

# 2018 CFSA Fall Conference & Trade Show EXHIBITOR REGISTRATION FORM



**MONDAY-TUESDAY, OCTOBER 29-30, 2018**

FORM 18WEB1

Your 2018 Exhibitor Registration **INCLUDES** two full 2-day personnel, with admission to the continental breakfast, luncheon, and President's Reception on Monday, and buffet breakfast, education sessions, and luncheon on Tuesday. Exhibitors will also receive two free exhibit hall guest passes for admission to the exhibit hall on Tuesday (does not include meals or education sessions).

Send your completed form: by mail to 49-Y Sherwood Terrace, Lake Bluff, IL, 60044; by fax to 847.295.6647; or by email to gbuckley@cfsaa.org. **You may also register online at [www.cfsaa.org](http://www.cfsaa.org).**

## EXHIBITING COMPANY INFORMATION

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Are you a CFSA Member?  Yes  No

Was your company a 2017 exhibitor?  Yes  No

### REGISTRATION RATES

	CFSA Member	Non-Member
Standard Booth Package	\$1,195	\$1,800
Premium Booth Package (booths highlighted in red, p. 6)	\$1,295	\$1,900
Exhibitor Showcase (p. 6)	\$250	\$350
Add'l. Personnel (2-Day)	\$325	\$435
4+ Add'l. Personnel (2-Day)	\$300	\$415
Add'l. Personnel (1-Day)	\$190	\$250
Spouse Rate (2-Day)	\$215	n/a

**After August 15**, add \$50 to booth package fees.  
**After October 5**, add \$25 to personnel registration fees.

### Booth Location Preferences (see p.6 in Prospectus)

(1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_

### How many tables will you need? (up to 3 included)

0  1  2  3

### Do you need electricity at your booth?

Yes (\$110 for 2 days)  No

### Exhibitor Showcase Time Preferences

(optional, see p. 6 in Prospectus)

(1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_

Full Name <i>(as it should appear on badge)</i>	Email Address <i>(at least one email address required)</i>	Personnel Type <i>(choose one)</i>	Fee <i>(see box)</i>
			(Included in booth package)
			(Included in booth package)
		<input type="checkbox"/> 2-Day <input type="checkbox"/> Mon. Only <input type="checkbox"/> Spouse <input type="checkbox"/> 2-Day (4+) <input type="checkbox"/> Tue. Only	\$
		<input type="checkbox"/> 2-Day <input type="checkbox"/> Mon. Only <input type="checkbox"/> Spouse <input type="checkbox"/> 2-Day (4+) <input type="checkbox"/> Tue. Only	\$
		<input type="checkbox"/> 2-Day <input type="checkbox"/> Mon. Only <input type="checkbox"/> Spouse <input type="checkbox"/> 2-Day (4+) <input type="checkbox"/> Tue. Only	\$
		<input type="checkbox"/> 2-Day <input type="checkbox"/> Mon. Only <input type="checkbox"/> Spouse <input type="checkbox"/> 2-Day (4+) <input type="checkbox"/> Tue. Only	\$
Copy this form or attach an additional page to register more than six attendees.			<b>Total Personnel Fees:</b> \$

### PAYMENT METHOD:

- A check is included with this form.
- Payment has been mailed separately.
- Bill my credit card. (Form on opposite side)
- Please bill my company. (CFSA members only)

+ Booth Fee\* \$ \_\_\_\_\_

+ Electrical (\$110 if needed) \$ \_\_\_\_\_

+ Exhibitor Showcase \$ \_\_\_\_\_

+ Sponsorship (on reverse) \$ \_\_\_\_\_

Signature \_\_\_\_\_

**Exhibitor Cancellation Policy:** Booth package cancellations receive a 50% refund through Sept. 12; no booth refunds after this date. Personnel cancellations receive a full refund through Oct. 14; 50% refund Oct. 15-22; no refunds after this date or for no-shows.

**TOTAL \$** \_\_\_\_\_

*\*Will automatically be adjusted if Premium booth is not available.*

# 2018 CFSA Fall Conference & Trade Show

## SPONSORSHIP MARKETING OPPORTUNITIES



FORM 18WEB1

Please indicate which item you would like to sponsor/co-sponsor. Co-sponsors will be notified of the second co-sponsor. Sponsorships will be assigned on a first-come, first-served basis. **Availability as of 7/3/18.**

### PLATINUM LEVEL SPONSORSHIPS (\$2,000+)

- NEW!** Conference Wi-Fi Internet Sponsorship - \$2500.....
- Fall Conference & Trade Show Program Book (included in on-site registration packets) - \$2,000.....
- Fall Conference & Trade Show Registration Tote Bags (distributed to all registrants) - \$2,000.....  C.J. BOOTS CASKET COMPANY
- NEW!** Fall Conference Hydration Stations & Souvenir Water Bottles (distributed to all registrants) - \$2,000.....  PREPAINTED METALS LLC
- Marketing & Advertising.....  NOMIS PUBLICATIONS
- Marketing & Advertising.....  KATES-BOYLSTON PUBLICATIONS

