

40th Mid-Winter Conference & Expo

February 1 - 3, 2027

Columbia Metropolitan Convention Center
Columbia, SC

Dear SCFDA Affiliate Members and Vendors,

Our 40th Mid-Winter Conference & Expo will be held at the Columbia Metropolitan Convention Center in Columbia SC, February 1-3, 2027. Please review the following documents thoroughly, noting all exhibitors and attendees will be required to sign a release and waiver statement prior to receiving their admittance badge.

For those exhibitors who attended our 2026 MWC & Expo and would like the same (or a similar) booth location, please forward your booth reservation form no later than **December 1, 2026**. **After the December 1st deadline, all remaining available booth spaces will be offered to other exhibitors on a first-come, first-served basis. ONE FREE exhibitor registration to our MWC & Expo is included with each booth. Additional exhibitor badges are available for purchase. Exhibitor registration includes admission to all MWC & Expo events.**

Our MWC & Expo kicks off Monday evening, February 1, 2027, with our Welcome Reception on the lower level of the Columbia Convention Center in the Garden Area & outside of the Richland Ballroom from 6:00 – 7:00 PM. We are looking forward to seeing you there!

The Hilton Columbia Center, conveniently located across the street from the Columbia Convention Center, will be our MWC & Expo Headquarters. Make your reservations early as our room block sells out every year! We have an additional block at the Hampton Inn located down the street from the convention center. Additional hotel information can be found in this packet and on our website (www.scfda.org) under EVENTS. **Please note, SCFDA does NOT use third party companies to solicit hotel rooms for any of our conferences or conventions. Book directly with the hotel of your choice or through the block links provided on the SCFDA website.**

We continue to offer General Levels of Sponsorship for the conference along with 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 40th Mid-Winter Conference & Expo in Columbia SC, February 1-3, 2026.

Sincerely,



Rion P. Rampey
SCFDA Executive Director

40th Mid-Winter Conference & Expo

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SCHEDULE (Tentative)

MONDAY, FEBRUARY 1, 2027

- 5:30 – 7:00 pm **REGISTRATION** (Downstairs - Richland Ballroom)
- 6:00 – 7:00 pm **WELCOME RECEPTION** (Garden Area & Richland Ballroom)
- 8:30 pm – Until **S&T KARAOKE with “The Funeral Directors”**
Location TBD
Sponsored By: Tim Sprenger, Palmetto Professional Services

11:00 – NOON

SEMINAR: Future-Focused Funeral Service- Reimagining Offerings, Revenue & Relevance
Presented By: Brad Walker, CFSP, CCO, CPC
Funeral service is changing and successful firms must be willing to change with it while preserving the purpose and value at the heart of what we do. From the services & products to the ways we communicate value and create meaningful experiences; attendees will be challenged to look beyond “the way we’ve always done it” and consider what a thriving funeral home of the future can become. (1.0 CE)

TUESDAY, FEBRUARY 2, 2027

- 7:45 am **REGISTRATION** (Upstairs)
- 8:00 am **WELCOME – Opening Remarks**
- 8:30 – 10:00 am **SEMINAR: The Value of Viewing - Marketta’s Legacy**
Presented By: Amanda King, CFSP, MBIT
This presentation will cover the full process of cranial reconstruction for viewing, using the real-life case of Marketta, an eight-year-old girl who tragically passed away from severe facial and head trauma. We will explore both the technical aspects of reconstruction and the importance of interpersonal dynamics between the funeral home, the trade reconstructionist, and the family. (1.5 CE)
- 10:10 – NOON **KEYNOTE SEMINAR: The Devil’s in the Details - Customer Loyalty is Not Built from 30,000 Feet**
Presented By: Doug Gober
When someone hears the name of your business, what immediately goes through their mind? Our image is formed through the process of interacting with our existing customers and their guests and often has less to do with what we say about our funeral homes and more to do with what our customers say and think about us. Doug will pull together a variety of key branding considerations and apply them directly to funeral homes and cemeteries. He will look at each potential point of customer contact with our business and then delve into how each of these impacts on our existing and potential customers. (2.0 CE)

