



International Convention & Expo
October 20-23, 2013
Austin, TX



2013 NFDA Convention Sponsorship Opportunities

Get involved! Make a strong and lasting impression on the members of the leading and largest funeral directors association in the world by sponsoring the 2013 NFDA International Convention & Expo, October 20-23, in Austin, Texas.

As a convention sponsor, your company will be recognized in NFDA's extensive marketing campaign, which targets the entire NFDA membership and previous convention attendees. The campaign includes promotion via the NFDA website, NFDA Bulletin (weekly e-newsletter), broadcast emails and faxes. During the NFDA convention, your company will be recognized in the onsite program, on convention signage and from the podium.

In addition to the convention-level sponsorship benefits (see page 4), every \$1000 of sponsorship gives your company two (2) points toward the NFDA Partners recognition program (see page 5 for complete details).

Stand out from the crowd – sponsor the 2013 NFDA International Convention & Expo!



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October 20-23, 2013
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2013 NFDA International Convention & Expo

October 20-23, 2013

Austin Convention Center, Austin, TX

2013 Sponsorship Opportunities

As a sponsor, your company name will appear in future issues of *The Director* magazine and the onsite *Convention Program & Expo Buyer's Guide*, on NFDA's website and event signage.

Sponsorship Levels

Indicate your sponsorship level and NFDA will apply your sponsorship to the area where it would provide the best value. You will receive recognition for all of the areas you sponsor and at the corresponding sponsorship level. See page 4 for detailed benefits of each sponsorship level.

- | | | | |
|---|----------|---|----------|
| <input type="checkbox"/> Platinum Level Sponsor | \$40,000 | <input type="checkbox"/> Silver Level Sponsor | \$10,000 |
| <input type="checkbox"/> Gold Level Sponsor | \$20,000 | <input type="checkbox"/> Bronze Level Sponsor | \$5,000 |

2013 à la Carte Sponsorship Opportunities

Choose the areas you would like to sponsor on an à la carte basis. You will receive recognition for all of the areas you sponsor and for the corresponding sponsorship level. See page 4 for details on the à la carte sponsorship opportunities.

- | | | | |
|---|----------|---|----------|
| <input type="checkbox"/> Welcome Reception (Sun)* | \$50,000 | <input type="checkbox"/> Convention Notebooks | \$20,000 |
| <input type="checkbox"/> Boot Scootin' Bash (Wed party)* | \$50,000 | <input type="checkbox"/> Convention fold-out map/schedule* | \$20,000 |
| <input type="checkbox"/> Education Workshops* (\$5000/room) | \$25,000 | <input type="checkbox"/> Convention Pen* | \$10,000 |
| <input type="checkbox"/> Workshop Recordings/Live Webcasts* | \$25,000 | <input type="checkbox"/> Mini Pocket Program* | \$10,000 |
| <input type="checkbox"/> General Session Keynote (Mon)* | \$25,000 | <input type="checkbox"/> Internet Kiosks* | \$10,000 |
| <input type="checkbox"/> General Session Keynote (Wed)* | \$20,000 | <input type="checkbox"/> Convention Flowers* | \$10,000 |
| <input type="checkbox"/> International Reception* | \$20,000 | <input type="checkbox"/> Expo Aisle Banners* | \$20,000 |
| <input type="checkbox"/> Service of Remembrance | \$10,000 | <input type="checkbox"/> 10 Expo Park Benches* (5 for \$5000) | \$10,000 |
| <input type="checkbox"/> Service of Remembrance Video* | \$10,000 | <input type="checkbox"/> Online Expo Map | \$10,000 |
| <input type="checkbox"/> Funeral Directors Under 40* | \$10,000 | <input type="checkbox"/> On-floor Attendee Lounges | \$10,000 |
| <input type="checkbox"/> All Star Recognition Ceremony* | \$5,000 | <input type="checkbox"/> Massage Station (3 available) | \$5,000 |
| <input type="checkbox"/> Badge Lanyards* (SOLD) | \$15,000 | <input type="checkbox"/> General Support | \$ _____ |
| <input type="checkbox"/> Registration Bags* | \$30,000 | | |

***Exclusive Sponsorship amount; co-sponsorship opportunities also available for these items**

Note: In order to have your company name listed in the onsite printed program/roster, the sponsorship agreement form and check must be received no later than **April 15, 2013.**

For details, contact Kellie Schilling at +1-262-814-1546 (kschilling@nfda.org) or Andy Werner at +1- 262-814-1550 (awerner@nfda.org).



