

Exhibitor Bonus: Free Exposure to 7,200+ ICCFA Magazine Readers!

The March-April issue of the ICCFA's magazine, ICCFA Magazine, will include profiles of all exhibitors who meet the submission guidelines and deadlines (below). The magazine will be available onsite at the ICCFA Convention & Exposition in Las Vegas and will be mailed to ICCFA members and to thousands of independent cemetery, crematory & funeral home owners nationwide.

Profiles are limited to 60 words. We also will run *either* your logo or a photo of one product. Use your 60 words to describe your company, attract people to your booth and tell readers who can't attend the ICCFA Convention how to get more information about you. For example:

Axiom Business Systems (#114)

Axiom is the leading developer of fully integrated funeral home, cemetery management and cemetery mapping software with accounting solutions in the Southeast Pacific. Visit our booth for your free koala bear, Australian flag and demo. www.charoncms.com

Cherokee Casket Co. (#417)

Cherokee Casket Co. has manufactured infant and child caskets since 1941. The complete picture catalog can be seen online at www.cherokeechildcaskets.com. 1.800.535.8667

Profile submission deadline: January 17, 2012 (*You do not need your booth number to submit your profile!*)

Profile copy (maximum 60 words—strictly enforced). The ICCFA reserves the right to edit all copy to comply with editorial guidelines and length specifications.

- **Profiles must be e-mailed to sloving@iccfa.com.** Please write "(Company Name) Profile" in the subject line. If you would like to rerun your 2011 profile, you **must** send an e-mail requesting that we do so. Please say "include logo/photo" if you ran a logo or photo with your 2011 profile and want to rerun it with the 2012 profile.
- Profile logo or photo must be high resolution (at least 300 dpi at print size). The logo or photo must be e-mailed to sloving@iccfa.com. If sent separately from the copy, please write "(Company Name) Logo/Photo for profile" in the subject line.
- If you want us to use the logo/photo we ran in 2011, please indicate this on the profile copy or via a separate e-mail. We will not include the art unless requested, since we do not want to risk running a logo you are no longer using.

Note: You can check your 2011 profile and logo/photo by downloading the file at <http://www.iccfa.com/files/exhibitorprofiles2010.pdf>