



**INDEPENDENT  
FUNERAL  
DIRECTORS  
OF FLORIDA**  
FAMILIES SERVING FAMILIES



**Celebrating 30 Years**  
**Annual**  
**Conference &**  
**Trade Show**

*Exhibitor*

**Prospectus**

**June 8-10, 2022**

**Embassy Suites**  
**Lake Buena Vista South**  
**Orlando**

**Contact: Heather Bernier | 850.222.0198 | [hbernier@ifdf.org](mailto:hbernier@ifdf.org)**

## Special Message from the 2022 Annual Conference Planning Committee

Dear Prospective Exhibitors,

The IFDF Annual Conference Planning Committee and the IFDF Board invite you to the 2022 IFDF Annual Conference and Tradeshow at the Embassy Suites, Lake Buena Vista South in Orlando, June 8-10, 2022. We're planning for a insightful, productive conference mingling with your target market; funeral directors and cemeterians with purchasing power!

We begin our week on Wednesday, June 8th, with our annual golf tournament fundraiser benefitting the IFDF Political Action Committee at the beautiful Celebration Golf Club. We encourage you to register, play and invite some of your favorite customers to join your team! It's a great way to start off the week. Sponsorship opportunities are available.

Later that afternoon, the conference kicks off with the President's Welcome Reception inside of the Exhibit Hall. You will have all Wednesday afternoon to set up your booth so you can take advantage of meeting and reconnecting with our members and guests at the reception. Afterwards, you are expected to attend the Welcome Reception where you will be entertained by the Orange Blossom Opry and enjoy a fabulous dinner buffet with your clients.

The conference kicks off the next morning with opening ceremonies and keynote speaker. During this time, you are welcome to continue setting up. However, for lunch, we invite you to join with attendees for the annual Awards Luncheon. After which, the trade show hall will open for a full afternoon of exhibition. Day one culminates with our annual auction fundraiser benefitting the IFDF scholarship Foundation and an outing to the Orlando Top Golf. *All exhibitors are encouraged to donate one item to our auction.* We sincerely hope you will join funeral directors at Top Golf as it is sure to be a evening of fun friendly competition and mingling with potential business.

The exhibit hall will be opened for FREE, on Friday from 10:00 am—3:00 pm. Upon receipt of your paid exhibitor registration, we will provide invitations to your field team to distribute to their guests which will entitle them to register for free entry to the Friday Trade Show.

Attendees will have the chance to earn up to 11 CE credits this year, two of which they can earn just by attending the trade show! We have an excellent line up of presenters this year. Top-rated industry leaders will present on topics such as the body broker industry, embalming trends and techniques, green burial, workplace safety, the for-profit takeover of Hospice Care, succession planning (and much more).

We invite you to view the full schedule of events, available on pages 3 & 4 and we look forward to seeing you there!

Please reach out to Heather Bernier if you have any questions at 850.222.0198 or [hbernier@ifdf.org](mailto:hbernier@ifdf.org).

### Annual Conference Planning Committee

Steve Futch, Chair	Melbourne	Osceola Memorial Gardens
Jones Funeral Home	Tim Adams	Kissimmee
Starke	Adams Funeral Home	Debbie Holmes
Todd Ferreira, Co-Chair	Blountstown	Argent Trust Company
Ferreira Funeral Services	Jim Holcom	Ruston, LA
MacClenny	Matthews Aurora Funeral Solutions	Juhan Mixon, IFDF Executive Director
Ashley Milam	Lakeland	Tallahassee
Milam Funeral Home	Jonathan Meek	Heather Bernier
Gainesville	Astral Industries	IFDF Associate Executive Director
Alia Buggs	Lake City	Tallahassee
Buggs Funeral Home	Vern Dorsey	

# 2022 Annual Conference & Trade Show

## AGENDA

### WEDNESDAY, June 8, 2022

7:30 am —8:30 am	Golf Registration/Breakfast	Celebration Golf Club
8:00 am—12:00 pm	Golf Outing	Celebration Golf Club
12:30 pm—1:30 pm	Golf Lunch	Celebration Club House
12:00 pm—5:00 pm	Attendee & Exhibitor Registration/Set-Up	West Registration Desk
2:00 pm—3:00 pm	(1-hr CE Course)	Magnolia
3:15 pm—4:15 pm	(1-hr CE Course)	Magnolia
4:30 pm—5:30 pm	(1-hr CE Course)	Magnolia
6:00 pm—7:00 pm	Opening Reception with Exhibitors	Palms Ballroom
7:00 pm—until	Orange Blossom Opry & Dinner Buffet	Palms Ballroom
9:00 pm—until	Hospitality Suite <i>hosted by Matthews Aurora</i>	<i>TBD</i>

