

2023

CFSA

CASKET & FUNERAL SUPPLY
ASSOCIATION OF AMERICA

**2023 ANNUAL
CONFERENCE**

**MAY 1-2 2023
INDIANAPOLIS**

**CFSA ANNUAL CONFERENCE
SPONSORSHIP & SUPPLIER
SHOWCASE OPPORTUNITIES**

MAY 1-2, 2023 | THE CONRAD | INDIANAPOLIS, IN

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We're going beyond the booth at the 2023 CFSA Annual Conference. CFSA members and suppliers will gather in-person in May once again, except this time the experience is crafted to give all attendees maximum opportunity to build value-oriented business relationships with one another. This year, we are sparking connections with one another—not focusing on booths.

CFSA is proud to present the Supplier Showcase, a boutique experience for suppliers to exhibit their products and services to CFSA members throughout the entirety of the event. You are no longer forced to stand behind a table, ship expensive materials to and from the event, or pigeon-holed into exhibitor-only time. You will be fully immersed in the event experience, not roped off in a separate room waiting for attendees to come visit your booth. Suppliers will have full access to the entire conference, including a seat at attendee tables during every meal and at every educational session.

This prospectus outlines all sponsorship and Supplier Showcase Opportunities for the 2023 CFSA Annual Conference.

WHAT DOES A SUPPLIER SHOWCASE LOOK LIKE?



This boutique experience allows your products and tables to be in the room where all attendees will be throughout the event. As shown on the left, the highboys are placed around the general session room and you can choose to stand at your highboy or join a table with attendees. This new design allows you full interaction and a fully immersed experience at the event!



SUPPLIER SHOWCASE BENEFITS

15 SPOTS AVAILABLE

Member: \$899 | Non-Member: \$1,399

Pre-Event

- Recognition on CFSA's Annual Conference webpage.
- Logo and webpage linked in every Annual Conference promo distributed between your commitment date and the event.
- Pre-Event attendee list.

Event

- Your Supplier Showcase commitment comes with one all-access pass, and a guarantee to be seated at tables with member firms during each educational session of the Annual Conference. Additional passes may be purchased for a supplemental fee.
- Highboy stationed inside the general session room that can be used to hold supplier materials. Can also bring a pull-up banner no larger than 33.5" X 80" to place aside your highboy station.
- Representative can attend all CFSA hosted meals including the Under 40 After Party, the Breakfast with Vendors, the Lifetime Recognition Awards and the Lunch Panel with OGR.
- Hour and a half of designated Supplier Showcase "Speed Dating" time on Monday where you will have three minutes to pitch your supplies to all attendees. The Speed Dating takes place right after a general session, ensuring attendance.
- Opportunity to reserve a private room in the hotel to chat with potential clients one-on-one. This opportunity will be first-come, first-served based on who signs up first at the event.
- Recognition throughout the event as a supplier in CFSA's Supplier Showcase.
- Opportunity to offer a prize at your designated Supplier Showcase highboy. Drawings for prizes will be held live before the Lunch Panel.
- Opportunity to provide branded item for attendees.

Post-Event

- Recognition in CFSA Annual Conference recap in summer issue of CFSA's *Insider* magazine.
- Recognition in CFSA Annual Conference recap in one issue of CFSA's *The Messenger* newsletter.
- Recognition, including hyperlink to your company's website, in post-event email sent to all attendees.
- Post-event attendee list.

SPOTLIGHT ADD-ON BENEFITS

6 SPOTS AVAILABLE

Member: \$99 | Non-Member: \$150

This add-on benefit gets you full access to attendees who will be attending the off-site member tours on Monday morning. This opportunity can only be added on to Supplier Showcase commitments.

Between the journey from The Conrad hotel to the first tour location, and then the drive to the second location, those who commit to the spotlight will be able to provide either a five minute video to be played on the bus or will be able to give a five minute pitch. This add-on also gives one representative a full-access ticket to the tour so you will be able to join other attendees and spark those lasting connections before the tour begins. You will also receive a pre and post-event attendee list of those who will be on the tour.

SPONSOR OPPORTUNITIES AND BENEFITS

Maximize the value of your participation in the Annual Conference by sponsoring a program event or item during the event. Sponsorships range from \$500 to \$2,500.

Sponsor Benefits

- Recognition in pre and post-event printed and digital marketing materials, including your logo hyper-linked to your website on the CFSA event webpage.
- Full-page advertisement in the CFSA Annual Conference printed program.
- Signage prominently placed on-site.
- Verbal or printed recognition of your sponsored program event or item.
- Recognition of your company's attendees with a sponsor name badge ribbon.
- Opportunity to be featured in the Sponsor Spotlight series in *The Messenger* newsletter leading up to the event.

Sponsor Opportunities

- Attendee Lanyards | \$1,500
- CFSA Business Meeting | \$500
- Educational Programs | \$750 **(2 available)**
- Lifetime Recognition Awards Presentation | \$1,250
- President's Reception Entertainment | \$500
- President's Reception Sponsor | \$1,500 **(2 available)**
- President's Reception Open Bar | \$1,500 **(2 available)**
- Professional Headshot Station | \$1,500
- Past President's Board Dinner | \$1,000
- Registration Tote Bags | \$1,500 **(2 available)**
- Women's Forum Title | \$1,500
- Monday Tour Sponsor | \$1,750 **(2 available)**
- Tuesday Attendee Luncheon | \$750 **(3 available)**
- Tuesday Buffet Breakfast | \$1,500 **(2 available)**
- Tuesday Coffee, Water & Soft Drinks | \$1,500
- Under-40 "After Party" Open Bar | \$1,000 **(2 available)**
- On-site Printed Program | \$2,000
- On-site Sponsor Signage | \$500

MAXIMIZE YOUR EXPOSURE

Advertising Opportunities

Enhance your Supplier Showcase commitment or Annual Conference Sponsorship with an advertising partnership with CFSA. Multiple opportunities to grow your exposure are available including ad space in the *CFSA Insider*, the CFSA quarterly Member Directory, and the CFSA Annual Report. If you're interested in extending your reach, contact CFSA Senior Communications Coordinator, Taylor Meyers, at tmeyers@cfsaa.org for more information.

SCHEDULE AT A GLANCE

Monday, May 1, 2023

- Off-site Member Tour
- Educational General Session
- Supplier Showcase Speed Dating
- Awards & Networking
- Over/Under 40 Party

Tuesday, May 2, 2023

- Annual Meeting
- Breakout Education Sessions
- Lunch Panel
- Women's Forum

RESERVE YOUR COMMITMENT TODAY!