



Dear SCFDA Affiliate Members and Vendors,

Our 35th Mid-Winter Conference & Expo will be held at the Columbia Metropolitan Convention Center in Columbia, SC, January 31– February 2, 2022. **Please review the following documents thoroughly, noting all exhibitors and attendees will be required to sign a COVID-19 disclosure and waiver statement prior to receiving their admittance badge.**

For those exhibitors who attended the 2021 MWC & Expo and would like the same (or a similar) booth location, please forward your booth reservation form no later than **December 3, 2021**. After the December 3rd deadline, all remaining available spaces will be offered to other exhibitors on a first-come, first-serve basis.

One FREE exhibitor is included with each booth. Additional exhibitor badges are available for purchase.

We will be hosting our Welcome Reception on the EXPO Floor, Monday, January 31, 2022 , from 5:30—7:30 PM. This will give attendees an extra opportunity to come by your booth. This is a casual reception, so it is not required that someone remain in your booth. However, based on past years, some participants attended only the Welcome Reception to speak with vendors rather than during regular EXPO hours.

Registration to our MWC & Expo includes admission to all events EXCEPT the Legislative Reception at the Palmetto Club on Tuesday evening, February 1, 2022. Tickets to this event can be purchased separately. **BUSINESS ATTIRE IS REQUIRED FOR THIS EVENT.**

The Hilton Columbia Center, conveniently located across the street from the Columbia Convention Center, will be our MWC & Expo Headquarters. Make your reservations early! The deadline to reserve hotel accommodation is Wednesday, January 5, 2022.

We continue to offer General Levels of Sponsorship for the conference. Once again, this year we will offer Individual Sponsorship opportunities. Information is included in this packet. We value our wonderful relationships with all our vendors and greatly appreciate your sponsorship and support of SCFDA events and activities throughout the year!

Please call or email if you have any questions. I look forward to seeing you at our 35th Mid-Winter Conference & Expo in Columbia, SC, January 31 - February 2, 2022.

Sincerely,

Rion Rampey
SCFDA Executive Director

35th Mid-Winter Conference & Expo

January 31 - February 2, 2022

Columbia Metropolitan Convention Center
Columbia, SC

SCHEDULE (Tentative)

Monday, January 31, 2022

5:30 – 7:00 pm REGISTRATION (Expo Hall)

5:30 – 7:30 pm WELCOME RECEPTION (Expo Hall)
**Cash Bar*

NOON – 1:00 pm LUNCH

1:00 – 2:00 pm **How to Deal with Phone Shoppers**
Presented By: Danny Jefferson

Danny is an Author, Speaker, Coach, and Comedian. He has had articles and videos published throughout the industry. Danny's topic, "How to Deal with Phone Shoppers" has been published in articles and blogs throughout the funeral industry, and will be the subject of this enlightening, funny and informative session. (1 CE)

Tuesday, February 1, 2022

8:00 am REGISTRATION

8:30 – 9:00 am WELCOME – Opening Remarks

9:00 – 10:30 am **Connecting the Workplace and Life Through F.U.N.**
Presented By: Paul Long
There are a lot of misperceptions about the impact FUN can have in the workplace. Contrary to popular belief, creating a culture of experience that empowers employees to create more FUN improves employee engagement, reduces attrition and inspires growth across nearly every performance metric. Why does the work you have to be different than the you at home? It doesn't! (1.5 CE)

2:00 – 3:00 pm **Building a State Mass Fatality Response Team & Disaster Portable Morgue**

Presented By: Shannon Dotson & Rusty Clevenger
Natural and man-made hazards have the potential to generate large numbers of fatalities. Areas of the state are vulnerable to hurricanes, earthquakes, dam failures, radiological disasters, railway disasters, airline disasters, industrial disasters, weapons of mass destruction, biological events and pandemics. These incidents can last for many weeks and cause fatalities in such large numbers that the current capacity of the medical and coroner infrastructures could be overwhelmed. This presentation will serve as an introduction to the development and needs of this process and how the members of SCFDA will be utilized as part of the State Mass Fatality Response Team. (1 CE)