### THURSDAY, June 9, 2022

8:00 am—5:00 pm	Registration Open	West Registration Desk
7:00 am—8:30 am	Breakfast— <i>free in hotel atrium</i>	Hotel Atrium
8:30 am—9:30 am	Welcome/Opening Ceremonies	Magnolia
9:30 am—10:30 am	Opening Keynote (1-hour CE Course)	Magnolia
9:00 am—12:00 pm	Exhibitor Set-Up	Palms Ballroom
10:45 am – 11:45 am	(1-hour CE)	Magnolia
12:00 pm – 2:00 pm	Awards Luncheon/Installation of Officers	Magnolia
2:00 pm—5:30 pm	Exhibit Hall Open (2-hour CE)	Palms Ballroom
3:30 pm — 4:30 pm	(1-hr CE)	Magnolia
5:30 pm—6:30 pm	Foundation Auction Fundraiser	Palms Ballroom
6:30 pm—7:00 pm	Shuttle to Top Golf	Hotel Lobby
7:00 pm—10:00 pm	Top Golf Outing	Top Golf
9:00 pm—until	Hospitality Suite <i>hosted by Matthews Aurora</i>	<i>TBD</i>

# 2022 Annual Conference & Trade Show

## AGENDA CONTINUED

### FRIDAY, June 10, 2022

8:00 am—3:00 pm	Registration Open	West Registration Desk
7:00 am—8:30 am	Breakfast— <i>free in hotel atrium</i>	Hotel Atrium
8:30 am—10:00 am	Celebration of Life Ceremony	Magnolia
10:00 am—3:00 pm	Exhibit Hall Open (2-hour CE Credit)	Palms Ballroom
10:30 am—11:30 am	(1-hour CE Course)	Magnolia
12:15 pm—2:00 pm	Buffet Lunch & Vendor Drawings	Palms Ballroom
2:30 pm – 4:30 pm	(2-hour CE Course)	Magnolia
5:00 pm	Depart for Disney Springs	Lobby
5:30 pm—until	Disney Springs Outing (dinner on your own)	

### SATURDAY, June 11, 2022

7:30 am—9:00 am	Breakfast— <i>free in hotel atrium</i>	Hotel Atrium
9:00 am—11:00 am	IFDF Board of Directors Meeting	Cypress 1
11:00 am	Checkout time	

\*\*\*Agenda is subject to change without notice.

#### A NOTE TO EXHIBITORS:

SALES ARE A RESULT OF PERSONAL CONTACT. EVERY EXHIBITOR SHOULD COME TO **ALL** SOCIAL EVENTS INCLUDING:

- ANNUAL FUNDRAISER GOLF TOURNAMENT
- PRESIDENT’S WELCOME RECEPTION
- WEDNESDAY NIGHT DINNER & ORANGE BLOSSOM OPRY
- THURSDAY AWARDS LUNCHEON
- THURSDAY TOP GOLF OUTING
- THURSDAY NIGHT HOSPITALITY SUITE
- FRIDAY CELEBRATION OF LIFE
- FRIDAY LUNCH BUFFET
- FRIDAY OUTING TO DISNEY SPRINGS (IF STILL IN TOWN AT THAT TIME)
- FRIDAY NIGHT HOSPITALITY SUITE (IF STILL IN TOWN AT THAT TIME)

# 2022 Annual Conference & Trade Show



## Exhibit Options

The Supplier Tradeshow is the highlight of the IFDF Conference. Exhibition opportunities provide you with two days of exposure to your target audience of independent funeral home decision makers. We will also provide you with invitations to share with your customers to attend the Friday exhibits from 10am to 4pm for FREE! Attendees are also driven to participate both days through prizes and giveaways. **We ask each company to please bring a door prize to be given out during the trade show and an item for our Annual Scholarship Foundation Auction.** All booths will be the same size (8' x 10') and all will be sold at the same price for non-members. IFDF Affiliate members will receive a discount. Premium spaces are reserved for top event sponsors. Spaces selections are first come first served, so act fast! If you are interested in inquiring about becoming an Affiliate member, please reach out to [hbernier@ifdf.org](mailto:hbernier@ifdf.org).

