and partaking in all of the events and festivities. We welcome the OFSA!

Don't delay, book your room at the Hyatt Regency on King (\$145.00 a night), register for Toronto 2010 and see you in September!

Your Toronto 2010 Committee

**Gordon Ropchan,**  
*President*

**Raymond S. Fournier,**  
*Past President*

**Geoffrey V. Quinton,**  
*Chair, Toronto 2010 National Trade Show*



Canadian Funeral Trade Association

# PAST EXHIBITORS

AfterLoss Inc.  
Batesville Canada  
Accubuilt, Inc.  
Douglas Distributors  
Howard Distributors  
Victoriaville  
W. L. Smith & Associates Limited  
Imperial Evergreen Casket Corporation  
Hallmark  
Timeless Tributes  
Privilege Design Inc.  
Manchester Supply  
Hourglass Distributors  
Eagle Coach  
Concept Caskets  
Concept Eternity  
The Dodge Company (Canada)  
Ace Caskets  
Custom Funeral Products  
Deaton-Kennedy  
H. S. Eckels & Company (Canada) Ltd.  
Messenger  
Collection Souvenir  
Familyside Assurant Life of Canada  
Gravure Craft  
Matthews Cremation  
Unity Life  
Wilbert Funeral Services, Inc.  
Ambassador  
Begin Bronze  
BMO  
Commemorate Group Inc.  
Dressed for Eternity

Elite Urns  
FrontRunner Professional  
Funeral Plans-Canada  
FSAC  
Genesis Bereavement  
Inevitable Exodus  
Inno-Memorial  
Kaufman Enterprises  
Memento  
Memento Mori Design  
Memories by Design  
Multigranite  
MacKinnon & Bowes  
Pewter Graphics  
Pictures in Motion  
Select Community Funeral Homes  
Soulstone Natural Keepsake  
Sunset Memorial  
Urnes LPDP  
Bouquet Alternatives  
Canadian Funeral Director  
Canadian Funeral News  
CTQ  
Lagacé Connecting Link Inc.  
OACFP  
Studio Airbrush  
TD Canada Trust  
Aldor  
Artisan Du Sable  
BG International  
Cnd. Independent Group of FH  
Conception PCM



Canadian Funeral Trade Association

# SCHEDULE

CFTA welcomes OFSA members



## TORONTO 2010 SCHEDULE

### TUESDAY, SEPTEMBER 28, 2010

#### OFSA Annual General Meeting

9:00 a.m. to 11:00 a.m.

The Ontario Funeral Service Association will host their breakfast and AGM at the Allstream Centre, Exhibition Place - directly across from the Direct Energy Centre, the location for Toronto 2010. (Members Only) visit the OFSA website at [www.ofsa.org](http://www.ofsa.org) for AGM details.

#### Ribbon Cutting

11:45 a.m. to 12 noon

Enjoy the opening of Toronto 2010 at our ribbon cutting ceremony with a special guest appearance

#### Opening Luncheon

12 noon to 1:00 p.m.

Mingle with friends, colleagues and suppliers during this exceptional luncheon on the trade show floor.

#### Trade Show

12 noon to 7:00 p.m.

Suppliers from across Canada and the United States will showcase their products at the largest trade show held in Canada for the funeral profession.

#### Keynote Speaker

3:00 p.m. to 4:00 p.m.

#### Working 'on' your business....The 'straight goods' on how to manage smarter, embrace the future... and grow your bottom line

Donald Cooper now works with business owners, leaders and managers in over 40 industries throughout the world to create compelling customer value and experiences, more effective management practices and increased profitability. He is respected by clients as a "thought leader" and passionate visionary in the areas of marketing and management excellence. His benchmark work on business Vision and leadership fundamentally transforms businesses...and business people. He brings to any results-based discussion a rare balance of reality and possibilities. As world-class innovator and communicator of ideas, Donald has been awarded the prestigious Certified Speaking Professional designation, the highest earned designation in the world of professional speaking. He has also been inducted into the Canadian Speaking Hall of Fame. As part of his commitment to the next generation of business leaders, Donald speaks at MBA Schools around the world as he travels the globe for clients.

#### CFTA Welcome Reception

5:00 p.m. to 7:00 p.m.