NOON – 1:00 pm **LUNCH**

1:00 – 2:00 pm **SEMINAR: Dilemmas, Decisions & Doing What’s Right-Ethics in Everyday Funeral Svc.**
Presented By: Brad Walker, CFSP, CCO, CPC
Ethics is at the heart of funeral service, and ethical challenges are part of everyday practice, but the right course of action is not always obvious. Through practical discussion and real-world perspective, attendees will consider how judgment, professional standards, and personal integrity guide difficult decisions and how the choices we make ultimately shape trust in both ourselves and our profession. (1.0 CE)

2:10—3:40 pm **SEMINAR: Active Shooter - Violence within Your Funeral Home**
Presented By: Joseph Hileman
The Hileman Security Training Group (HSTG) delivers a cutting-edge training program designed to equip your funeral home with the knowledge, skills, & confidence to respond effectively in the face of workplace violence or an active shooter event. The solutions we often rely on may not work or arrive too late. (1.5 CE)

3:40 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**

WEDNESDAY, FEBRUARY 3, 2027

- 8:30 am **REGISTRATION** (Downstairs - EXPO Hall)
- 9:00 – 11:00 am **FUNERAL EXPO**

HOTEL ACCOMODATIONS

Please note, SCFDA does NOT use third party companies to solicit hotel rooms for any of our conferences or conventions. Book directly with the hotel of your choice or through the block links provided on the SCFDA website.

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: \$197.00 (Hilton), \$192.00 (Hampton Inn)
Hotel cut-off date: Friday, January 1, 2027, or when the block is full

The Hilton is located at 924 Senate Street, and the Hampton Inn is located at 822 Gervais Street, both are walking distance from the Convention Center.

DRESS CODE: Business Casual (All Events)

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BOOTH REGISTRATION FORM

COMPANY NAME _____

CONTACT PERSON _____

ADDRESS _____

CITY _____ ST _____ ZIP _____

PHONE _____ Email _____

Yes, we would like to be a part of the **SCFDA 40th Mid-Winter Conference & Expo.**

(2027 Color scheme is black & gray draping. Chairs & trashcans will be provided. Carpet can be reserved through PRX Exposition Svc.)

Please reserve the following:	Before January 1	After January 1	Amount
_____ Single 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)	@ 65.00	95.00	_____
_____ 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)*

TOTAL AMOUNT ENCLOSED _____

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

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

_____ We would like to have the same (or near the same) booth we had in 2026, 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 might be exhibitors. In some cases, this may not be possible to accomplish.

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

All 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 _____

*AMEX / VISA / MC # _____ CVC _____ Exp _____ Amt: _____

*Credit card transactions will incur a 3% 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 25, 2026, to receive a full refund. Due to guarantees SCFDA must make to the Columbia Convention Center, cancellations received after December 25, 2026, and no-shows will not receive a refund. Telephone requests must be followed up in writing. Booth refunds will be issued in the event SCFDA cancels the Mid-Winter Conference & Expo.

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SPONSORSHIP FORM

All sponsors will be listed on the SCFDA website and on-site signage during the event. Sponsors will also be acknowledged at various times throughout the MWC & Expo. Please contact the SCFDA office with any questions. Please check level of sponsorship:

General Sponsorship Opportunities:

_____ Platinum Sponsor	\$2,500	_____ Bronze Sponsor	\$1,000
_____ Gold Sponsor	\$2,000	_____ Individual Sponsor	\$750
_____ Silver Sponsor	\$1,500		

Individual Event Sponsorship Opportunities:

_____ **Mid-Winter Lanyards**
First come, first served! 750 lanyards to be distributed to exhibitors and attendees with badges during our Mid-Winter Conference & Expo.

_____ **Friend of MWC \$125**
Show your support for our Mid-Winter Conference & Expo. Your Company/Firm name will appear on our sponsor board and be recognized at various times during the convention.

_____ **Welcome Reception \$1,500**
Limited sponsorship opportunities! Signage created with your name/logo to be placed near the Welcome Reception.

_____ **Expo Floor Bar \$1,500**
Limited sponsorship opportunities! Signage created with your name/logo to be placed near the bar on the Expo floor.

_____ **Beverage Breaks \$2,500**
Signage created with your name/logo to be placed near the beverage breaks each day.

_____ **Speaker \$1,800** _____ **Keynote Speaker \$3,000**
Limited speaker sponsorship opportunities! Signage created with your name/logo to be placed near the seminar ballrooms on the day of the seminar. You can give a brief 2-3-minute presentation on your company prior to the speaker or keynote speaker.