10:30 – NOON **Do People Still Care About Funeral Service?**
Presented By: Tyler Anderson

We've all seen how societal changes are driving new trends in funeral service, including an increase in direct disposition. The prearrangement experience has often been overlooked, viewed as a platform to sell a policy, instead of an opportunity to increase the value of ceremony, ritual, and gathering. In this presentation, you'll learn why the pre-arrangement conference has a significant impact on the future of your business and how a focus on improving the experience for the families you serve will positively impact your business for years to come. (1.5 CE)

3:00 pm ADJOURNMENT

**All seminars will be held upstairs in the Convention Center Ballroom.*

NOON – 1:00 pm LUNCH

1:00 – 4:00 pm Funeral EXPO

5:00 – 7:00 pm LEGISLATIVE RECEPTION (The Palmetto Club)
**Ticketed Event, Business Attire Required*

Wednesday, February 2, 2022

8:30 am REGISTRATION

9:00 – 11:00 am FUNERAL EXPO

11:00 – NOON **Elevating the Cremation Experience**
Presented By: Joseph H. Brown III

Joseph recently completed construction of a 2-million-dollar facility dedicated to the families that choose to gather with ceremony and witness the cremation of their loved one. His presentation will explain why it's important to attach ceremony to cremation & why it's up to funeral directors to elevate the experience. (1 CE)

HOTEL ACCOMODATIONS

To make your lodging reservations at the **Hilton Columbia Center**, call **803-744-7800**. Additional lodging available at the **Hampton Inn**, call **803-231-2000**. Mention "SCFDA" at either location to receive the group rate.

Room rates: \$168.00 (Hilton), \$149.00 (Hampton Inn)
Hotel cut-off date: **Wednesday, January 5, 2022**

The Hilton is located at 924 Senate Street directly across from the Convention Center. The Hampton Inn is located at 822 Gervais Street, down the street from the Convention Center.

DRESS CODE

Monday & Tuesday - Business Attire (All Events)
Wednesday - Business Casual (All Events)

35th Mid-Winter Conference & Expo

January 31 - February 2, 2022

Columbia Metropolitan Convention Center
Columbia, SC

BOOTH REGISTRATION FORM

COMPANY NAME _____

CONTACT PERSON _____

ADDRESS _____

CITY _____ ST _____ ZIP _____

PHONE _____ Email _____

Yes, we would like to be a part of the SCFDA 35th Annual Mid-Winter Conference and Expo.

2022 Color scheme is black and gray draping. The entire EXPO floor is carpeted and chairs / trashcan will be provided.

Please reserve the following:	Before January 1	After January 1	Amount
_____ Single Carpeted Booth (10 x 10')	@ 675.00	745.00	_____
_____ Vehicle Space	@ 865.00	915.00	_____
We will need the following for our booth:			
_____ Skirted Six Foot Table	@ 40.00	50.00	_____
_____ Electricity (per booth)	@ 35.00	75.00	_____
_____ Wireless High-Speed Internet	—	—	<u>NO CHARGE</u>
_____ Number of additional Exhibitors in our booth	@ 75.00*	85.00	_____

(*One FREE exhibitor included with each booth. This fee includes lunch Tuesday & Wednesday.)

EXHIBITORS NAME BADGE INFORMATION (Example: Joseph T. "Joe" Smith)

1. _____ 4. _____
2. _____ 5. _____
3. _____ 6. _____

LEGISLATIVE RECEPTION: 5:00-7:00 pm, Tuesday, February 1, 2022, The Palmetto Club—BUSINESS ATTIRE REQUIRED

_____ Silver (four tickets)	300.00	_____
_____ Bronze (two tickets)	170.00	_____
_____ Individual Ticket	95.00	_____

TOTAL AMOUNT ENCLOSED

_____ We would like to have the same (or near the same) booth we had in 2021, OR

First Booth Choice _____ Second Choice _____ Third Choice _____

We prefer that our exhibit space not be located to the right or left, or opposite (directly across an aisle) of any of the following firms who may be exhibitors. In some cases this may not be possible to accomplish.

