

# 2019

## Funeral Directors Convention and Expo

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### EXHIBITOR OPPORTUNITIES

Harrah's Waterfront Conference Center  
Atlantic City, NJ  
September 17–19, 2019

[www.njsfda.org/convention](http://www.njsfda.org/convention)



# JOIN US

New Jersey State Funeral Directors Association is excited to invite you to be an exhibitor at our 2019 Convention and Expo. Committed to delivering valuable education and networking opportunities for funeral industry professionals, our annual Convention has proven to be one of the largest regional gatherings of its kind on the East Coast. Participation in our show will get you exclusive access to decision makers in funeral service over the course of three days and is sure to bring you and your business great exposure with our attendees.



**FUNERAL DIRECTORS CONVENTION & EXPO**  
**September 17-19, 2019**

# WHAT YOU NEED TO KNOW

## BADGE PICK-UP

**September 16**  
*Early Badge Pick-Up*  
Noon–6:00 p.m.

**September 17**  
7:00 a.m.–2:30 p.m.

## EXHIBITOR MOVE-IN

**September 16**  
*Casket, Vault or  
Car Company*  
By appointment only

**September 17**  
7:00 a.m.–2:30 p.m.

## EXHIBIT HALL HOURS

**September 17**  
4:30 p.m.–7:30 p.m.

**September 18**  
11:30 a.m.–3:30 p.m.

**September 19**  
10:00 a.m.–1:00 p.m.

## EXHIBITOR MOVE-OUT

**September 19**  
1:00 p.m.–6:00 p.m.

*Times subject to change.*

## WHAT YOU GET

- Complimentary Exhibitor Badges\*
- Early Badge Pick-Up
- Two Complimentary Convention Party Tickets
- Three days of stand-alone, non-competing Exhibit Hall hours
- Exhibit Hall Opening Wine and Cheese Reception
- Lunch and refreshments throughout the Convention
- Opportunity to purchase additional Convention Badges and Convention Party Tickets at a discounted rate

*\*The number of complimentary Exhibitor Badges varies based on booth size.*

Please complete the Exhibitor Rental Contract and return by May 1, 2019.

Exhibitor Space is sold on a first-come, first-served basis. Please return your contract by mail or fax. For access to all Exhibitor documents visit [www.njsfda.org/convention](http://www.njsfda.org/convention).

# BOOTHS

## PERIMETER WALL TABLE

**\$575**

One six-foot table along perimeter of room. Table may or may not touch neighboring perimeter wall table display. Displays must be tabletop only. No additional signage or stand-alone displays are permitted.

## SINGLE BOOTH

**\$1,250**

10' x 10' (100 SF) with one side open to an aisle arranged in a series along a straight line. Pipe and drape along all three sides. Multiple single booths may be purchased to create a larger linear space. One six-foot table, two chairs and a wastepaper basket included.

## CORNER BOOTH

**\$1,700**

10' x 10' (100 SF) with two sides open to an aisle with pipe and drape separating the adjacent booth. Corner Booth availability may be limited due to Exhibit Hall configuration. If you are interested in more than one Corner Booth, see End Cap Booth below. One six-foot table, two chairs and a wastepaper basket included.

## END CAP BOOTH

**\$3,450**

10' x 20' (200 SF) with three sides open to the aisles. Pipe-and-drape separation bordering the side rails of two Single Booths. The back-wall display is not to exceed eight feet in height or width. One six-foot table, two chairs and a wastepaper basket included.

## ISLAND BOOTH

**\$6,500**

20' x 20' (400 SF) with four corner booths. Aisle on all four sides and may or may not have pipe and drape on any of its sides. One six-foot table, two chairs and a wastepaper basket included.

## LARGE ISLAND BOOTH

**CALL FOR PRICING**

Large Island Booths (600+ SF) are customizable. Booth will have an aisle on all four sides and may or may not have pipe and drape on any of its sides. Single Booths can be added to Island Booths in increments of two to create the perfect sized Large Island Booth for your needs.

Contact Convention Management at 1.800.734.3712 to discuss customized booth options.



### **SINGLE AUTO DISPLAY**

**\$3,000**

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.

### **DOUBLE AUTO DISPLAY**

**\$4,025**

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.



# SPONSORSHIPS

## EVENT SPONSORSHIPS

### FUNERAL DIRECTORS ROUND-UP

As Round-Up sponsor, your company name will be mentioned in all communications promoting the Round-Up event, including emails, FORUM articles and Facebook posts. Your company name will be featured on event signage and representatives from your company will attend the event as host. Take advantage of this great opportunity to get to know the Convention attendees in a fun, casual environment.

