

2022

Funeral Directors Convention & Expo

EXHIBITOR OPPORTUNITIES

Harrah's Resort
Atlantic City, NJ
September 20-22, 2022

www.njsfda.org/convention



JOIN US

New Jersey State Funeral Directors Association invites you to be an exhibitor at our 2022 Funeral Directors Convention and Expo, one of the largest regional gatherings of its kind on the East Coast. We are returning this year to Harrah's Waterfront Conference Center on the Marina to provide valuable education and networking opportunities for funeral industry professionals. Participation in our trade 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 20-22, 2022

WHAT YOU NEED TO KNOW

BADGE PICK-UP

**Monday
September 19**

Early Badge Pick-Up
12:00 p.m.–6:00 p.m.

**Tuesday
September 20**
7:00 a.m. – 2:30 p.m.

EXHIBITOR MOVE-IN

**Monday
September 19**

8:00 a.m.–4:00 p.m.
*Casket, Vault
and Car*
By appointment only

**Tuesday
September 20**
7:00 a.m.–2:30 p.m.
General Load-In

EXHIBIT HALL HOURS

**Tuesday
September 20**
4:00 p.m.–6:00 p.m.

**Wednesday
September 21**
12:00 p.m.–3:00 p.m.

**Thursday
September 22**
10:00 a.m.–1:00 p.m.

EXHIBITOR MOVE-OUT

**Thursday
September 22**
1:00 p.m.–6:00 p.m.

Times subject to change.

WHAT YOU GET

- Booth located in Harrah's Waterfront Conference Center
- Complimentary Exhibitor Badges*
- Early Badge Pick-Up
- Three days of stand-alone, non-competing Exhibit Hall hours
- Exhibit Hall Opening Wine and Cheese Reception
- Wednesday—Lunch
- Thursday—Brunch

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

Please complete the Exhibitor Rental Contract and return via email to convention@njsfda.org by **June 1, 2022**.

Exhibitor space is sold on a first-come, first-served basis.

BOOTHS

PERIMETER WALL TABLE

\$650

One six-foot table along perimeter of room. Table may or may not touch neighboring perimeter wall table. Displays must be tabletop only. No additional signage or stand-alone floor displays are permitted. **Must be a first-time exhibitor or nonprofit organization to be eligible.**

SINGLE BOOTH

\$1,375

10' x 10' (100 SF) with one side open to an aisle arranged in a series along a straight line. Pipe and drape along 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

\$1,825

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. One six-foot table, two chairs and a wastepaper basket included. (If you are interested in more than one Corner Booth, see End Cap Booth below.)

END CAP BOOTH

\$3,575

10' x 20' (200 SF) with three sides open to the aisles. Pipe and drape bordering the side rails of two Single Booths. One six-foot table, two chairs and a wastepaper basket included. **(Back wall display is not to exceed eight feet in height and 10 feet in width. Perimeter and Island booths are available for larger displays.)**

PERIMETER BOOTH

\$3,575

10' x 20' (200 SF) with three sides open and back to be placed against perimeter of exhibit hall space. This booth is best for those with large displays that need the full 20-foot width. The back-wall display is permitted to be the full height and length of booth. Pipe and drape to be supplied for back only. One six-foot table, two chairs and a wastepaper basket included.

ISLAND BOOTH

\$6,625

20' x 20' (400 SF) with four freestanding 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.

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

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. Large Island Booths can be adjusted to create the perfect-sized booth for your needs. One six-foot table, two chairs and a wastepaper basket included.

SINGLE AUTO DISPLAY

\$3,125

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

\$4,150

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

STARTING
AT
\$3,500

FUNERAL DIRECTORS ROUND-UP

The Funeral Directors Round-Up takes place on the first night of Convention and offers attendees an opportunity to gather in a social setting after a day of educational programming. As the exclusive Round-Up sponsor, your company name will be mentioned in all communications promoting the Round-Up event including emails, FORUM articles and social media posts. Your company name will also be included on event signage at the location, and you will be provided with drink tickets to hand out to clients and funeral directors at your discretion.

CONVENTION PARTY

Be connected to the largest social event at Convention by becoming a Convention Party sponsor. We are offering several customizable sponsorship opportunities for all budgets to allow companies, both big and small, the opportunity to receive great exposure throughout our event. All Convention Party sponsors will receive ongoing promotion in our Convention communications in the months leading up to the event, be featured on event signage at the location and receive perks such as complimentary Convention Party tickets and Exhibit Hall Badges for your representatives.

Contact Convention Management at 1.800.734.3712 for more information on customizing your event sponsorship.

PREMIER SPONSORSHIPS

VIP BUNDLE

\$2,700

5
AVAILABLE

This package deal includes priority logo placement on our official Convention website, your company logo placed in rotation on large digital sign at the entrance of the Waterfront Conference Center and premier promotion of your company on Convention signage. A company ad will be placed on The FORUM, NJSFDA's digital publication, with more than 1,000 readers, and there will be recognition in our On-site Program as a VIP sponsor.

*Have a unique sponsorship in mind that you don't see listed here?
Contact the Convention Manager to see how we can create
a custom sponsorship for your company.*

All sponsorships are available for both exhibiting and non-exhibiting vendors.

WIFI LOUNGE

\$2,500

Your company name will be featured on WiFi Lounge signage. You may choose to customize the lounge by displaying your marketing materials for the three days of Convention.

**EXCLUSIVE
SPONSOR**

PHOTO BOOTH

\$1,750

Your company logo will be displayed on photo booth signage and featured alongside the NJSFDA logo on all complimentary photos for attendees. Photo booth will be placed in the Exhibit Hall during the Opening Night Wine and Cheese Reception.

**EXCLUSIVE
SPONSOR**

REFRESHMENT STATION

\$1,350

Company logo featured on refreshment station signage for refreshment breaks located in the seminar rooms during the duration of event.

**2
AVAILABLE**

DIGITAL SIGNAGE

\$1,000

Company ad or logo placed in rotation on large digital sign above the entrance of the Waterfront Conference Center to be displayed for the duration of event.

**5
AVAILABLE**

EMAIL

\$550

Company logo and website hyperlink placed in one Convention email communication sent to more than 2,500 potential attendees prior to the event. Date of email and content will be chosen by Convention Management.

**5
AVAILABLE**

SEMINAR SIGNAGE

\$350

Company listed on signage outside the seminar room. Each seminar will be exclusive to one sponsor and each seminar is offered twice. Specific seminar will be chosen by Convention Management.

**6
AVAILABLE**

FACEBOOK

\$250

Facebook post on the NJSFDA Facebook page promoting company along with link to company web page. Date of Facebook post and final content edits to be determined by Convention Management.

**5
AVAILABLE**

All sponsoring companies will have their logos with hyperlink featured on the official NJSFDA Convention website.

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

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 Harrah's Resort Atlantic City for your event.

RULES AND REGULATIONS

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

The safety and health of Convention and Expo attendees is a priority of the NJSFDA. Should local, state, or national protocols dictate changes to any COVID-19 measures concerning public gatherings, the NJSFDA will share with all attendees the specific procedures necessary for everyone to enjoy a safe and comfortable Convention experience.

VENUE

Harrah's Resort Atlantic City

777 Harrah's Boulevard, 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 2022 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.

Harrah's Resort Atlantic City 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

