

2024

Funeral Directors Convention & Expo

hosted by the New Jersey State Funeral Directors Association

EXHIBITOR OPPORTUNITIES

We're BACK to September.

We're BACK at the Hard Rock Hotel & Casino Atlantic City!

Hard Rock Hotel & Casino Atlantic City

Atlantic City, NJ

September 16–19, 2024

www.njsfda.org/convention



MEET US IN AC

The New Jersey State Funeral Directors Association invites you to exhibit at our 2024 Funeral Directors Convention and Expo. We are proud to be one of the largest regional funeral directing gatherings on the East Coast. This year we will be hosting our event at the Hard Rock Hotel & Casino Atlantic City on the Atlantic City Boardwalk. Join us and network with funeral professionals in both business and social settings. Your company will gain exclusive access to decision-makers in funeral service and get great exposure for your company.



FUNERAL DIRECTORS CONVENTION & EXPO
September 16–19, 2024

KEY EXHIBITOR INFORMATION

BADGES

**Badge Pick-Up
Available**

Monday, September 16

3:00 p.m.–6:00 p.m.

and

Tuesday, September 17

8:00 a.m.–2:00 p.m.

MOVE-IN—MOVE-OUT

Move-In

Monday, September 16

By Appointment Only

Contact convention@njsfda.org
to Schedule

Tuesday, September 17

8:00 a.m.–2:00 p.m.

General Load-In

Move-Out

Wednesday, September 18

4:00 p.m.

All Load-Out

EXHIBIT HALL HOURS

We have extended the hours
on Tuesday and Wednesday
and discontinued Thursday

NEW

Tuesday, September 17

4:30 p.m.–7:30 p.m.

Exhibit Hall

Opening Reception

Wednesday, September 18

12:00 p.m.–4:00 p.m.

Times subject to change.

WHAT YOU GAIN FROM JOINING US

- **Direct access** to a targeted audience of industry professionals
- **Networking and lead generation** with key decision-makers and influencers
- **Extended brand visibility** through your unique booth and custom sponsorship options
- **Gain a competitive advantage** by showcasing your offerings to those who directly influence consumer choices
- **Industry recognition is enhanced** as the NJSFDA vets all exhibitors, allowing guests to find trusted and reputable companies

*If you are interested in exhibiting at the 2024 Funeral Directors Convention & Expo
please contact convention@njsfda.org*

BOOTH OPTIONS

Explore a range of options to suit your needs, whether you're interested in a 10x10 space, a large island, an auto display, special first-time exhibitor table options or more. Contact Show Management should you have any questions on which booth or sponsorship option would be best for you.

The Etes Arena within the Hard Rock Hotel & Casino Atlantic City is not carpeted. In an effort to make all attendees and exhibitors comfortable during their time at the Expo the NJSFDA will be carpeting the entire arena space including the aisles and booths. Because of this our booth offerings have slightly changed.

Each booth comes with:

- pipe
- drape
- carpeting
- ID sign only*
- complimentary exhibitor all access pass**

If you are interested in furnishing your booth you can rent all furniture from AEX at a 50 percent discount or bring your own.

AEX will provide their 2024 Kit to all registered exhibitors of the Convention & Expo hosted by the New Jersey State Funeral Directors Association with an extensive catalog of booth furnishing available.

* *Tabletop Booth vendors will be the only exception, this option will come with a six-foot table, two chairs and a wastepaper basket.*

** *The amount of complimentary exhibitor all access passes supplied depend on booth size*

Consult our Exhibitor Rules and Regulations document for information regarding booth guidelines and displays.

BOOTH OPTIONS

TABLETOP BOOTH

\$995

Must be a first-time exhibitor or nonprofit organization to be eligible.

One six-foot table, two chairs and a wastepaper basket included. Comes with two complimentary exhibitor all access passes. We will strictly be enforcing signage requirements this year. You are permitted ONE floor pop up sign not to exceed 8 feet in height and whatever fits on your table.

Any other signage will result in an additional fee to be paid before your departure from the conference.

SINGLE BOOTH

\$1,995

10x10 (100 SF) with pipe and drape separating the adjacent booths and front of booth open.

Comes with two complimentary exhibitor all access passes.

CORNER BOOTH

\$2,595

10x10 (100 SF) with pipe and drape separating the adjacent booth and front and side of booth open. Comes with two complimentary exhibitor all access passes.

ISLAND BOOTH

\$7,495

20x20 (400 SF) with no pipe and drape. Stand alone space to build out as you see fit.

Comes with four complimentary exhibitor all access passes.

SINGLE AUTO DISPLAY

\$3,595

Space can accommodate one car (200 SF). Additional display space is limited and must be approved by Convention Management prior to event. Pipe and drape may or may not be added, depending on layout and company preference. Comes with two complimentary exhibitor all access passes.

DOUBLE AUTO DISPLAY

\$4,595

Space can accommodate two cars (400 SF). Additional display space is limited and must be approved by Convention Management prior to event. Pipe and drape may or may not be added, depending on layout and company preference. Comes with four complimentary exhibitor all access passes.