_____ **Continental Breakfast \$3,500**
Signage created with your name/logo to be placed near breakfast each day.

_____ **Audio Visual \$5,000**
Signage created with your name/logo to be placed by the seminar ballrooms each day.

TOTAL AMOUNT ENCLOSED \$ _____

Company Name _____

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

*AMEX / VISA / MC # _____ CVC# _____ Exp _____ Amt: _____

*Credit card transactions will incur a 3% processing fee.

South Carolina Funeral Directors Association Inc. PO Box 1350, Mt. Pleasant, SC 29465
843-881-3634 843-881-3659 (f) rion@scfda.org www.scfda.org

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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 Inc.

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 are in place, admission to the Exhibit Hall is by convention badge only, including Exhibitors.**

1. The 40th Annual Mid-Winter Conference & Expo will be held at the Columbia Metropolitan Convention Center, 1101 Lincoln Street, Columbia SC 29210, February 1, 2 and 3, 2027.
2. **Exhibit Set-Up Time:** Exhibitors will be allowed to set up Monday, February 1 from 9:00 am - 10:00 pm and Tuesday, February 2 from 7:30 am - 1:00 pm.
3. **Exhibit Hall Schedule:**
 - Tuesday, February 2, 2027 1:00 pm - 4:00 pm
 - Wednesday, February 3, 2027 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 Inc., 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 Inc. 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 Inc. 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. All display vehicles must have 1/4 tank of gas or less. No additional fuel may be stored in or on the vehicle. Both battery terminals must be disconnected and fuel cap taped. Plastic must be placed under the vehicle. Any damage to flooring will be the responsibility of the Exhibitor. When driving vehicles across the floor, the vehicle must be moving while wheels turn.
7. Exhibitors shall not be permitted to solicit business in booths other than their own or in the aisles.
8. The South Carolina Funeral Directors Association Inc. 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 Inc., may detract from the general character of the Exhibition. This reservation includes people, 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.

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EXHIBIT HALL INFORMATION

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

All food and beverage services are exclusively provided by Oak View Group Hospitality. No outside food and/or beverage is allowed. 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 questions please contact Allison Abercrombie at 803-545-0281 or Allison.Abercrombie@oakviewgroup.com

SET-UP TIME

Vendors will be allowed to set up: Monday, February 1 (9:00 am – 10:00 pm) and Tuesday, February 2 (7:30 am – 1:00 pm)

EXHIBIT HALL SCHEDULE

- Tuesday, February 2, 2027 1:00 pm – 4:00 pm
- Wednesday, February 3, 2027 9:00 am – 11:00 am

LUNCH

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

BOOTH DISPLAYS

The convention center requests that exhibitors NOT ship any items directly 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
Rwolfe@preposition.com

COLUMBIA METROPOLITAN CONVENTION CENTER

The convention center will NOT accept deliveries at this address. Please contact PRX Exposition Services regarding your shipping needs.

Physical Address: **Columbia Metropolitan Convention Center**
1101 Lincoln Street, Columbia, SC
803-545-0001

HOTEL ACCOMODATIONS (Room Blocks)

Hilton Columbia Center 803-744-7800
924 Senate Street, Columbia, SC 29201

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

Room rates: \$197.00 (Hilton), \$192.00 (Hampton Inn)
Hotel cut-off date: Friday, January 1, 2027, or when the room block is full.

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.

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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, Oak View Group Hospitality. All food and beverages served in the Columbia Convention Center must be provided through Oak View Group Hospitality.

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.

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*POPCORN IS **NOT** ALLOWED UNLESS PURCHASED THROUGH OAK VIEW GROUP HOSPITALITY

*Sampling is available for public exhibit shows only. It is not to be a substitute for a catered order.