We prefer that our exhibit space is placed close to: _____

All of the Rules and Regulations of the Exhibition have been read by, and are accepted by us, and made a part of this contract and we agree to comply with them.

Signature of Authorized Representative Date _____

*Circle One: AMEX VISA MC # _____ Exp _____ Amt: _____
(*Credit card transactions will incur a 3.5% processing fee.)

Please return this application along with CHECK or CREDIT CARD to: SCFDA, PO Box 1350, Mt. Pleasant, SC 29465

Booth cancellations for the SCFDA Mid-Winter Conference & Expo must be received in writing or postmarked on or before December 31, 2021, to receive a full refund. Due to guarantees SCFDA must make to the Columbia Convention Center, cancellations received after December 31, 2021, and no-shows will not receive a refund. Telephone requests must be followed up in writing. Refunds will be issued in the event SCFDA cancels the Mid-Winter Conference & Expo.

35th Mid-Winter Conference & Expo

January 31 - February 2, 2022

Columbia Metropolitan Convention Center
Columbia, SC

SPONSORSHIP FORM

General Sponsorship Opportunities: (*Includes Legislation Reception)

Platinum Sponsor \$2,500* (3 Legislative Tickets)
Silver Sponsor \$1,500* (1 Legislative Ticket)
Friend of MWC \$100

Gold Sponsor \$2,000* (2 Legislative Ticket)
Bronze Sponsor \$1,000

Individual Event Sponsorship Opportunities:

Additional sponsorship opportunities are available for various events (see reverse side for more information.) Please contact the SCFDA office, 843.881.3634 OR rion@scfda.org, with any questions.

All sponsors will be listed on the SCFDA website, SCFDA App and on-site signage during the event. Level of sponsorship, check one:

_____ **Platinum Sponsor** \$2,500

_____ **Gold Sponsor** \$2,000

_____ **Silver Sponsor** \$1,500

_____ **Bronze Sponsor** \$1,000

_____ **Friend of MWC** \$100

_____ **Individual Event / Speaker Sponsorship**
(Specify) _____

TOTAL AMOUNT ENCLOSED \$ _____

The following sponsors will be attending the Legislative Reception on Tuesday, February 1, 2022:
(*BUSINESS ATTIRE REQUIRED*)

- _____
- _____
- _____

Name of Company _____

Contact Person _____

Address _____

City, State, Zip _____

Phone _____ Email _____

Please return this form along with CHECK or CREDIT CARD: SCFDA, PO Box 1350, Mt. Pleasant, SC 29465

Circle One: AMEX Visa MC # _____ Exp. _____ Amt. _____

**All credit card payments will incur a 3.5% processing fee.*

35th Mid-Winter Conference & Expo

January 31 - February 2, 2022

Columbia Metropolitan Convention Center

Columbia, SC

SPONSORSHIP INFORMATION

General Sponsorship Opportunities: (*Includes Legislation Reception)

Platinum Sponsor **\$2,500*** (3 Legislative Tickets)

Gold Sponsor **\$2,000*** (2 Legislative Ticket)

Silver Sponsor **\$1,500*** (1 Legislative Ticket)

Bronze Sponsor **\$1,000**

Friend of MWC **\$100**

Individual Event Sponsorship Opportunities:

Virtual Platform \$500

Limited sponsorship opportunities available. First come, first served. SCFDA creates additional signage with your logo to be included in the virtual presentation.

Speaker \$1000 +

Limited sponsorship opportunities based on speaker fees with minimum sponsorship of \$1000. First come, first served. SCFDA creates additional signage with your logo to be placed near the seminar ballrooms the day of the seminar. You have the opportunity to give a brief 2-3 minute presentation on your company prior to introducing the speaker.

Hotel Key Cards \$1200

(Based on 300 one-sided key cards. For use in the SCFDA room blocks)

Beverage Breaks \$1500* (*Daily Option Available for \$750/day)

(Includes both Tuesday & Wednesday.) SCFDA creates additional signage with your logo to be placed near the beverage breaks each day.

