



CFSA ANNUAL CONFERENCE SPONSORSHIP & TRADE SHOW OPPORTUNITIES

APRIL 6-8, 2025 | THE WESTIN CLEVELAND DOWNTOWN

CFSA ANNUAL CONFERENCE

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Nearly 100 funeral supply professionals are expected to gather for the premiere event of the year that gives you an efficient and economical way to connect with funeral-related suppliers, manufacturers, and distributors seeking alliances.

There are a wide range of affordable sponsorship options to fit your marketing objectives but please note many opportunities are limited.

Reserve your sponsorship level online at <https://www.cfsaa.org/events/>

Benefits for All Sponsors

- Recognition in pre and post-event printed and digital marketing materials, including your logo hyperlinked 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 namebadge ribbon.
- Featured in Sponsor Spotlight series in *The Messenger* newsletter leading up to the event.
- Recognition on CFSA social media channels.

Sponsor Opportunities

\$2,000

- Attendee Bag with logo 1 available

\$1,800 each

- Education Session Sponsor 3 2 available

\$1,500

- Lunch 2 1 available
- Kick Off Party Reception 1 available
- Lanyard 1 available

\$1,000 each

- Breakfast 2 1 available
- Kickoff Party Dinner Sponsor 1 available
- Under-40 "After Party" 2 1 available
- Program Book 1 available

\$950 each

- Kick Off Party Reception Entertainment 1 available
- Tuesday Break 1 available
- Under -40 "After Party" Bar Sponsorship 2 available

\$750 each

- ~~Lifetime Recognition Awards Presentation~~ 1 available

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\$500 each

- ~~Kick Off Party Reception Bar Sponsor~~ 1 available
- ~~Passport Gift Card Prize~~ 1 available

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SUPPLIER SHOWCASE EXHIBIT HALL

As a Supplier Showcase exhibitor, you have the opportunity to exhibit on Monday from 1:00 PM to 3:00 PM, giving ample spotlight time with attendees to introduce your products and services.

To encourage attendees to visit all of the exhibits there will be an exhibit hall game card with a completed card giving earning one chance into a drawing for a \$500 gift card.

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Cost to Exhibit:

	until 4/1
Member:	\$1,150
Non-Member:	\$1,750

Exhibit includes one registration, one 6 foot table or cocktail table with one chair.

Benefits for Exhibitors

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.
- Receive attendee mailing list 30 days prior to conference.

During Conference

- One all-access pass and a guarantee to be seated at tables with member firms during each educational session of the Annual Conference. Additional company representatives must purchase their own all-access pass.
- Ticket for your Representative to attend all CFSA hosted meals including the Under 40 After Party, the Breakfast, the Lifetime Recognition Awards and the education session.
- Recognition throughout the event as a supplier in CFSA's Exhibit Hall.
 - Supplier Spotlight (optional for exhibitors; no extra fee)
 - You'll have 3 minutes (max) to speak/present your product/program/topic.
 - You can use a video (or PowerPoint), a short talk from the lectern, or a combination of both (3 minutes max).
 - You'll need to present to our staff team your talking points or script (if speaking) and a copy of your video (if using video/PowerPoint) no later than March 24, 2025.
- Opportunity to provide branded item for attendee welcome packet.
- Recognition in CFSA social media during the event.

Post-Event

- Recognition in CFSA Annual Conference article in CFSA's *The Messenger* newsletter.
- Logo and hyperlink to your company's website, in post-event email sent to all attendees.
- Receive attendee mailing list 30 days after the conference.

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SCHEDULE AT A GLANCE

Sunday, April 6, 2025

- Afternoon Join groups purchasing tickets and going to the Rock & Roll Hall of Fame
- 6:00 PM - 9:00 PM Kickoff Party - all welcome - additional registration required

Monday, April 7, 2025

- 7:00 AM - 8:00 AM Supplier Showcase Setup
- 8:00 AM - 9:00 AM Continental Breakfast and Networking Session
- 9:00 AM - 11:00 AM Suppliers Spotlights & Networking
- 11:15 AM - 12:00 PM Education Session – AI Tools
Hugues Mailhot, Vice-President, Sales and Marketing, Explorai
- 12:00 PM - 1:00 PM Lunch & Networking
- 1:00 PM - 3:30 PM Offsite Plant Tour – Victoriaville & Co (transportation provided)
- 4:00 PM - 5:00 PM Lifetime Recognition Awards
- 8:30 PM - 10:00 PM Over/Under 40 Party

Tuesday, April 8, 2025

- 8:00 AM - 9:00 AM Breakfast and Networking
- 9:00 AM - 9:45 AM Annual Business Meeting
- 10:00 AM - 10:45 AM Education - Economic Adviser
Lloyd Johnson, Chief Investment Officer, First Commonwealth Bank
- 10:45 AM - 11:15 AM Education - Panel Discussion
- 11:30 AM Closing Lunch

RESERVE YOUR COMMITMENT TODAY!