

2025

Funeral Directors Convention and Expo

Hosted by the New Jersey State Funeral Directors Association

EXHIBITOR OPPORTUNITIES

Join us at

Hard Rock Hotel & Casino
Atlantic City, NJ
September 16–18, 2025

Visit www.njsfda.org/convention for details and regular updates



DON'T MISS OUT

The New Jersey State Funeral Directors Association invites you to exhibit at our 2025 Funeral Directors Convention and Expo. Look at some of our new booth and sponsorship offerings along with even more benefits built into your exhibitor experience at no extra cost.



FUNERAL DIRECTORS CONVENTION AND EXPO
September 16-18, 2025

PLAN YOUR EXPERIENCE

EXHIBIT HALL HOURS

Tuesday, September 16
4:30 p.m.–7:30 p.m.
**Exhibit Hall
Opening Reception**

Wednesday, September 17
12:00 p.m.–3:00 p.m.
*Exhibit Hall
with Mini Golf and Lunch*

Times subject to change.

BADGES

Badge Pick-Up Available

Monday, September 15
3:00 p.m.–6:00 p.m.
*at NJSFDA Registration,
Floor 2 of the Hotel*

and

Tuesday, September 16
8:00 a.m.–2:00 p.m.
*at NJSFDA Help Desk,
Etes Arena, Floor 1 of the Hotel*

MOVE-IN—MOVE-OUT

*Improved Move-In
and Move-Out
location and details
to make your
experience more efficient
and much easier!*

IMPROVED

Move-In
Monday, September 15
Open to All Exhibitors
by Appointment Only
*Contact convention@njsfda.org
to schedule*

Tuesday, September 16
8:00 a.m.–2:30 p.m.
General Load-In

Move-Out
Wednesday, September 17
3:00 p.m.
All Load-Out

WHY SHOULD YOU JOIN US?

- **Interactive gamification:** Day two of the Convention will feature a nine-hole mini golf course that will run through the booths, encouraging guests to visit every inch of the Exhibit Hall and increasing traffic for all exhibitors' booths
- **Direct access** to a targeted audience of industry professionals
- **Exhibit alongside vetted exhibitors** allowing guests to find trusted and reputable companies
- **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

Can't join us in person?

Become a sponsor and advertise your company digitally without the onsite presence.

WHAT THE EXHIBITOR EXPERIENCE LOOKS LIKE

NEW

- Day two Exhibit Hall interactive mini golf course throughout entire Exhibit Hall
- **Back By Demand** All booths come with pipe, drape, carpeting, table and chairs
- Your own electronic booth and sponsorship selection for your ideal location
- Digital map, floorplan and directory shared with our attendees, members and consumers months in advance of the show and available for you to share as well