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Convention Sponsorship Levels

Indicate your sponsorship level and NFDA will apply your sponsorship to the area where it would provide the best value. You will receive recognition for all of the areas you sponsor and at the corresponding sponsorship level. *See page 4 for detailed benefits of each sponsorship level.*

- | | | | |
|---|----------|---|----------|
| <input type="checkbox"/> Platinum Level Sponsor | \$40,000 | <input type="checkbox"/> Silver Level Sponsor | \$10,000 |
| <input type="checkbox"/> Gold Level Sponsor | \$20,000 | <input type="checkbox"/> Bronze Level Sponsor | \$5,000 |
| | | <input type="checkbox"/> Other Amount | \$_____ |

Activity or item sponsored: _____

2013 NFDA Convention Sponsorship Agreement Form

Company (as it should appear in program): _____

Contact Person/Title: _____

Address: _____

City/State/Zip Code: _____

Phone #: _____ Fax: _____

Email: _____ Website: _____

Our organization acknowledges that NFDA retains the sole right to select the presenter(s) and direct all aspects of any event.

Signature: _____

Method of Payment

- ☐ Check (U.S. dollars drawn on U.S. bank) payable to NFDA; send to National Funeral Directors Association, 13625 Bishop's Drive, Brookfield, WI 53005-6607
- ☐ Credit Card Fax to 262-782-7092 or call Kate Bissen at 262-814-1563
- ☐ American Express ☐ MasterCard ☐ Visa ☐ Discover

Card Number _____ Expiration Date _____

Cardholder's Name (print) _____ Signature _____

Return this form with payment to: NFDA International, 13625 Bishop's Drive, Brookfield, WI 53005-6607; or fax to: Attn Kellie Schilling, Fax 262-782-7092.

For questions, please contact Kellie Schilling at 262-814-1546, kschilling@nfda.org or Andy Werner at 262-814-1550, awerner@nfda.org.

Thank you for supporting NFDA!



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2013 NFDA Convention Sponsorship Benefits

Core Benefits for NFDA sponsorships of \$5,000 or more:

- Priority Sponsorship listings in the Supplier Directory on the NFDA website above all enhanced and basic listings.
- Exposure via NFDA's Website, with your sponsorship listing on event-related pages, including your company logo with a direct link to your Website.
- Onsite Sponsorship recognition signage displayed throughout the Convention and Expo hall.
- Sponsorship listing in the August Expo Preview issue (deadline June 5), October Convention issue (deadline August 5) and December Convention Recap issue (deadline October 5) of *The Director* magazine and the onsite *Convention Program & Expo Buyer's Guide* (deadline August 5).
- Special NFDA sponsorship-level logo
- Verbal recognition at the NFDA International Convention & Expo during the Opening and Closing Sessions, with a visual display of your company logo
- Special sponsorship ribbons for your company representatives (equal to the number of representatives).
- Pre- and post-show Convention attendee list.
- One-year subscription to *The Director*.