Event Name: **40th Mid-Winter Conference & Expo (South Carolina Funeral Directors Association)**

Event Dates: **February 1 - 3, 2027**

On Site Contact Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Email: _____

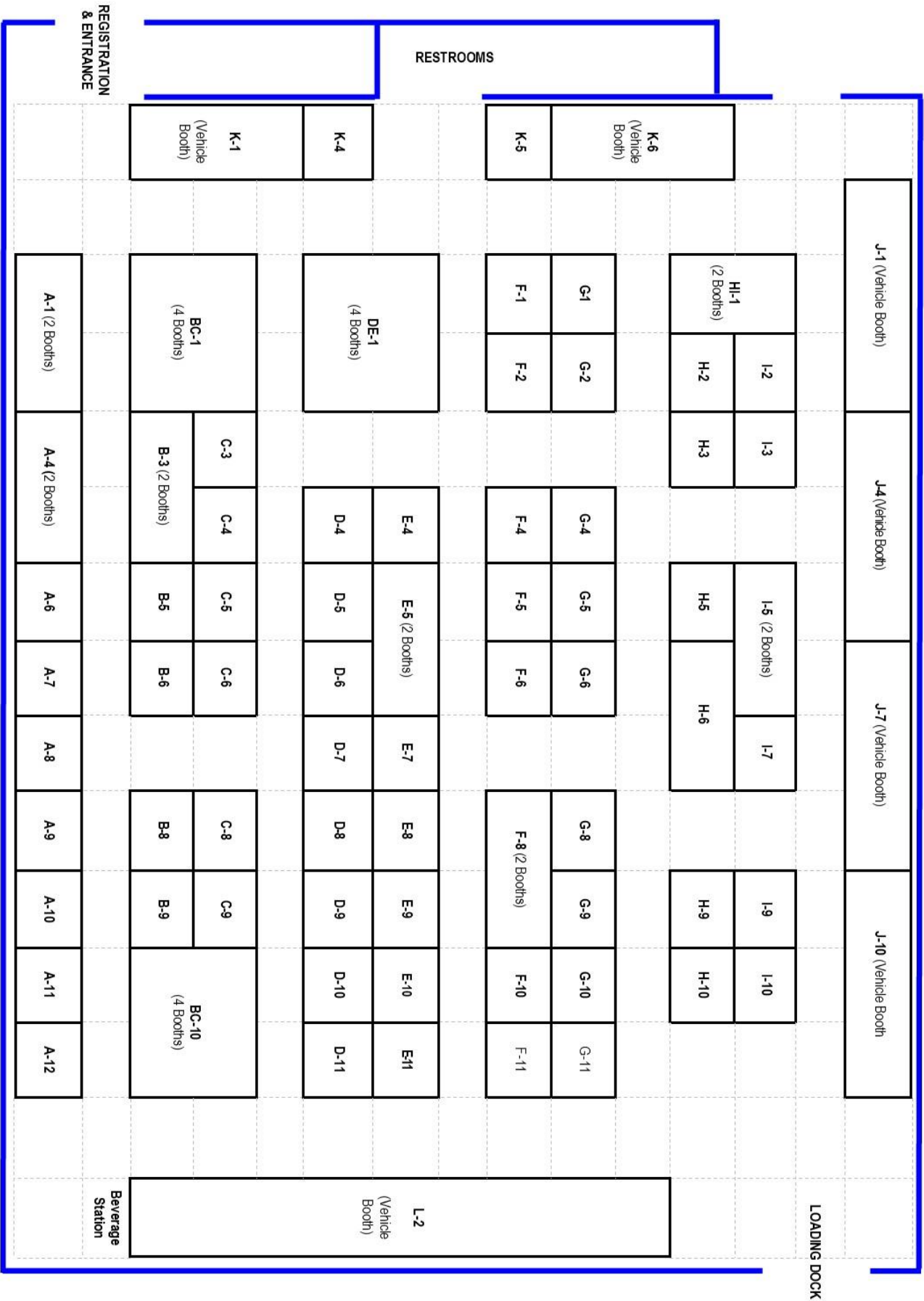
Booth Number Assigned by SCFDA: _____

Description of Sample Item(s) to be distributed:

Approved By: _____ Oak View Group Hospitality

The Columbia Convention Center and Oak View Group Hospitality must receive all sample requests at least two weeks in advance of show move-in days for authorization. If you have any questions or need any additional information, please contact Oak View Group Hospitality sales staff at 803-545-0281. There is a large variety of food and beverage catering options available to your company during the convention/tradeshow.

Step & Repeat SCFDA
Banner with Red Carpet



2027 COLUMBIA CONVENTION CENTER EXHIBIT HALL