Daily Beverage Breaks - Tuesday \$750

Daily Beverage Breaks - Wednesday \$750

Continental Breakfast \$2500* (*Daily Option Available for \$1250/day)

(Includes Tuesday & Wednesday.) SCFDA creates additional signage with your logo to be placed near the breakfast each day.

Daily Breakfast - Tuesday \$1250

Daily Breakfast - Wednesday \$1250

Audio Visual \$3000* (*Daily Option Available for \$1500/day)

(Includes Tuesday & Wednesday.) SCFDA creates additional signage with your logo to be placed by the seminar ballrooms and on the EXPO Floor each day.

Daily Audio Visual - Tuesday \$1500

Daily Audio Visual - Wednesday \$1500

35th Mid-Winter Conference & Expo

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Columbia Metropolitan Convention Center
Columbia, SC

EXPO RULES AND REGULATIONS

The following Rules and Regulations with reference to exhibits have been formulated for the interest of Exhibitors, and their cooperation is therefore requested. These regulations are a part of the agreement between the Exhibitor and the South Carolina Funeral Directors Association.

In the interest of the whole Exhibition and Conference, the Exhibitor agrees not to encourage attendance of any person to the exhibits except during the hours specified herein. Exhibitors will be allowed admission to their exhibits at reasonable hours. All others will be admitted to the Exhibit Hall only during the specified hours and only by showing a proper convention badge. **Once the exhibits are set up and security guards in place, admission to the Exhibit Hall is by convention badge only, including Exhibitors.**

1. The 35th Annual Mid-Winter Conference & Expo will be held at the Columbia Metropolitan Convention Center, 1101 Lincoln St., Columbia, SC 29210, January 31, February 1, 2, 2022.
2. **Exhibit Set-Up Time:** Exhibitors will be allowed to set up Monday, January 31 from 9:00 am - 10:00 pm and Tuesday, February 1 from 7:30 am - 1:00 pm.
3. **Exhibit Hall Schedule:**

Monday, January 31, 2022	5:30 pm—7:30 pm
Tuesday, February 1, 2022	1:00 pm—4:00 pm
Wednesday, February 2, 2022	9:00 am—11:00 am
4. The Exhibitor agrees to make no claim for any reason, including negligence, against the South Carolina Funeral Directors Association, its members or agents or employees, for loss, theft, damage or destruction of exhibit items; nor for any injury to himself or employees while in the Exhibition Hall; nor damage of any nature or character including any damage to his business by reason of the failure to provide space for the exhibit or for the removal of the exhibit; nor for any action of any nature of the South Carolina Funeral Directors Association or its members, committees, employees, or agents, nor for failure to hold the Exhibition as scheduled.
5. No Exhibitor may allow any article to be brought into or act done on the premises which will vitiate or increase the premium on the policies of insurance held by the owner of the building, nor permit anything to be done by employees by which the premises shall in any manner be marred or defaced and any damage done shall be made good to the South Carolina Funeral Directors Association or the owners of the buildings, as their interest may appear. No signs or other articles should be affixed, nailed, or otherwise attached to walls, doors of the building in such manner as to deface, alter, or destroy the same. Likewise, no attachments can be made to the floors by nails, screws, or any other devices that would damage or mar them. All space is leased subject to these restrictions.
6. Exhibitors shall not be permitted to solicit business in booths other than their own or in the aisles.
7. The South Carolina Funeral Directors Association reserves the right to restrict exhibits that, because of noise or any other reason, become objectionable; and to prohibit or remove any exhibit that, in the opinion of the South Carolina Funeral Directors Association, may detract from the general character of the Exhibition. This reservation includes persons, things, conduct, printed matter, or anything of a character that may be objectionable to the Exhibition as a whole or that may be in violation of any federal or state law or municipal ordinance.