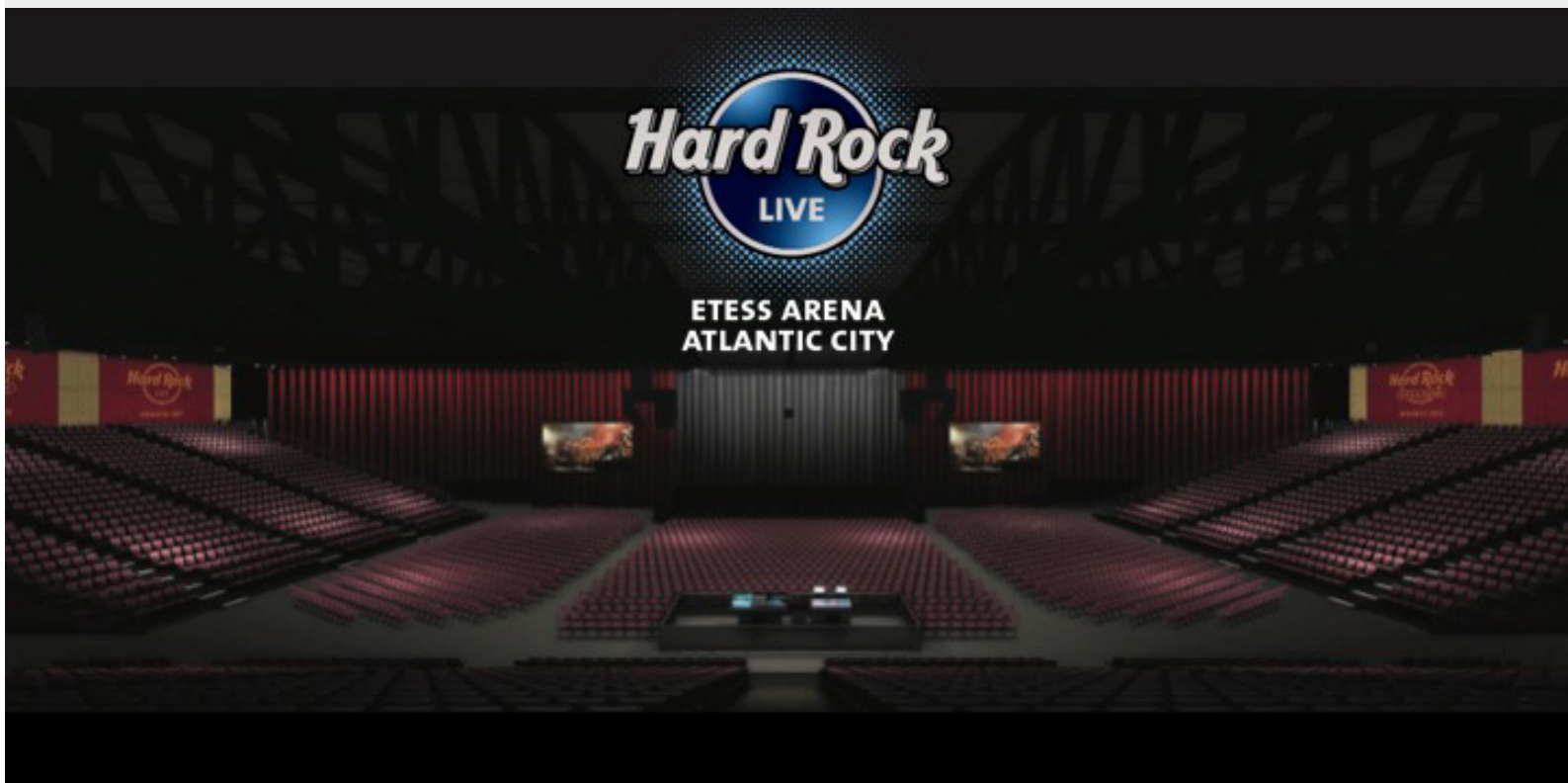
NEW

- NJSFDA Convention Marketing Kit which will include the official Funeral Directors Convention and Expo icon, graphics and promotional language to facilitate booth advertisements on social media, digital and print publications
- Multiple Full Access Exhibitor Badges valued at \$400 each, granting entry to educational offerings, networking, meals and open bars included in standard Convention registration*
- 30 percent discounted admission to the annual party
- Exclusive discounts in Atlantic City, affiliated with the NJSFDA Convention and Expo

NEW

- **Referral Program** As a special thank you, for our long-term exhibitors, we are debuting our brand-new Exhibitor Referral Program. If you refer another business to this year's Convention and the business then books a sponsorship or becomes a Convention exhibitor, we will offer you a free 30-second Megatron advertisement.

* Events requiring a ticket may be purchased for entry such as the Wednesday evening cocktail party.



BOOTH SELECTIONS

After listening to your feedback, we added more lower-cost sponsorship opportunities and included more complimentary benefits for our vendors. We endeavor to promote the companies who exhibit with us as much as possible.

Explore multiple options for configuring your Convention presence on the Exhibit Hall floor. Don't see something you need or wish to design something differently? Contact Convention Management at convention@njsfda.org to allow us to design a sponsorship package to meet the unique needs of your company.

