

2024



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

APRIL 8-9, 2024 | THE WESTSHORE GRAND | TAMPA, FL

# CFSA ANNUAL CONFERENCE

APRIL 8-9, 2024 | THE WESTSHORE GRAND | TAMPA, FL

We're going beyond the booth at the 2024 CFSA Annual Conference. CFSA members and suppliers will gather at an experience 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 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 event.

This prospectus outlines all sponsorship and Supplier Showcase Opportunities for the 2024 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

No Limit

Member: \$1,050 | Non-Member: \$1,600

## Here's How it Works

As a Supplier Showcase participant, you have the opportunity to exhibit on Monday from 1:00 PM to 3:30 PM, giving ample spotlight time with the membership and non-member attendees to introduce your products and services to your audience. Each member will be provided with a "passport" that you will stamp, showing evidence that the attendee visited with you at your table.

At the end of the session, everyone with a fully-stamped passport (meaning the attendee visited with every Supplier Showcase member) will go into a hopper for a drawing. The prize this year is a \$500.00 gift card!

## 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 to place aside your highboy station.
- Representative can attend all CFSA hosted meals including the Under 40 After Party, the Breakfast, the Lifetime Recognition Awards and the Lunch Panel.
- Recognition throughout the event as a supplier in CFSA's Supplier Showcase.
- Opportunity to provide branded item for attendees.

## Post-Event

- 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.

## 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 \$1,500.

### 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

#### Sunday

- President's Reception Open Bar | \$1,500 **(1 available)**
- President's Reception | \$1,500 **(2 available)**

#### Monday

- Continental Breakfast | \$750 **(2 available)**
- Distributor/Manufacturers Roundtables | \$750 **(2 available)**
- Lunch | \$1500 **(2 available)**
- Passport Gift Card Prize | \$500 **(1 available)**
- Supplier Showcase Drink Tickets | \$1,500 **(2 available)**
- Lifetime Recognition Awards/Networking | \$1,250 **(1 available)**
- Under-40 "After Party" at Westhore Grand Open Bar Sponsor | \$1,000 **(2 available)**

#### Tuesday

- Continental Breakfast | \$750 **(2 available)**
- Annual Business Meeting | \$500 **(2 available)**
- Wrap Up Lunch | \$1,000 **(2 available)**

#### All-Conference

- Attendee Lanyards | \$1,500 **(1 available)**
- Attendee Tote Bags | \$1,500 **(1 available)**
- Wi-Fi Sponsor | \$1,500 **(1 available)**

## MAXIMIZE YOUR EXPOSURE

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### 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 Chief Executive Officer Tim Murphy at [tmurphy@cfsaa.org](mailto:tmurphy@cfsaa.org) for more information.

## SCHEDULE AT A GLANCE

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### Sunday, April 7, 2024

6:00 PM - 9:00 PM                      Past President Dinner

### Monday, April 8, 2024

7:00 AM - 9:00 AM                      Supplier Showcase Setup

9:00 AM - 9:45 AM                      Continental Breakfast

10:00 AM - 11:30 AM                      Distributor/Manufacturers Roundtables

12:00 PM - 12:45 PM                      Lunch

1:00 PM - 3:30 PM                      Supplier Showcase

4:00 PM - 5:30 PM                      Lifetime Recognition Awards/Networking

### Tuesday, April 9, 2024

9:00 AM - 10:00 AM                      Continental Breakfast

10:00 AM - 11:00 AM                      Annual Business Meeting

11:15 AM - 12:15 PM                      Industry Professional Panel Discussion

12:15 PM - 1:15 PM                      Conference Wrap-up with Lunch

**RESERVE YOUR COMMITMENT TODAY!**