Convention Sponsorship-Level Benefits

Platinum - \$40,000

- Two Full-pages (spread) "Sponsor Spotlight" advertorial in *The Director* magazine
- Supplier Spotlight on the *NFDA Business Exchange* website
- Eight complimentary tickets to any one Convention social event
- One full-page color advertisement in *The Director* October issue and the onsite *Convention Program & Expo Buyer's Guide* (materials due July 15)
- Sponsorship of two issues of the *NFDA Bulletin* e-newsletter, with your company logo and a direct link to your company Website
- NFDA's full membership list for telemarketing and mailing (one-time usage)
- Convention Registration Bag Insert (deadline to have the one-page flyer to NFDA is September 3)
- "Featured Exhibitor" AND "NFDA Sponsor" listing on the NFDA website
- Enhanced Listing on the NFDA website
- Plus all of the Core Benefits

Silver - \$10,000

- One Full-page "Sponsor Spotlight" advertorial in *The Director* magazine
- "Featured Exhibitor" listing in the August "NFDA Expo" issue of *The Director* magazine AND the onsite *Convention Program & Expo Buyer's Guide*
- "Featured Exhibitor" AND "NFDA Sponsor" listing on the NFDA website
- Two complimentary tickets to any one Convention social event
- Enhanced Listing on the NFDA website
- Sponsorship of one issue of the *NFDA Bulletin* e-newsletter, with your company logo and a direct link to your company website
- Plus all of the Core Benefits

Gold - \$20,000

- Two Full-pages (spread) "Sponsor Spotlight" advertorial in *The Director* magazine
- Supplier Spotlight on the NFDA website
- Four complimentary tickets to any one Convention social event
- Sponsorship of two issues of the *NFDA Bulletin* e-newsletter, with your company logo and a direct link to your company website
- NFDA's full membership list for telemarketing and mailing (one-time use)
- Convention registration bag insert (deadline to have the one-page flyer to NFDA is September 3)
- "Featured Exhibitor" listing in the August "NFDA Expo" issue of *The Director* magazine AND the onsite *Convention Program & Expo Buyer's Guide*
- "Featured Exhibitor" AND "NFDA Sponsor" listing on the NFDA website
- Enhanced Listing on the NFDA website
- Plus all of the Core Benefits

Bronze - \$5,000

- Sponsorship of one issue of the *NFDA Bulletin* e-newsletter, with your company logo and a direct link to your company website
- "NFDA Sponsor" listing on the NFDA website
- Enhanced Listing on the NFDA website
- Plus all of the Core Benefits



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Become an NFDA Partner – New in 2013!

NFDA appreciates the essential support of advertisers, exhibitors and sponsors! In order to more effectively recognize that support, NFDA has created the NFDA Partner Recognition Program. Advertising, sponsorship, exhibiting and other NFDA support will be recognized based on a point system:

1 point for every \$1,000 of advertising dollars

2 points for every \$1,000 of sponsorship dollars

1 point for every 5 years of exhibiting with NFDA, up to 20 years/4 points

1 bonus point is possible by accomplishing one of the following non-financial ways of supporting NFDA:

- Entering the Best of the Booth Competition at the NFDA Expo
- Participating in the NFDA Innovation Award Competition during the Expo
- Attending the GES Exhibitor Training
- Having 10 or more Free Expo Registrations redeemed

When NFDA-supporting suppliers reach **30 or more points**, their recognition as an NFDA Partner will start and continue for the remainder of that calendar year. In addition, elite supporters, those with 50 or more points, will be recognized as an “NFDA President’s Partner” and will receive additional exclusive benefits and recognition from the NFDA Executive Board.



2013 Partner

NFDA Partner Benefits

In addition to all of the recognition received from event and Convention sponsorship, advertising and/or exhibiting, NFDA Partners will be recognized with:

- Logo on the NFDA Partner banner at Convention
- Logo on the NFDA Partner signage at events
- Use of NFDA Partner logo
- Logo on the NFDA Partner Web page, with link to Partner website
- Recognition in *The Director* magazine
- Recognition in the Convention & Expo Program & Expo Buyers Guide
- Recognition in the weekly NFDA e-newsletter, *The Bulletin*

NFDA President’s Partner, the elite level for supporters with **50 or more points**, will receive exclusive recognition at the Opening General Session, President’s Partner pins, access to the exclusive hospitality lounge in the Expo hall and additional personalized recognition from the NFDA Executive Board. Special recognition will also include increased access to the NFDA Executive Board (details to be determined).



2013 President’s Partner