



SOUTH DAKOTA
Funeral Directors
ASSOCIATION

Over 100 Years of Service

February 24, 2021

Dear Potential Exhibitor,

The South Dakota Funeral Directors Association will hold their "121st" Annual State Convention on May 12-14, 2021 at the Best Western PLUS Ramkota Hotel & Conference Center in Sioux Falls, SD. We will again be holding the banquet on Thursday night. We hope that you will join us for the banquet! The cost of the banquet meal ticket is only \$25 for exhibitors.

This year's convention will be held over three days (Wednesday, Thursday & Friday). Exhibits will open at 11:00am on Thursday, May 13th. You will be able to set up your exhibit booth the day before on Wednesday afternoon between 3:00pm and 6:00pm or Thursday morning from 7:30am to 9:30am. Tear down of exhibits will begin after exhibit hours are over at 1:30 pm on Friday and you must be moved out by 5:00pm that day. We will be sending you an exhibitor confirmation letter with your exhibit booth location assignment and any additional set up information after we receive your completed reservation form.

I have enclosed an Exhibit Space Reservation Form, a map of the Exhibit Floor, a Sponsorship Letter, and a "tentative" Schedule of Events. Also enclosed for your convenience is an SDFDA Associate Membership application, and information on advertising in our newsletter in the event you are not already a member and/or an advertiser and wish to become one. Please mark your 1st, 2nd and 3rd choices for space, which will be delegated on a first come, first serve basis. **Please return the exhibitor form to the SDFDA office by April 1, 2021!**

We have a block of sleeping rooms reserved at the Best Western PLUS Ramkota Hotel in Sioux Falls, SD. You must call the hotel directly to make reservations. Please be sure to tell them that you are attending the SDFDA Convention when making your reservation in order to receive the discounted room rates of \$99.99 plus tax for a Standard Room, \$119.99 plus tax for a Poolside Room, and \$139.99 plus tax for a Suite Room. **The phone number for making room reservations at the Best Western PLUS Ramkota Hotel is (605) 336-0650. Specify you are attending the SD Funeral Directors Association Convention to receive the special group rate. Make your hotel room reservation right away, as the block of rooms will be released on April 16th!**

We sincerely appreciate your participation and support in the past and look forward to working with you again this year. Please feel free to contact me at the SDFDA Office at (605) 246-9466 or by email at tkerr@triotel.net if you have any questions.

Sincerely,

Tammy Kerr
SDFDA Executive Director