



2021
Sponsorship and Exhibitor Packet

The Future Looks Bright

May 5-6, 2021
Viridian Event Center West Jordan, Utah



Sponsorship Opportunities
Vendor booth selection available now.

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Rick Herbert, Senior Account Executive
801-450-2328 or jamherbert@csa.canon.com





Dear Valued Partner,

Thank you to our generous sponsors! We understand this has been a unique year and appreciate your continued dedicated support to our association. We are very hopeful that by May 2021, the Utah Funeral Directors Association (UFDA) will be able to hold convention again. We are excited to announce annual sponsorships and exhibitor opportunities are available NOW for 2021 and the 109th Annual Convention, which will be held on Wednesday and Thursday, May 5-6, in West Jordan, Utah at the Viridian Event Center.

We would like to invite you to be among our sponsors and/or exhibitors this year!

Sponsoring puts your company front and center with all of our members throughout the year and especially at our Midwinter Meetings and Annual Convention. A full list of opportunities and benefits are included herein. As an exhibitor at our Annual Convention, you will have direct contact with approximately 175 funeral directors representing nearly 100 funeral home establishments throughout Utah, southern Idaho and parts of Wyoming, many of whom are decision makers.

Tabletop exhibits are available and are assigned on a first-come, first-served basis. Exhibits will be open both days during breakfast, lunch, and all networking breaks. "Exhibitors Night" will be held on Wednesday from 6-9 p.m. Funeral directors, as well as their families, are invited to attend where a simple meal and drinks will be available during the exhibit time along with some family entertainment. Convention meetings will adjourn at 4 p.m. on Thursday to prepare for the banquet if you desire to attend.

The UFDA convention is an efficient and economical way to reach out to many of your existing clientele and introduce your products to new customers. Convention attendees must visit all platinum sponsor exhibits and 90% of other vendor exhibits to be eligible to win the grand prize.

Please consider partnering with us as a sponsor and joining us as an exhibitor at our convention!

- Network
- Build Brand Recognition
- Generate Immediate and Future Sales

A 2021 Annual Sponsorship Commitment Form and Newsletter Sponsorship Opportunities Form are included for your information and review. We welcome you to partner with us as a sponsor/exhibitor and are looking forward to an exciting 2021 with your support. If you have questions, concerns or need clarification, please contact Stephanie White, UFDA Office Manager, at ufda.org@gmail.com or at the phone or fax printed below.

We hope to see you in May!

Sincerely,

Laurie Abraham

Laurie Abraham, CFSP, CCO
UFDA Vice- President
2021 Convention Chair

P.O. Box 95576 • South Jordan, UT 84095-0576
Phone (801) 263-3286 • ufda.org@gmail.com • www.ufda.org



2021 Annual Sponsorship Opportunities UFDA Convention & Midwinter Meetings

PLATINUM SPONSORSHIP - \$5000

- Allied Membership with UFDA
- Platinum Sponsor Recognition all Year with Signage at Annual Convention & Midwinter Meetings
- Platinum Sponsor Thank You During Annual Convention & Midwinter Meetings
- Complimentary Midwinter Registrations and Banquet Tickets for up to **Two (2) Registrants** (CEUs included) — \$100 each additional registrant
- Complimentary Vendor Booth at Annual Convention Includes Meals and Breaks for Up to **Four (4) Exhibitors** (CEUs included) — \$100 each additional exhibitor
- Key Vendor — All Attendees Must Visit your Booth to Qualify for the Grand Prize
- Four (4) Complimentary Convention Banquet Tickets
- Twelve (12) Month ½ Page Sponsorship in the UFDA's E-newsletter - *The Post*
- Complimentary Annual Convention Registrants' List
- Name Badge Ribbon with Platinum Sponsor Recognition
- Vendor Booth Signage with Platinum Sponsor Recognition
- *Exclusive* Sponsorship Recognition for One of the Following Events:
 - Breakfast (Annual Convention)
 - Lunch (Annual Convention)
- Up to 1 hour video CEU opportunity to educate and promote your services, business or products to our members