FIRST TIME EXHIBITOR AND NONPROFIT ORGANIZATION SPECIAL **\$995**

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

Comes with:

- Table and two chairs
- Carpeting
- Two complimentary exhibitor all access passes
- NJSFDA Convention Media Kit for social media, digital and print publication promotion
- Convention website promotion



SINGLE INLINE BOOTH **\$1,995**

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

Comes with:

- Table and two chairs
- Carpeting
- Two complimentary exhibitor all access passes
- NJSFDA Convention Media Kit for social media, digital and print publication promotion
- Convention website promotion

SINGLE CORNER BOOTH **\$2,595**

10 ft x10 ft (100 SF) with pipe and drape separating the adjacent booth and FRONT and SIDE of booth is open.

Comes with:

- Table and two chairs
- Carpeting
- Two complimentary exhibitor all access passes
- NJSFDA Convention Media Kit for social media, digital and print publication promotion
- Convention website promotion

BOOTH SELECTIONS

SINGLE AUTO DISPLAY

\$3,595

(200 SF) space that can accommodate ONE car. Pipe and drape can be added at no additional cost.

Includes

- Table and two chairs
- Carpeting
- Two complimentary exhibitor all access passes
- NJSFDA Convention Media Kit for social media, digital and print publication promotion
- Convention website promotion

Want to display multiple cars? Save money by purchasing the multiple auto display.

MULTIPLE AUTO DISPLAY

\$4,595

(400 SF) space that can accommodate up to THREE cars. Pipe and drape can be added at no additional cost.

Includes

- Table and two chairs
- Carpeting
- Four complimentary exhibitor all access passes
- NJSFDA Convention Media Kit for social media, digital and print publication promotion
- Convention website promotion

ISLAND BOOTH

\$7,495

20x20 (400 SF) pipe and drape can be added at no additional cost. Standalone space to build out as you see fit

Includes

- **Automatic VIP sponsorship upgrade***
- Two tables and four chairs
- Carpeting
- Four complimentary exhibitor all access passes
- NJSFDA Convention Media Kit for social media, digital and print publication promotion
- Convention website promotion



** By purchasing an Island Booth, you automatically receive a VIP sponsorship upgrade at no additional cost, see details under Sponsorship Opportunities.*

SPONSORSHIP OPPORTUNITIES

We are offering more sponsorship opportunities than ever before. Want to offer something you don't see below or combine a few options? Contact Convention Management to discuss at convention@njsfda.org.

BUILD YOUR OWN *VIP BUNDLE

\$2,500

VIP
SPONSORSHIP
UPGRADE

This package will guarantee you an ad run throughout all Exhibit Hall hours on the two Megatron screens within the Etes Arena and promotion with our on-site signage and on-site program.

PLUS choose ONE of the opportunities below:

1. Highlighted on one of the NJSFDA social media platforms
2. Have an exclusive article written about your company in The FORUM (a NJSFDA digital publication with more than 1,000 readers)
3. 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

**By purchasing an Island Booth, you automatically receive a VIP sponsorship upgrade at no additional cost*



PLATINUM TIER

Want to sponsor one of our featured events that are considered Platinum sponsorships? Find details below on this year's offerings.

RIBBON CUTTING AND EXHIBIT HALL OPENING RECEPTION *price starting at \$5,750*

Join NJSFDA Board Members as they cut the ceremonial ribbon featuring your company's logo to open the 2025 Exhibit Hall and welcome all attendees to the Etes Arena for networking, socializing, business building, drinks and food. Comes with branded bar and food items, FORUM ad, promotion on the NJSFDA Convention website, inclusion in the on-site program highlights and much more.

THE BOARDWALK BAYOU AT THE BALCONY *price starting at \$3,000* **The 2025 Convention Party**

Located at Hard Rock's swanky indoor/outdoor space called The Balcony, all guests will feel like they have been transported to the French Quarter for a fun night of live jazz and cocktails in New Orleans.

