

2023

Funeral Directors Convention & Expo

EXHIBITOR OPPORTUNITIES

Harrah's Resort
Atlantic City, NJ
October 10-12, 2023

JOIN US

New Jersey State Funeral Directors Association invites you to be an exhibitor at our 2023 Funeral Directors Convention and Expo, one of the largest regional gatherings of its kind on the East Coast. We will once again be at 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
October 10-12, 2023

WHAT YOU NEED TO KNOW

BADGE PICK-UP

**Monday
October 9**

Early Badge Pick-Up
3:00 p.m.–6:00 p.m.

**Tuesday
October 10**

8:00 a.m. – 2:00 p.m.

EXHIBITOR MOVE-IN

**Monday
October 9**

8:00 a.m.–4:00 p.m.

*Casket, Vault
and Car*

By appointment only

**Tuesday
October 10**

7:00 a.m.–2:30 p.m.

General Load-In

EXHIBIT HALL HOURS

**Tuesday
October 10**

4:00 p.m.–6:00 p.m.

**Wednesday
September 21**

12:00 p.m.–3:00 p.m.

**Thursday
October 12**

8:00 a.m.–11:00 a.m.

EXHIBITOR MOVE-OUT

**Thursday
October 12**

11:00 a.m.–4:00 p.m.

Times subject to change.

WHAT YOU GET

- Booth located in Harrah's Waterfront Conference Center with a brand new floor plan and corner spaces for all
- Full Access Exhibitor Badges*
- Early Badge Pick-Up
- Three days of stand-alone, non-competing Exhibit Hall hours
PLUS additional hours on Wednesday offered for the first time
- Exhibit Hall Opening Reception
- Wednesday—Lunch
- Thursday—Breakfast

**Badges grant you access to all educational offerings and meals included in Convention registration.
Events requiring a ticket may be purchased separately for entry such as the Night of Spirits: Convention Costume Bash on Wednesday evening.*

*If you are interested in exhibiting at the 2023 Funeral Directors Convention & Expo
please contact convention@njsfda.org*

BOOTHS

NEW

BOOTH OPTIONS HAVE CHANGED FOR 2023

This year we are offering a brand new floor layout and method of purchasing booth space. We are no longer offering standard single booths. Instead, corner space will be available for purchase for every exhibitor. Each 10' x 10' space has two open sides and can be purchased in whatever square footage you need. Need a tabletop or space for vehicles? We have you covered below.

TABLETOP BOOTH

\$800

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

One six-foot table, two chairs and a wastepaper basket included. 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.

CORNER BOOTH

\$1,800

10' x 10' (100 SF) with two sides open to an aisle with pipe and drape separating the adjacent booth. Need more than 10' x 10'? Simply increase your order to the square footage needed and your cost will increase in increments of \$1,800. One six-foot table, two chairs and a wastepaper basket included per 100 SF.

SINGLE AUTO DISPLAY

\$3,350

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. One six-foot table, two chairs and a wastepaper basket included.

DOUBLE AUTO DISPLAY

\$4,375

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. One six-foot table, two chairs and a wastepaper basket included.

Need assistance with making sure your booth fits within our perimeters?

Contact us at convention@njsfda.org for further help.

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

SPONSORSHIPS



EVENT SPONSORSHIPS

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 a 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.

CONTACT
FOR
PRICING

MULTIPLE
OPPORTUNITIES
AVAILABLE

NEW NIGHT OF SPIRITS: CONVENTION COSTUME BASH

Be connected to the largest social event at Convention by becoming a Night of Spirits: Convention Costume Bash sponsor. We are offering customizable sponsorship opportunities for all budgets to allow companies, both big and small, the opportunity to receive great exposure throughout our event. Sponsor specific games like a Roulette table or go bigger by branding the event at large. All costume bash 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 complimentary costume bash tickets.

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

*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.*

SPONSORSHIPS CONTINUED

PREMIER SPONSORSHIPS

VIP BUNDLE

\$3,000

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 onsite program as a VIP sponsor.

CENTER OF EXHIBIT HALL FLOOR WIFI LOUNGE

\$2,700

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.

*base price
and fully
customizable*



REFRESHMENT STATION

\$1,500

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

DIGITAL SIGNAGE

\$1,350

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 Convention.



EMAIL

\$750

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.

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

SPONSORSHIPS CONTINUED

SEMINAR SIGNAGE

\$500

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.

NEW

UBER TRANSPORTATION CREDITS

\$500

This year we will be offering attendees Uber transportation credits in the form of an exclusive NJSFDA event code—pay into the bank and be featured on event signage, promotional emails for the event and on our official Convention website.

6
AVAILABLE

FACEBOOK

\$350

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.

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



All sponsoring companies will have their logos with hyperlink featured on the NJSFDA Convention website: www.njsfda.org/convention. We encourage all attendees to utilize this website, which is fully accessible from any smartphone or tablet, for all Convention-related information both at the Convention and prior to the event.

CONVENTION CONTACT

Lauren Marino, Event 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 2023 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 Event Technologies through 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

www.njsfda.org/convention

Telephone: 1.800.734.3712