*Need assistance with making sure your booth fits within our perimeters?
Contact us at convention@njsfda.org for further help.*

EXHIBITOR AMENITIES

- Electronic booth selection for your ideal location
- Digital map, floorplan and directory shared with our attendees months in advance of the show
- Longer hours on more highly attended days
- Meals and Open Bar
- Complimentary exhibitor all access passes granting entry to educational offering and meals included in standard Convention registration*
- Exclusive discounts in AC affiliated with the Funeral Directors Convention & Expo hosted by the New Jersey State Funeral Directors Association

** Events requiring a ticket like Yacht Rock Night on Wednesday, September 18 may be purchased for entry*



SPONSORSHIP OPPORTUNITIES

Work with NJSFDA Convention Management on all the details including marketing and communications, branding and swag! Want to package something differently? Reach out and let us know. We would be happy to work with you. Every sponsor will be highlighted on the NJSFDA Convention Microsite.

All sponsorships are available for exhibiting and non-exhibiting companies.

FEATURED EVENT SPONSORSHIPS

NETWORK BRIDGE

Price starting at
\$1,000

Located next to the Etes Arena in the prefunction space this area is where all funeral directors looking for workers will be invited to meet with the students and interns of our local funeral directing institutions to find placements for future employment on Tuesday, September 17 from 3:15 p.m.–4:15 p.m. where they can flow right into the Exhibit Hall Opening Reception.

FUNERAL DIRECTORS ROUND-UP

Price starting at
\$2,000

Located at Lobby Bar this centrally located sponsorship spot will be seen not only by all our guests but all those at Hard Rock. Host the first social event attendees are invited to on Tuesday, September 17 from 10:00 p.m.–12:00 a.m. with live music and cocktails.

FORWARD COLLECTIVE

Price starting at
\$2,500

Located at The Balcony this exclusive spot will be the kick-off to Yacht Rock Night where new and future funeral directors are invited to mix and mingle on Wednesday, September 18 from 4:30 p.m.–5:30 p.m.

YACHT ROCK NIGHT

Price starting at
\$3,000

Located at Sound Waves Theater all guests will be welcomed aboard the SS Mortician for a night of 70's classic rock favorites featuring musical entertainment at the Convention party. Don your favorite Hawaiian print and grab one of our Captain hats and meet us on the dance floor on Wednesday, September 18 from 5:30 p.m.–7:30 p.m.



Want to be the exclusive sponsor? Let's chat.

SPONSORSHIPS CONTINUED

BUILD YOUR OWN VIP BUNDLE

\$2,500

This package will provide an ad run throughout all Exhibit Hall hours on the two megatron screens within the Etesse Arena and an opportunity to choose to be highlighted on the NJSFDA social media platforms, have an article about your company placed in the FORUM, a digital publication with more than 1,000 readers or have an exclusive email distributed to the entire membership highlighting you as a VIP, showcasing your company offerings and where to find you in the Exhibit Hall.

ETESSE ARENA MEGATRON ADVERTISEMENTS

\$750

Broadcast your company ad (graphic or video available) on the two Megatron screens positioned in the Exhibit Hall of the Etesse Arena. Your ad will rotate throughout hall hours on Tuesday and Wednesday, maximizing exposure to Convention attendees.

5
AVAILABLE

EXPO REFRESHMENTS

\$1,500

Company logo featured on refreshment stations and bars during Exhibit Hall hours on Tuesday and Wednesday. You can leave promotional materials and swag for the taking!

3
AVAILABLE

EDUCATION SEMINAR

\$525

Be an exclusive sponsor during our CEU presentations. Each company will have their logo placed at the refreshments located in each seminar room throughout Convention. Each seminar is hosted twice providing you double the exposure. You can leave promotional materials and swag for hundreds of our guests earning their educational credits.

5
AVAILABLE

NJSFDA MARKETING EMAIL

\$425

Feature your company logo, website and booth location prominently in a promotional email sent to over 2,500 recipients before the Convention. Date of email to be determined at a later time.

3
AVAILABLE

NJSFDA SOCIAL MEDIA HIGHLIGHT

\$475

Interested in being highlighted on some of the NJSFDA's social media platforms? Enjoy the spotlight and increased visibility of your brand by sharing a graphic or 60-second video to be published across the association's LinkedIn, Facebook, Instagram and TikTok channels.

2
AVAILABLE

CONVENTION CONTACT

Lauren Marino, Convention Manager • Imarino@njsfda.org

New Jersey State Funeral Directors Association

P.O. Box L, Manasquan NJ 08736-0642

T: 1.800.734.3712 • F: 732.974.8144

www.njsfda.org/convention

If you are planning on hosting any private entertainment functions please contact the Convention Manager and consider staying at Hard Rock Hotel & Casino Atlantic City. No events may occur during scheduled Convention functions. Management has the right to end your gathering if you do so. Please refer to the Exhibitor Rules and Regulations for more detail.

RULES AND REGULATIONS

Convention Rules and Regulations can be found at www.njsfda.org/convention.

VENUE

Hard Rock Hotel & Casino Atlantic City

1000 Boardwalk, Atlantic City, NJ 08401

DRAYAGE AND TECHNOLOGY

Atlantic Exposition Services (AEX) is the Convention drayage company. As we approach the Convention, AEX will send an email with its 2024 Exhibitor Kit to the contact provided. The Exhibitor Kit will include information on move-in, booth assembly, shipping and rentals. You must contact AEX directly regarding these services.

Atlantic Exposition Services (AEX):

3089 English Creek Avenue

Egg Harbor Township NJ 08244

T: 609.272.1600 • F: 609.272.1680

Hard Rock Hotel & Casino Atlantic City will provide AV needs. For more information regarding event technology reach out to hardrockav@hrhcac.com or 609.449.5617.

Hosted annually by New Jersey State Funeral Directors Association

www.njsfda.org/convention

Telephone: 1.800.734.3712

