

# 2021

## Funeral Directors Convention & Expo

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### EXHIBITOR OPPORTUNITIES

Hard Rock Hotel & Casino  
Atlantic City, NJ  
September 22 – 23, 2021

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



# JOIN US

New Jersey State Funeral Directors Association invites you to be an exhibitor at our 2021 Funeral Directors Convention & Expo. This year's venue, the newly renovated Hard Rock Hotel & Casino, is sure to deliver a fresh energy to our annual event. Committed to providing valuable education and networking opportunities for funeral industry professionals, our Convention has proven to be one of the largest regional gatherings of its kind on the East Coast. Participation in our trade show, being held in the Hard Rock Live Etess Arena, will get you exclusive access to decision makers in funeral service over the course of two days and is sure to bring you and your business great exposure with our attendees. We have all had a challenging year and we are truly looking forward to reconnecting you with our funeral professionals in person.

NEW LOCATION!



FUNERAL DIRECTORS CONVENTION & EXPO

September 22 – 23, 2021

# WHAT YOU NEED TO KNOW

## BADGE PICK-UP

**Tuesday  
September 21**

*Early Badge Pick-Up*  
2:00 p.m. – 5:00 p.m.

**Wednesday  
September 22**

7:00 a.m. – 11:30 a.m.

## EXHIBITOR MOVE-IN

**Tuesday  
September 21**

8:00 a.m. – 4:00 p.m.  
*Casket, Vault and  
Car Load-In*

By appointment only

12:00 p.m. – 4:00 p.m.  
*General Load-In*

**Wednesday  
September 22**

7:00 a.m. – 11:00 a.m.  
*General Load-In*

## EXHIBIT HALL HOURS

**Wednesday  
September 22**

12:00 p.m. – 3:00 p.m.

**Thursday  
September 23**

10:00 a.m. – 1:00 p.m.

## EXHIBITOR MOVE-OUT

**Thursday  
September 23**

1:00 p.m. – 6:00 p.m.

*Times subject to change.*

# WHAT YOU GET

- Booth located in Hard Rock Live Etess Arena
- Complimentary Exhibitor Badges\*
- Early Badge Pick-Up
- Two days of stand-alone, non-competing Exhibit Hall hours
- 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 by **July 21, 2021**.

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

# BOOTHS

## PERIMETER WALL TABLE

**\$600**

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

**\$1,275**

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

**\$1,725**

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

**\$3,475**

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 Booths and Islands are available for larger displays.)**

## PERIMETER BOOTH

**\$3,475**

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 use 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

**\$6,525**

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

\$3,025

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

\$4,050

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

## VIP BUNDLE

\$2,500

5  
AVAILABLE

This package deal includes priority logo placement on our official Convention Website with link. The logo will be placed in rotation on large digital sign behind the information desk for the entirety of Convention. 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.

## REFRESHMENT STATION

\$1,350

2  
AVAILABLE

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

## DIGITAL SIGNAGE

\$1,000

5  
AVAILABLE

Company ad or logo placed in rotation on large digital sign behind information desk in main conference area to be displayed for duration of event.

## SANITIZING STATION

\$1,000

6  
AVAILABLE

Sanitizing station placed in high traffic location branded with company's logo for duration of event.

## EMAIL

\$500

5  
AVAILABLE

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.

*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.*

## **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 decided 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)

**If you are planning on hosting any private entertainment functions, please contact the Convention Manager and consider staying at the Hard Rock Hotel & Casino for your event.**

## RULES AND REGULATIONS

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

The safety and health of Convention and Expo attendees is a priority of the NJSFDA. We continue to monitor the ebbing health emergency and will take whatever steps are necessary to ensure attendee safety. Should local, state, or national protocols dictate changes to any ongoing public gathering COVID-19 measures, the NJSFDA will share with all attendees the specific procedures necessary for everyone to enjoy a safe and comfortable convention experience.

## VENUE

Hard Rock Hotel & Casino

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 2021 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.

Hard Rock Hotel & Casino 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