35th Mid-Winter Conference & Expo

January 31 - February 2, 2022

Columbia Metropolitan Convention Center
Columbia, SC

EXHIBIT HALL INFORMATION

FOOD (MINTS, CANDIES, ETC.) & BEVERAGES on EXPO FLOOR

All food and beverage services are exclusively provided by Spectra Food Services. Exhibitors may distribute food and/or non-alcoholic beverage products ONLY upon written authorization. It is YOUR responsibility to email or fax the "Authorization Request" for approval to distribute ANY food or beverage in your booth. Should you have any specific question please contact Taylor Barry, Catering Sales Manager at 803-545-0078 or Taylor_Barry@comcastspectacor.com

SET-UP TIME

Vendors will be allowed to set up: Monday, January 31 (9:00 am – 10:00 pm) and Tuesday, February 1 (7:30 am – 1:00 pm)

FUNERAL EXPO HOURS

Monday, January 31 (5:30 pm—7:30 pm)
Tuesday, February 1 (1:00 pm—4:00 pm)
Wednesday, February 2 (9:00 am—11:00 am)

LUNCH

With each booth comes one registration (\$75.00 for each additional person). Registration includes Monday Night Welcome Reception and lunch Tuesday and Wednesday.

BOOTH DISPLAYS

The convention center requests that exhibitors NOT ship any items to the convention center. The convention center will not be held liable for any items shipped to them.

PRX Exposition Services in Columbia offers shipping services. PRX Exposition Services will receive your item and deliver the package to your booth prior to the expo. PRX Exposition Services will also ship items back to you following the conference.

Should you need shipping services, contact PRX Exposition Services.

PRX Exposition Services

196A Shop Grove Drive
Columbia, SC 29209
803-926-5300
RMangum@prexposition.com

COLUMBIA METROPOLITAN CONVENTION CENTER

Physical Address: The convention center will NOT accept deliveries at this address. Contact PRX Exposition Services for shipping.

1101 Lincoln Street, Columbia, SC 29201
803-545-0001

HOTEL ACCOMODATIONS (Room Blocks)

Hilton Columbia Center (SCFDA Convention Headquarters)
924 Senate Street, Columbia, SC 29201
803-744-7800

Hampton Inn

822 Gervais Street, Columbia, SC 29201
803-231-2000

Room rates: \$168.00 (Hilton), \$149.00 (Hampton Inn)

Hotel cut-off date: January 5, 2022

Be sure to mention "South Carolina Funeral Directors Association" for the group rate. The Hilton is located across from the Convention Center. The Hampton Inn is down the street within walking distance from the Convention Center.

35th Mid-Winter Conference & Expo

January 31 - February 2, 2022

Columbia Metropolitan Convention Center
Columbia, SC

EXHIBITOR FOOD & BEVERAGE SAMPLE FORM

The Columbia Metropolitan Convention Center, 1101 Lincoln Street, Columbia, SC 29211, has granted exclusive food service rights to its concessionaire, Spectra Food Services. All food and beverage served in the Columbia Convention Center must be provided through Spectra Food Services.

For exhibitors who wish to distribute a food or beverage product that is manufactured and distributed in the normal course of the exhibitor's business, may request to do so according to the following restrictions.

- *Liquid samples may not exceed two (2) ounces
- *Dry weight samples may not exceed two (2) ounces
- *Sample distribution must be limited to the exhibitor's booth area only
- *It is unlawful to distribute alcoholic beverages of any kind
- *POPCORN IS **NOT** ALLOWED UNLESS PURCHASED THROUGH SPECTRA FOOD SERVICES
- *Sampling is available for public exhibits shows only. It is not to be a substitute for a catered order.

Event Name: **35th Mid-Winter Conference & Expo (South Carolina Funeral Directors Association)**