As an exhibitor, your marketing efforts, level of involvement and follow up will increase your return on investment. We have configured the conference schedule to maximize Exhibitor exposure and face time with attendees. So that vendors can share time with attendees in a more casual atmosphere, *all meals are included in the price of your registration.* You are encouraged to participate in the Wednesday night Welcome Reception and dinner buffet, the Thursday's Awards Luncheon and Friday's lunch buffet. (Tickets to Top Golf are separate.) Breakfast is complimentary at the hotel so take advantage of that time and invite your clients to breakfast!

### Trade Show Booth

**\$1,200 for Affiliate Members**

**\$1,350 for Non-Member Affiliates**

8x10 piped-and-draped booth space includes skirted table, two (2) chairs, signage and two (2) representatives with access to all meals and events on Wednesday and Thursday, the Friday morning Celebration of Life. Refer to the Exhibit Hall Floor Plan for details. Space is limited and will be available on a first-come, first-served basis, and only available until sold out.

### Vehicle Booth Space

**\$1,200.00 for Affiliate Members**

**\$1,350 for Non-Member Affiliates**

Space includes one exhibit booth area with one (1) table (optional), two (2) chairs, signage and two (2) representatives with access to all events on Wednesday and Thursday, the Friday morning Celebration of Life and Friday Exhibits. \*Note: Vehicle booths are limited and locations are non-negotiable. Booths 500, 502, 506 & 508 are for vehicle vendors.