### CONVENTION PARTY

Be connected to the largest event at Convention! With a custom theme and design, we will work with you to integrate your company into our Convention's most popular night out. Your company will receive ongoing promotion in Convention communications and event signage. You will also receive perks such as complimentary Convention Party Tickets and Exhibit Hall Badges.

## PREMIERE SPONSORSHIPS

### VIP

**\$2,900**

The VIP Sponsorships include:

- Logo placement on NJSFDA Convention website with a hyperlink of your choosing
- Logo placement on one of the Exhibit Hall food station signs each day food is served
- Advertorial about your company featured on the FORUM, the NJSFDA's digital publication with more than 1,000 readers
- Your company name listed on 15-foot sign at Exhibit Hall entrance for all to see as they arrive

### PREMIUM

**\$1,900**

The Premium Sponsorships include:

- Logo placement on NJSFDA Convention website with a hyperlink of your choosing
- Logo placement on one of the Exhibit Hall food station signs each day food is served
- Your company's ad posted on the FORUM, the NJSFDA's digital publication with more than 1,000 readers

Contact Convention Management at 1.800.734.3712 for more information on becoming an Event Sponsor.

All Sponsors receive recognition  
in the On-Site Program and Exhibitor Map  
distributed to all attendees

## ADDITIONAL SPONSORSHIPS

### WIFI LOUNGE All 3 Convention Days

\$2,100

Your company name will be featured on WiFi Lounge signage and your company's marketing materials will be displayed in the WiFi Lounge. Your company name will also appear as part of the WiFi password displayed on all WiFi Lounge tables.

EXCLUSIVE  
SPONSOR

### CHARGING TOWER All 3 Convention Days

\$2,100

Your company will be featured on a fully branded, stand-alone power station located in a high traffic area of the Conference Center where Convention attendees can charge their portable devices.

3  
AVAILABLE

### REFRESHMENT STATION

\$1,350

Your company name and booth number will be featured on one Refreshment Station sign for the duration of the refreshment break. The Refreshment Station will be placed in the pre-function area of the Conference Center.

3  
AVAILABLE

### CONFERENCE CENTER LED All 3 Convention Days

\$1,250

Your company's ad will rotate on the large, overhead, digital LED sign for all to see. This sign is prominently displayed at the entrance of the Conference Center.

3  
AVAILABLE

### EMAIL

\$500

Your company logo and website hyperlink will be featured in one Convention email communication sent to more than 2,500 readers prior to the event.

5  
AVAILABLE

### SEMINAR SIGNAGE

\$350

Your company name will be listed on the signage outside the seminar room. Each seminar will be exclusive to one sponsor. Seminar will be chosen by Convention Management.

5  
AVAILABLE

All logos, ads and company information must be provided according to specifications requested upon approval of the Exhibitor Rental Contract.

NOTE: Sponsorships are not tax deductible. Sponsorship listing in Convention promotional materials is contingent upon publication deadlines and the date the sponsorship request and payment are received.

## CONVENTION CONTACT

**Jessica Daly, Convention Manager** • [convention@njsfda.org](mailto:convention@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](http://www.njsfda.org/convention)

## RULES AND REGULATIONS

Convention Rules and Regulations can be found at [www.njsfda.org/convention](http://www.njsfda.org/convention).

## VENUE

Harrah's Waterfront Conference Center

777 Harrah's Boulevard, Atlantic City NJ 08401

T: 609.441.5000

[www.caesars.com/harrahs-ac](http://www.caesars.com/harrahs-ac)

## DRAYAGE AND TECHNOLOGY

Atlantic Exposition Services, AEX, is the Convention drayage company. As we approach the Convention, AEX will send an email with its 2019 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 and return the order form in accordance with the information they provide. All additional costs will be directly billed to the exhibitor.

Encore Technologies will provide all internet and electrical needs. Details on pricing and services will be provided in the AEX Exhibitor Kit.

The AEX Exhibitor Kit and technology forms will be sent to all registered exhibitors once contracts are approved and processed by Convention Management.

### **Atlantic Exposition Services (AEX):**

3089 English Creek Avenue

Egg Harbor Township NJ 08234

T: 609.272.1600 • F: 609.272.1680

### **Warehouse Shipping Address:**

3093 English Creek Avenue

Egg Harbor Township NJ 08234

Hosted annually by New Jersey State Funeral Directors Association

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Telephone: 1.800.734.3712