### GOLD LEVEL SPONSORSHIPS (\$1,000-\$1,999)

- President's Reception Open Bar Co-Sponsorship (1 of 2) - \$1,750.....  TIEDEMANN-BEVS INDUSTRIES
- President's Reception Open Bar Co-Sponsorship (2 of 2) - \$1,750.....
- Post-Conference Photo Montage - \$1,750.....  SOUTHERN CRAFT MFG.
- NEW!** Conference Brochure Mailer Sponsorship - *Must confirm by 8/1* - \$1,500.....
- President's Reception Hors d'Oeuvres Co-Sponsorship (1 of 2) - \$1,500.....  MAC MACHINE & METAL WORKS
- President's Reception Hors d'Oeuvres Co-Sponsorship (2 of 2) - \$1,500.....  MATTHEWS AURORA FUNERAL SOL.
- Monday Coffee and Soft Drinks - \$1,500.....
- Tuesday Coffee and Soft Drinks - \$1,500.....
- Tuesday Buffet Breakfast Co-Sponsorship (1 of 2) - \$1,500.....  ASTRAL INDUSTRIES
- Tuesday Buffet Breakfast Co-Sponsorship (2 of 2) - \$1,500.....
- Attendee Lanyards (custom printed with CFSA's and sponsor's name) - \$1,500.....  SOUTH DURHAM CASKET
- Monday Exhibitor Continental Breakfast Co-Sponsorship (1 of 2) - \$1,250.....
- Monday Exhibitor Continental Breakfast Co-Sponsorship (2 of 2) - \$1,250.....
- Lifetime Recognition Award(s) Presentation - \$1,000.....  VANDOR CORPORATION
- NEW!** Pre-Conference Email Newsletter Sponsorship - *Must confirm by 8/1* - \$1,000.....
- On-Site Sponsor Signage.....  KEITH M. MERRICK COMPANY

### SILVER LEVEL SPONSORSHIPS (\$500-\$999)

- NEW!** Industry Discussion Panel Session Sponsorship - \$850.....
- Monday Attendee Luncheon Co-Sponsorship (1 of 3) - \$750.....  VERPLANK ENTERPRISES
- Monday Attendee Luncheon Co-Sponsorship (2 of 3) - \$750.....  SAUDER FUNERAL PRODUCTS
- Monday Attendee Luncheon Co-Sponsorship (3 of 3) - \$750.....
- Tuesday Attendee Luncheon Co-Sponsorship (1 of 3) - \$750.....
- Tuesday Attendee Luncheon Co-Sponsorship (2 of 3) - \$750.....
- Tuesday Attendee Luncheon Co-Sponsorship (3 of 3) - \$750.....
- Under-40 "After Party" Open Bar Co-Sponsorship (1 of 2) - \$750.....
- Under-40 "After Party" Open Bar Co-Sponsorship (2 of 2) - \$750.....
- CFSA Business Meeting - \$500.....

### IN-KIND SPONSORSHIPS (Recognized at the level corresponding to their market value)

- On-Site Event Photography.....

### PAYMENT INFORMATION - EXHIBITOR PACKAGES & SPONSORSHIPS

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Payment Method:  Bill our Company (CFSA Members only)  Check Enclosed  Credit Card (below)

Credit Card No. \_\_\_\_\_ Expir. \_\_\_\_\_ Sec. Code \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_



Send completed form to: 49-Y Sherwood Terr., Lake Bluff, IL 60044 • Fax 847.295.6647 • Email gbuckley@cfsaa.org

**Sponsorship Opportunities**  
Expand your reach and promote your brand with a unique sponsorship package tailored to your company's needs and budget. Explore opportunities for 2018 below or call us to discuss your marketing needs.



**2017 Platinum Sponsors:**

Matthews Aurora Funeral Solutions  
VerPlank Enterprises

Prepainted Metals  
Kates-Boylston Publications  
Nomis Publications

**PLATINUM LEVEL SPONSORSHIPS  
(\$2,000+)**

All Platinum level sponsors are invited to provide a letter-sized or smaller flyer to be included in the registration tote bags and a full-page ad to be included in the conference Program Book, in addition to the benefits provided by their chosen sponsorship.

**President's Reception Open Bar - \$3,500**

The President's Reception is the headlining social event of the Fall Conference & Trade Show and features an upscale Open Bar service. Multiple bar stations featuring high-quality poster signage advertise your company's support for one of the most popular features of the Conference.

**NEW! Conference Wi-Fi Internet Sponsorship - \$2500**

Be the MVP of the Fall Conference by providing free Wi-Fi internet access for the Exhibit Hall. Your company will be recognized on the splash screen users will see when they first log in to the wireless network.

**Fall Conference & Trade Show Program Book - \$2,000**

Your sponsorship can help make the Fall Conference's primary resource for attendees possible: the Program

Book. This approximately 68-page, professionally-bound book is distributed to every attendee at registration and features the conference schedule, keynote descriptions, exhibit hall information, and more! As the Program Book sponsor, your company's ad will be featured on the rear cover of the Program Book.