#### (Hosted by your Toronto 2010 Exhibitors)

What a wonderful way to end your first day at Toronto 2010. Enjoy a spectacular reception on the trade show floor with scrumptious hors d'oeuvres and cocktails. You'll be relaxed by the beautiful music performed by members of the Toronto Symphony Orchestra. Afterwards, spend a free evening in Toronto with friends and colleagues and take pleasure in one of the many fantastic restaurants or clubs this great city has to offer. The concierge at our host hotel will be more than happy to give recommendations.

ALL EVENTS WILL TAKE PLACE IN HALL "C" DIRECT ENERGY CENTRE, EXHIBITION PLACE UNLESS OTHERWISE NOTED



Canadian Funeral Trade Association

# SCHEDULE (continued)

## TORONTO 2010 SCHEDULE (continued)

WEDNESDAY, SEPTEMBER 29, 2010

**Workshop/Seminar**  
10:00 a.m. to 11:00 a.m.

**The business of making a difference... How to create and deliver compelling customer value and experiences**

Donald Cooper will engage you in a workshop specifically geared towards employer/employee customer relations. Mr. Cooper will have researched, visited and interviewed numerous funeral professionals from across Canada in order to connect with his audience. Educated at the Ivey Business School with an MBA and over 18 years of experience in the family business, Cooper Canada, the leading manufacturer of protective sports equipment and a Canadian brand icon, Donald Cooper brings a wealth of experience and knowledge to his seminars.

**Trade Show**  
10:00 a.m. to 4:00 p.m.

Network with the industry manufacturers, distributors and representatives. Take this opportunity to see everything you didn't see on day one.

**Luncheon**  
12 noon to 1:00 p.m.

Visit with friends and colleagues while enjoying another wonderful luncheon on day 2 of Toronto 2010.

**Keynote Presentation**  
3:00 p.m. to 3:45 p.m.

We cannot express how privileged we are to have Isadore Sharp, Founder, Chairman, and Chief Executive Officer of the Four Seasons Hotels and Resorts. "There was no vision, there was no grand dream," says Issy, reflecting on the nearly 50 years since the first Four Seasons – a modest motor hotel – opened in downtown Toronto. "But there has always been a consistent thread and it propels us forward today, as we continue to grow globally, and that's service." Mr. Sharp will enlighten the audience with a true Canadian Iconic story and reveal what it takes to be successful in a service industry.

**"A Night With The Tiger".....come roar with us!**

6:30 p.m. to 11:00 p.m.

We can't think of a better way to end Toronto 2010 then to celebrate with friends and colleagues at the "Event of the Year!" Enjoy cocktails in the Courtyard along with food and entertainment, all to take place at the historic Liberty Grand, Exhibition Place. *Stay tuned for the next press release!*

### COMPLIMENTARY SHUTTLE SERVICE

*Delegates who are staying at the host hotel, the Hyatt Regency on King, will enjoy convenience of the complimentary shuttle service provided by Toronto Tours. Regular shuttles will be available for delegates and exhibitors to and from the Hyatt and the Direct Energy Centre. A shuttle service schedule will be posted on our trade show website and in the lobby of the Hyatt Regency.*

**HYATT REGENCY (Host Hotel)** • 370 King Street West, Toronto, ON M5V 1J9 • 416-343-1234

Experience Hyatt Regency Toronto on King's location in the center of the city's vibrant downtown. Fresh from a multi-million dollar renovation, this sparkling new Toronto downtown hotel showcases 394 guest rooms, including 32 suites and VIP floor. Your perfect hub for business or pleasure travel, the downtown Toronto hotel accommodations are just steps from the business, financial and entertainment districts, 12 minute shuttle to the Direct Energy Centre and over 150 restaurants and bars.

**SPECIAL CFTA RATE:**

\$145.00 Standard Room (Double Occupancy)  
Group Rate # G-IGFB (Canadian Funeral Trade Association)

**CUT OFF DATE:**

August 26, 2010

**RESERVATIONS:**

<http://torontoregency.hyatt.com/hyatt/hotels/index.jsp> or call 1 877-806-0006



Canadian Funeral Trade Association

# DELEGATE INFORMATION

## DELEGATE INFORMATION:

### DELEGATE CRITERIA:

Toronto 2010 welcomes all funeral directors and staff of funeral home and cemetery operations; registered students and staff in funeral education programs; employees in funeral associations or Board of Funeral Services and any other personnel related directly to the funeral profession. The CFTA reserves the right to approve all delegate registrations. The CFTA may approve or decline any registrant that does not meet the delegate registration criteria. Suppliers who wish to attend Toronto 2010 and not exhibit must register as an Exhibitor and pay the mandatory hospitality assessment, as well as registering as a delegate, in order to gain access on to the trade show floor.