---

#### **Exhibit Set up & Tear Down:**

Wednesday: 12:00 pm—5:00 pm

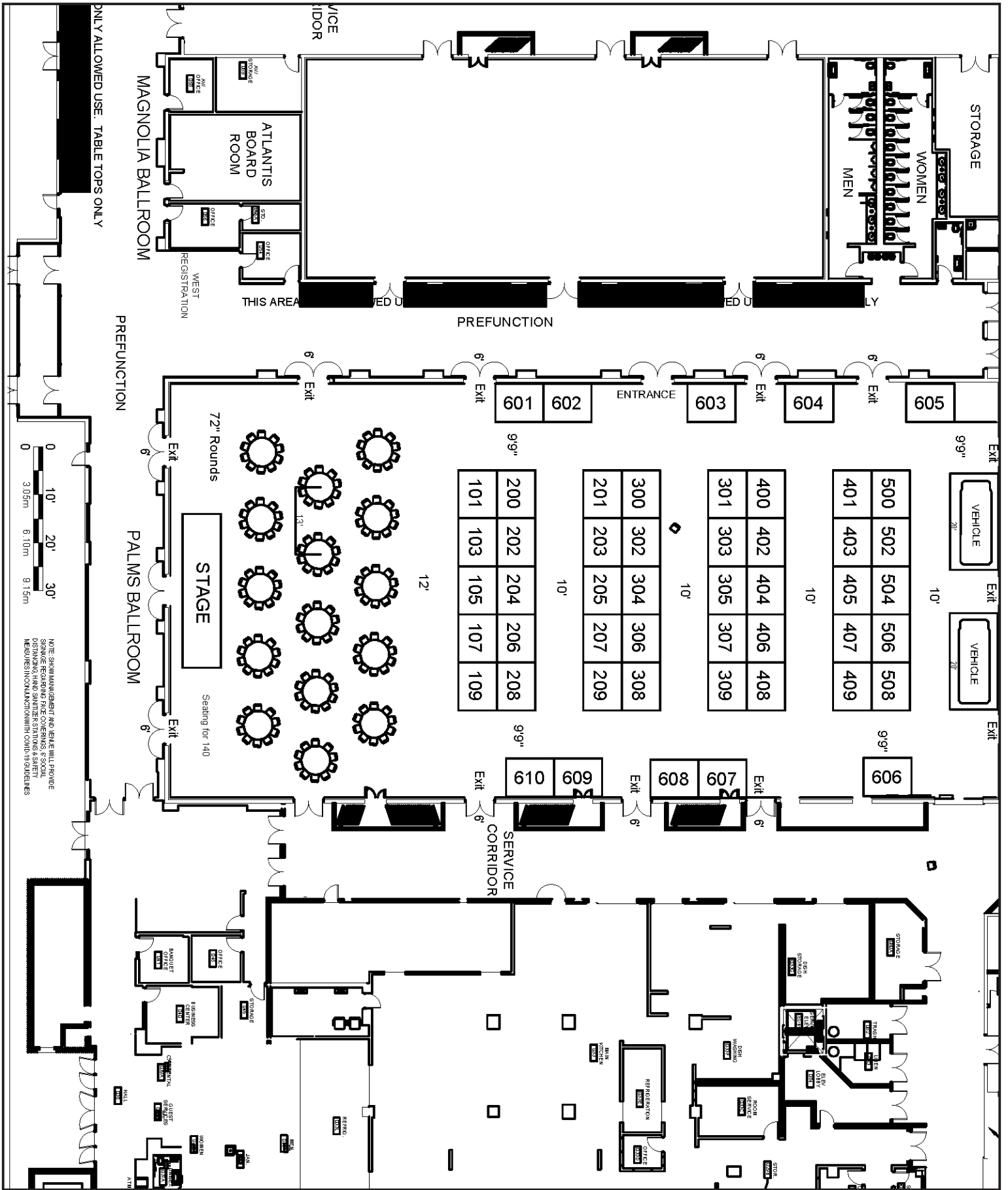
Thursday: 9:00 am—12:00 pm

Tear Down Friday: 3:00 pm-5:00 pm

#### **Exhibit Hall Hours:**

Thursday: 2:00—5:30 pm

Friday: 10:00 am—3:00 pm



# Independent Funeral Directors of Florida 2022

June 7-10, 2022

Embassy Suites Lake Buena Vista South



# 2022 Annual Conference & Trade Show

## IFDF Exhibitor Registration 2022 Annual Conference & Trade Show

Booth Type/Quantity: \_\_\_ \$1,200 Affiliate Member      \_\_\_ \$1,350 Non-Member Affiliate  
                                 \_\_\_ \$1,200 Vehicle Affiliate Member      \_\_\_ \$1,350 Vehicle Non-Member Affiliate

\_\_\_\_\_  
Name of Exhibiting Company (print exactly as you want your sign to appear):

\_\_\_\_\_  
Billing Contact/Exhibit Contact

\_\_\_\_\_  
Billing Contact's Email & Phone Number

\_\_\_\_\_  
Billing Address, City, State, Zip

\_\_\_\_\_  
Booth Representative 1 Name and Email      Meal Preference (Circle One):      Vegetarian / Non-Vegetarian

\_\_\_\_\_  
Booth Representative 2 Name and Email      Meal Preference (Circle One):      Vegetarian / Non-Vegetarian

**Two (2) booth representative registrations are included with the purchase of each booth space. The fee for additional booth representatives is \$300 per person. All banquet events, including meals, are included. Tickets are available for the Awards Luncheon and Officer Installation on Friday afternoon after the exhibit hall closes; however, your booth must be cleared by 3:00 pm Friday due to hotel request.**

Additional Representatives (\$300 each):

\_\_\_\_\_  
Additional Booth Representative Name and Email      Meal Preference (Circle One):      Vegetarian / Non-Vegetarian

\_\_\_\_\_  
Additional Booth Representative Name and Email      Meal Preference (Circle One):      Vegetarian / Non-Vegetarian

Service/Product: \_\_\_\_\_

**Trade Show Decorator Contacts:**

*Please be on the lookout for an email from Alliance Exhibition.* It will include a link to your exhibitor portal. Included in the cost of your exhibit space are a draped booth, skirted six-foot table, two chairs, and a wastebasket. The ballroom is carpeted. Alliance Exhibition will be sending additional information to the billing/exhibit contact person listed above which will include information on shipping and storage, electricity (additional charge) and any other needs you may have. If you wish this information to be sent to additional contacts (i.e. booth representatives), please indicate below:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# 2022 Annual Conference & Trade Show

Connect with Florida's Independent Funeral Directors and let your brand shine when you participate in the IFDF Annual Conference as a sponsor. Becoming a Conference sponsor means you will establish new connections and maximize your reach. We have multiple sponsorship opportunities to meet any budget to help you reach your target audience.