**Fall Conference & Trade Show Registration Tote Bags - \$2,000**

Back after their impressive debut last year in Indy, your company can make a lasting impression on every attendee by sponsoring the conference souvenir tote bags. Your company's logo will stand out on a high-quality canvas tote bag given to every attendee at registration and filled with conference materials.

**NEW! Fall Conference Hydration Stations & Souvenir Water Bottles - \$2,000**

New for the 2018 Fall Conference & Trade Show, help CFSA go green while also putting your company's logo front-and-center on an item attendees will want to take home. Each attendee will receive a reusable BPA-free plastic water bottle featuring your logo in their registration tote bag to be used at water stations located in each conference room and the exhibit hall—no bottled water will be distributed!

## **GOLD LEVEL SPONSORSHIPS (\$1,000-\$1,999)**

All Gold level sponsors are invited to provide a letter-sized or smaller flyer to be included in the registration tote bags and a full-page ad to be included in the conference Program Book.

### **Post-Conference Photo Montage - \$1,750**

Put your company's name on one of CFSA's grandest traditions: the Post-Conference Photo Montage. Printed on high-quality paper, the Photo Montage booklet showcases conference happenings and attendees through the work of our professional conference photographer. The Photo Montage is a treasured keepsake for many members and will prominently feature your company's name.

### **NEW! Fall Conference Attendee Brochure Mailer Sponsorship - \$1,500**

New this year: Put your company's logo in front of CFSA members before the conference even begins! As sponsor of the Fall Conference & Trade Show Attendee Brochure, your logo will be featured on the high-quality, full-color brochure mailed to all CFSA members and prospects announcing the conference program. *MUST BE CONFIRMED BY AUGUST 1st.*

### **President's Reception Hors d'Oeuvres - \$1,500**

Two co-sponsorships available  
The President's Reception is the headlining social event of the Fall Conference & Trade Show and features an upscale hors d'oeuvres service. An expertly-designed appetizer buffet featuring high-quality poster signage advertises your company's support for one of the most popular features of the Conference.

### **Coffee and Soft Drinks - \$1,500 -**

Two sponsorships available: Monday/Tuesday  
The bread and butter of any conference: caffeine! Sponsor the beverage stations featuring coffee, soft drinks, lemonade, and iced tea to ensure your company's name is featured on high-quality signage in a high-traffic area that attendees will keep coming back to!

### **Tuesday Buffet Breakfast - \$1,500**

Two co-sponsorships available  
Put your company's name on the most important meal of the day. Your company will be recognized through high-quality signage as attendees visit our breakfast buffet.

### **Attendee Lanyards - \$1,500**

One of the most popular sponsorship options, your company name will be printed next to the conference name on a lanyard given to each attendee at registration.

### **Monday Exhibitor Continental Breakfast - \$1,250**

Two co-sponsorships available  
Put your company's name on the most important meal of the day. Your company will be recognized through high-quality signage as exhibitors visit our VIP breakfast station.

### **Lifetime Recognition Award(s) Presentation - \$1,000**

Sponsor the presentation of the Casket & Funeral Supply Association of America's highest honor: the Lifetime Recognition Award. Your company's name will be featured on high-quality signage alongside the stage during the presentation and reception.

### **NEW! Pre-Conference Email Newsletter Sponsorship - \$1,000**

New this year: Put your company's logo in front of CFSA members before the conference even begins! Your company's logo will be featured prominently in five preconference informational emails sent to all CFSA members. *MUST BE CONFIRMED BY AUGUST 1st.*

## **SILVER LEVEL SPONSORSHIPS (\$500-\$999)**

All Silver level sponsors are invited to provide a full-page ad to be included in the conference Program Book.

### **NEW! Industry Discussion Panel Session Sponsorship - \$850**

Back by popular demand, CFSA will present a moderated panel of the casket and funeral supply leaders and innovators discussing the challenges facing the industry today. Your company's name will be featured on high-quality signage alongside the stage during the panel discussion.

### **Attendee Luncheon Co-Sponsorship - \$750 -**

Six total co-sponsorships across Monday/Tuesday  
Multiple sponsors help CFSA provide delicious buffet lunches for attendees both days of the conference. Your company name will be featured on high-quality signage next to the lunch carefully designed by hotel chefs in consultation with CFSA.

### **Under-40 "After Party" Open Bar - \$750 -**

Two co-sponsorships available  
One of the most popular events of the conference is our young professional networking party, though every attendee—from 21 to 91 and beyond—is invited to attend! The venue (TBA) will feature high-quality poster signage to advertise your company's support.

### **CFSA Business Meeting - \$500**

Put your company name on high-quality signage front and center in the room where it happens: sponsor the CFSA business meeting and help provide meeting space for the CFSA Board of Directors.



**REGISTER ONLINE & VIEW  
CONFERENCE SCHEDULE @ [CFSAA.ORG](http://CFSAA.ORG)**