### FULL TRADE SHOW PASS - September 28-29 (\$99.00 + GST)

Entitles you entry to all events taking place on the trade show floor for both days which includes:

- **Day One (1):** OFSA AGM (Members Only); Opening ribbon cutting ceremony; opening luncheon; unlimited trade show viewing; Donald Cooper Keynote Address & CFTA Welcome Hospitality Cocktail Reception
- **Day Two (2):** Workshop/seminar; luncheon and unlimited trade show viewing; Isadore Sharp Keynote Address

### ONE DAY TRADE SHOW PASS - (\$69.00 + GST)

- Entitles you entry to all events taking place on the trade show floor for day one (1) or day two (2) – see details above.

### STUDENT REGISTRATION - September 29 (\$25.00 + GST)

- Students and funeral program staff will have access to all events taking place on day two (2) of the trade show (see Day Two (2) details above)

### "A NIGHT WITH THE TIGER" - September 29 (\$149.00 + GST)

- Come Roar with us at the Liberty Grand for the "Event of the Year!"

### FULL TORONTO 2010 EXPERIENCE - (\$248.00 + GST)

### COMPANION PROGRAM – Tuesday, September 28 & Wednesday, September 29

- Visit our trade show website at [www.thecfta.org](http://www.thecfta.org) for tour packages

*Note: All registrations received after April 30th, 2010 will be charged 13% HST*

**HOW TO REGISTER: Return completed registration form along with payment to the CFTA office (fee Delegate Registration Form)**  
*All registrations must be received by August 15, 2010. Any registrations received after August 15 will be charged an additional \$20.00. Badges are required for all attendees of the show. Badges may be picked up on-site at the Canadian Funeral Trade Association (CFTA) registration counters located in the Galleria, outside of Hall "C" in the Direct Energy Centre. Badges must be worn at all times to gain access on to the trade show floor.*

**Late Registration: An Additional \$20.00 per person will be charged after August 15th, 2010.**

**Cancellation Policy: Changes and cancellations must be received in writing before September 15, 2010. No verbal changes or cancellations accepted. Cancellations received before September 15th, 2010, will be subject to a 50% cancellation fee. After September 15th, 2010, no refunds will be given.**



Canadian Funeral Trade Association

# DELEGATE REGISTRATION FORM

PLEASE PRINT CLEARLY and complete all fields. (One form for each person attending; spouses can be show on the same form) The Show is for trade only and not open to the public. Badges will be available for pick-up at the Registration Area, Direct Energy Centre.

**First Name** \_\_\_\_\_ **Last Name** \_\_\_\_\_  
**Professional Title** \_\_\_\_\_ **Company Name** \_\_\_\_\_  
**Address** \_\_\_\_\_ **City** \_\_\_\_\_  
**Provincial/State** \_\_\_\_\_ **Postal Code** \_\_\_\_\_ **Country** \_\_\_\_\_  
**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_  
**E-mail** \_\_\_\_\_ **Company Website** \_\_\_\_\_

I hereby give permission to the CFTA to send me updates via e-mail **Initial** \_\_\_\_\_

## INDUSTRY CLASSIFICATION (Check one box)

Funeral Home Owner     Funeral Home Employee     Cemetery     Crematory     Association  
 Board     Student     Staff/Instructor     Other \_\_\_\_\_ (please state)

## REGISTRATION COSTS

FULL TORONTO 2010 PACKAGE: <i>(Two full days at Toronto 2010 plus Gala Event)</i>	• \$248.00	\$ _____
FULL TRADE SHOW PASS: <i>(Two full days at Toronto 2010)</i>	• \$99.00	\$ _____
ONE DAY TRADE SHOW PASS: <i>(One day at Toronto 2010 day 1 or day 2)</i>	• \$69.00	\$ _____
STUDENT TRADE SHOW PASS: <i>(Day 2 at Toronto 2010 Trade Show)</i>	• \$25.00	\$ _____
GALA EVENT... "A Night With The Tiger" <i>(Cocktail Reception/Dinner/Food Stations/Entertainment, Day 2 – Sept. 29)</i>	• \$149.00	\$ _____

Cancellation: Registrations cancelled after September 10th, 2010 will be subject to a 50% cancellation fee; after September 21st – 100% cancellation will apply.