When: Wednesday, September 17 from 10:30 p.m.–12:00 a.m.

Let's chat at convention@njsfda.org.

MULTI-
SPONSOR SPOTS
AVAILABLE

NEW
TIME

FUNERAL DIRECTORS ROUND-UP *price starting at \$2,000*

Sponsor the first major social event of Convention. Last year, guests billowed out into the hotel lobby space as multiple conferences came together to decompress and unwind with live music, cocktails and fun. Promote your company not only to funeral directors but all guests at The Hard Rock Hotel & Casino Atlantic City.

When: Tuesday, September 16 from 10:00 p.m.–12:00 a.m.

(Location to be determined)

NETWORK BRIDGE *price starting at \$1,500*

Want an opportunity to reach out to the next generation of funeral directors? Sponsor our Network Bridge, where funeral directors network with students and interns. This is a fantastic opportunity to connect with multiple generations of industry professionals and understand how to tweak your marketing strategies for the future as your target demographic slowly shifts.

When: Wednesday, September 17 from 3:15 p.m.–4:15 p.m.

GOLD TIER

Want to sponsor one of our Gold sponsorships? Find details below on this year's options.

NEW

For the first time the NJSFDA will be offering gamification at Convention. To encourage all attendees to walk every inch of the Exhibit Hall, we are teaming up with a company to create an interactive nine-hole mini golf course. All participants will receive a score card and will be encouraged to walk the entire course, complete all nine holes and have a chance to win carefully curated prizes.

MINI GOLF HOLE

\$600

9
AVAILABLE

Brand one of the course's nine holes with your company's logo and encourage participants to visit you at your booth.

MINI GOLF FLOOR DIRECTIONAL SIGNAGE

\$250

8
AVAILABLE

Eight available between holes. Help direct participants to the next location with branded vinyl floor decals.

FLOOR DIRECTIONAL EXCLUSIVE SPONSOR

\$2,000

MULTIPLE
PURCHASES
ALLOWED

Last year we received incredible feedback regarding the vinyl floor directionals we created. Be the exclusive sponsor in 2025 to direct everyone to where they need to go over the course of the entire Convention and Expo!



SILVER TIER

Want to sponsor one of our Silver sponsorships? Find details below on this year's options.

EXPO REFRESHMENTS*

\$1,550

2
AVAILABLE*

Company logo featured on refreshment stations and bars during Exhibit Hall hours on Tuesday or Wednesday – leave promotional materials, swag and more for attendees.

**one company to be exclusively highlighted each day of the Exhibit Hall*

ETESS ARENA MEGATRON ADVERTISEMENTS

\$550

5
AVAILABLE

Broadcast your company ad (graphic or 30-second video available) on the two Megatron screens positioned in the Exhibit Hall of the Etes Arena. Your ad will rotate throughout hall hours on Tuesday and Wednesday, maximizing exposure to Convention attendees.

EDUCATION SEMINAR

\$540

5
AVAILABLE

One of the more popular events at the Convention is our seminars, led by experienced speakers and industry experts. Be sure to grab the attendees' attention during each 60-minute seminar by becoming the exclusive sponsor of each event. Your branding will be displayed before the seminar, and you can leave promotional materials and swag for the hundreds of attendees who come to earn their continuing education credits. The best part? Each seminar is offered twice, doubling your reach.

BRONZE TIER

Want to sponsor one of our Bronze sponsorships? Find details below on this year's options.

NJSFDA SOCIAL MEDIA HIGHLIGHT

\$490

Interested in being highlighted in 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 Tik Tok channels.

NJSFDA MARKETING EMAIL

\$435

3
AVAILABLE

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

CONVENTION CONTACT

Lauren Marino, Event 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. No events may occur during scheduled Convention functions. Management has the right to end your gathering if 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 2025 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 08234

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