GOLD SPONSORSHIP - \$3000

- Allied Membership with UFDA
- Gold Sponsor Recognition all Year with Signage at Annual Convention & Midwinter Meetings
- Gold Sponsor Thank You During Annual Convention & Midwinter Meetings
- Complimentary Midwinter Registration and Banquet Ticket for up to **One (1) Registrant** (CEUs included) — \$100 each additional registrant
- Complimentary Vendor Booth at Annual Convention Includes Meals and Breaks for Up to **Three (3) Exhibitors** (CEUs included) — \$100 each additional exhibitor
- Two (2) Complimentary Convention Banquet Tickets
- Six (6) Month ¼ Page Sponsorship in the UFDA's E-Newsletter – *The Post*
- Complimentary Annual Convention Registrants' List
- Name Badge Ribbon with Gold Sponsor Recognition
- Vendor Booth Signage with Gold Sponsor Recognition
- *Exclusive* Sponsorship Recognition for One of the Following Events:
 - Networking Break (Annual Convention)
 - Networking Break (Midwinter Meetings)
- Video CEU opportunity to educate and promote your services, business or products to our members (Up to 45 minutes)

SILVER SPONSORSHIP - \$1500

- Allied Membership with UFDA
- Silver Sponsor Recognition All Year with Signage at Annual Convention & Midwinter Meetings
- Silver Sponsor Thank You During Annual Convention & Midwinter Meetings*
- Complimentary Vendor Booth at Annual Convention Includes Meals and Breaks for Up to **Two (2) Exhibitors** — \$100 each additional exhibitor
- One (1) Complimentary Convention Banquet Ticket
- Complimentary Annual Convention Registrants' List
- Name Badge Ribbon with Silver Sponsor Recognition
- Vendor Booth Signage with Silver Sponsor Recognition
- Video CEU opportunity to educate and promote your services, business or products to our members (Up to 30 minutes)

*This sponsorship level does not include Midwinter Registration.

BRONZE SPONSORSHIP - \$500

- Allied Membership with UFDA
 - Bronze Sponsor Recognition All Year with Signage at Annual Convention & Midwinter Meetings*
 - Bronze Sponsorship Thank You During Annual Convention & Midwinter Meetings
 - Video CEU opportunity to educate and promote your services, business or products to our members (Up to 15 minutes)
- *This sponsorship level does not include an Annual Convention booth or Midwinter Registration.

ANNUAL CONVENTION VENDOR BOOTH - \$875

Includes Meals and Breaks for Up to Two (2) Exhibitors
One (1) Complimentary Convention Banquet Ticket

ALLIED MEMBERSHIP—\$210

DONATION/FRIENDS OF UFDA—\$250-\$450



Utah Funeral Directors Association
P.O. Box 95576, South Jordan, UT 84095
Phone-801-263-3286 — Fax-801-993-0038
ufda.org@gmail.com

HOTEL RESERVATIONS

Fairfield Inn & Suites by Marriott
7141 So. Flsmidth Dr.
Midvale, UT 84047
801-568-9000

Discounted Rate: **\$105/night plus tax**
Mention: Utah Funeral Directors Association
(UFDA)

Deadline for reservations —
April 20, 2021

IMPORTANT DATES

December 21	Sponsorship commitment due for full benefits
Ongoing	Preferred placement for first-come, first-serve vendor booth space due with \$500 deposit
March 5	Full Payment due for vendor spaces
April 2	Final exhibitor space assignments will be made
April 20	Hotel reservation discount deadline
May 5-6	109th Annual UFDA Convention
May 5.....	7 a.m. Booth setup begins
	8:30 a.m. Deadline for booth setup
	6 p.m. Exhibitor Night
May 6.....	5 p.m. Deadline to remove exhibitor items
	6 p.m. Banquet