Subtotal:	\$ _____
GST 5% or	
HST 13% (after 04/30/2010)	\$ _____
<b>Total:</b>	<b>\$ _____</b>

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Name and Title: \_\_\_\_\_  
*(Please Print) Only Applications received with an authorized signature and payment will be processed.*

Payment: Cheque  Visa  MC  Credit Card # \_\_\_\_\_

Expiry Date \_\_\_\_\_ Name on Card \_\_\_\_\_ Security Code \_\_\_\_\_

*If you would prefer to call your code in, please call the CFTA office at 905-407-1065*

**Cheque payable in Canadian Funds to:  
Return Completed Form with Payment to:**

**CANADIAN FUNERAL TRADE ASSOCIATION**  
2025 Guelph Line, Suite 145, Burlington, ON L7P 4X4  
Tel. (905) 407-1065 Fax 289-895-8340 E-mail admin@thecfta.org



Canadian Funeral Trade Association

# Toronto 2010 Host Hotel



## HYATT REGENCY TORONTO - ON KING

An architectural landmark, Hyatt Regency Toronto is situated at the centre of the city's vibrant downtown core, steps from everything Toronto has to offer: business and financial districts and all major tourist attractions. Located in the heart of the entertainment district, walk to renowned stores and galleries, world-class restaurants, boutique shops, and live theatre. Hyatt Regency encompasses the full spectrum of hotel types, offering a full range of services and dining options tailored to serve the needs of conventions, business travelers or vacationers. Hyatt Regency enables all guests – whether they are traveling to work, unwind or gather in celebration – to feel productive and revitalized.

- 394 stylish guest rooms and suites with magnificent views of downtown Toronto or majestic Lake Ontario
- King Street Social Kitchen/Bar; MIX lounge; in-room dining; more than 150 restaurants within walking distance of the hotel
- Hyatt Stay Fit gym, offering cutting-edge fitness equipment; saunas; seasonal heated outdoor pool with sundeck; YogaAway
- Nearby attractions include Direct Energy Centre; Four Seasons Centre for the Performing Arts; Art Gallery of Ontario; Centre Island; Ontario Place / CN Exhibition Grounds; Ricoh Coliseum; Hockey Hall of Fame; CN Tower / Rogers Centre; Princess of Wales Theatre / Royal Alexandra Theatre; Air Canada Centre; Toronto Eaton Centre Shopping; Harbourfront & Queen's Quay

## ACCOMMODATION

Contemporary hospitality at a whole new level. Modern guest rooms, renovated entirely in 2007, including floating designer furnishings, 42" flat screen televisions, Ipod docking station and a multi-media interface, will ensure relaxed and rested participants.

## BUSINESS BENEFITS

High speed internet, Business Centre, Hyatt Gold Passport Program and same day dry cleaning service.

## EASE OF TRAVEL

30 minutes from Toronto's International Airport with terminal to door bus service, ample underground parking, minutes from transit access points for subway, bus and streetcar. A 12 minute shuttle ride to the Direct Energy Centre (location of Toronto 2010) Complimentary shuttle service is available for delegates and exhibitors of Toronto 2010.

## BOOKING



To reserve your room, please visit [https://resweb.passkey.com/Resweb.do?mode=welcme\\_ei\\_new&eventID=1467414](https://resweb.passkey.com/Resweb.do?mode=welcme_ei_new&eventID=1467414) or call **1-877-806-0006**

## TORONTO 2010 NATIONAL TRADESHOW COMMITTEE

Geoffrey Quinton, *Chair*

Raymond Fournier

Chak Morcos

Gordon Ropchan



Canadian Funeral Trade Association

**2025 Guelph Line, Suite 145, Burlington, Ontario L7P 4X4**

**TELEPHONE 905-407-1065 • FAX 289-895-8340**

**[www.thecfta.org](http://www.thecfta.org)**

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**THE CFTA PROUDLY SPONSORS THE FOLLOWING ASSOCIATIONS AND SCHOOLS:**

FSAC, OFSA, FSABC, AFSA, SBFH, TDFDI, OACFP, CTQ, Atlantic PFD & SC, the Ontario Regional Associations,  
Humber College, College Boreal and Mount Royal College