Event Dates: **January 31 - February 2, 2022**

On Site Contact Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Email: _____

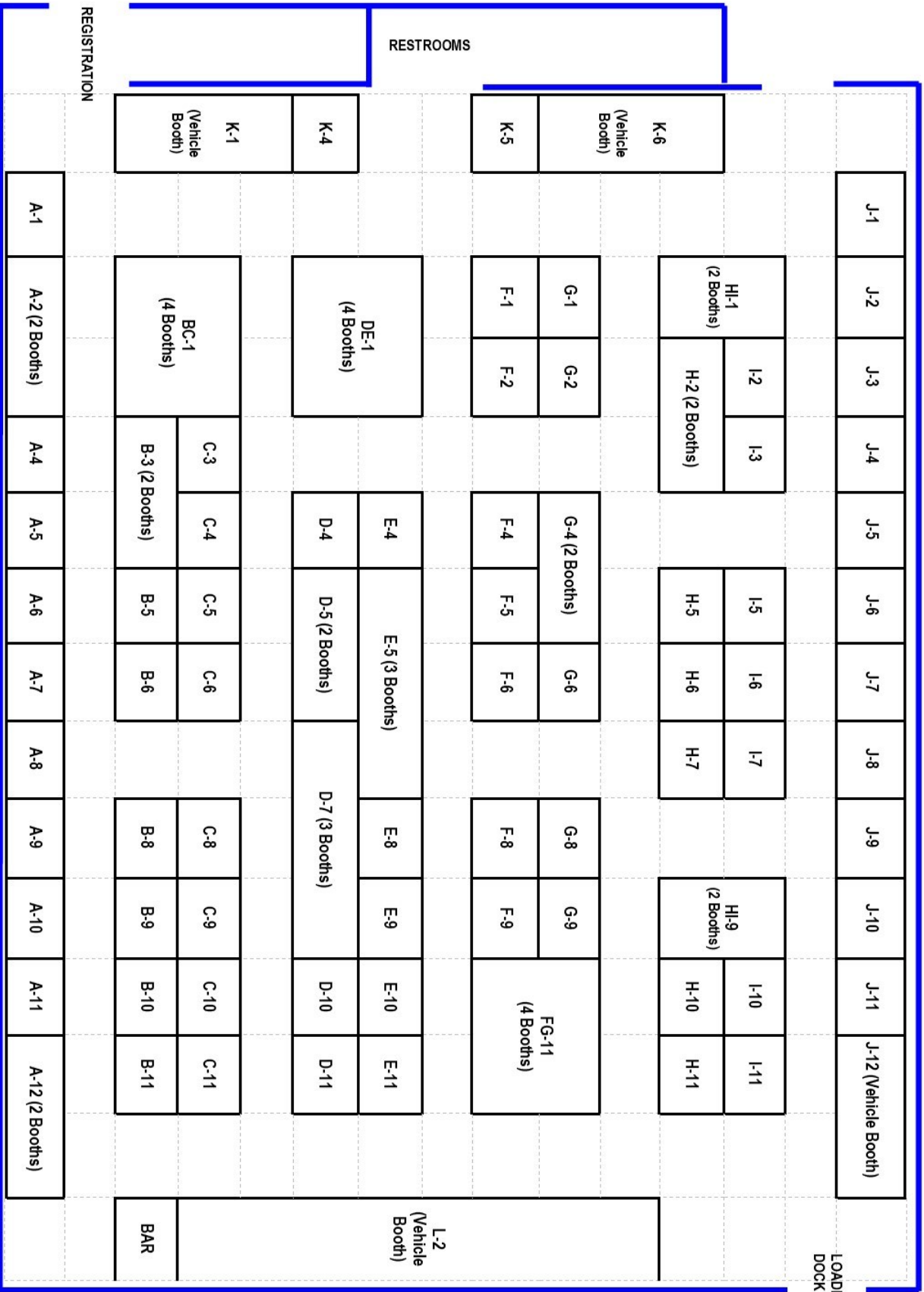
Booth Number Assigned: _____

Description of Sample Items to be distributed:

Approved By: _____ Catering Sales Manager, Spectra Food Services

The Columbia Convention Center and Spectra Food Services must receive all sample requests at least two weeks in advance of show move-in days for authorization. If you have any question or need any additional information, please contact Spectra Food Services sales staff at **(803) 545-0078**. The professional sales staff will be happy to assist you. There is a large variety of food and beverage catering options available to your company during the convention/tradeshows. This form must be returned 2 weeks prior to the scheduled event via fax to (803) 545-0125.

LOADING DOCK



- Concourse 6
- Concourse 5
- Concourse 4
- Concourse 3
- Concourse 2
- Concourse 1 (Vehicle Booth)

RESTROOMS

REGISTRATION

2022 COLUMBIA CONVENTION CENTER EXHIBIT HALL