## Tiered Sponsorships

### \_\_\_\_\_ Conference Title Sponsor - \$15,000 (1)

- Five (5) Full Conference attendee registrations; Superior booth placement; Premium listing in the onsite Conference program, Bag Insert for Attendee Totes; Plus all Bronze Sponsor benefits

### \_\_\_\_\_ Platinum Sponsor \$5,000

- Three (3) Full Conference attendee registrations; Superior booth placement; Premium listing in the onsite Conference program; Bag Insert for Attendee Totes ; Plus all Bronze Sponsor benefits

### \_\_\_\_\_ Gold Sponsor - \$2,500

- Two (2) Full Conference attendee registrations; Superior booth placement; Premium listing in the onsite Conference program; Plus all Bronze Sponsor benefits

### \_\_\_\_\_ Silver Sponsor - \$1,000

- One (1) Full Conference attendee registration; Superior booth placement; Clickable link on the IFDF website for one year; Plus all Bronze Sponsor benefits

### \_\_\_\_\_ Bronze Sponsor - \$500

- One (1) Full Conference registration; Superior booth placement; Copy of Conference attendee list; Recognition in the on-site Conference program distributed to all conference attendees; Sponsorship designation ribbon for each of your company representative attendees; Sponsorship listing on the IFDF website for one year

### \_\_\_\_\_ Sponsor a Student \$250

- Copy of Conference attendee list; Recognition in the Conference Program; Sponsorship listing on the IFDF website for one year.

Names for Sponsor Registrations: \_\_\_\_\_

## Event and Amenity Sponsorships

\_\_\_\_\_ **Top Golf Sponsor - \$8,500 (1):** Exclusive signage and recognition at the Friday morning Memorial Service. Plus all Platinum Sponsor benefits.

\_\_\_\_\_ **Welcome Reception Sponsor - \$3,000 (1)** Exclusive signage and recognition at the IFDF Opening Reception, and the opportunity to provide a brief welcome to attendees. Plus all Gold Sponsor benefits.

\_\_\_\_\_ **Awards Luncheon Sponsor - \$5000 (2):** Exclusive Signage and recognition at the Luncheon for one day, plus all Platinum Sponsor Benefits.

\_\_\_\_\_ **Insulated Tumblers - \$2,500 (1):** Logo on tumblers distributed to all attendees.

\_\_\_\_\_ **Name Badge Lanyards - \$1,500 (1):** Logo on name badge lanyards distributed to all attendees.

<b>A La Carte Tickets:</b>	<b>Quantity</b>	<b>By April 30</b>	<b>By May 30</b>	<b>After May 30</b>
Wednesday Golf Outing	_____	\$125	\$125	\$175
Wednesday President's Reception	_____	\$75	\$75	\$100
Thursday Awards Lunch	_____	\$60	\$60	\$75
Thursday Tradeshow Only	_____	\$50	\$50	\$50
Thursday Outing to Top Golf	_____	\$65	\$85	\$95

\*\*includes 2 drink tickets, dinner & 2 hours of unlimited play



# 2022 Annual Conference & Trade Show

## Annual PAC Fundraiser Golf Tournament

The 2022 IFDF Annual Conference & Tradeshow will kick off with a golf tournament for Conference attendees, suppliers and friends. For suppliers, this is an opportunity for one-on-one networking with your current and potential customers in a casual and friendly setting. It is also a great opportunity to show your support of IFDF and become a golf sponsor to receive additional publicity. Enjoy team playing and on-course competition.

Opened in 1996, Celebration Golf Club is the final collaboration between Robert Trent Jones Senior and Junior. From the onset, their belief was that “every hole should be a hard par and an easy bogey.” Using their joint design strategies and the natural lay of the land, they crafted an upscale daily-fee golf resort that takes full advantage of the natural pine forests and Florida wetlands.

This year, the goal is to have 40 golfers! All proceeds to toward potential activities including Legislative Days at the capitol building in Tallahassee where we serve 2000 sausage dogs lunches to legislators, staff and capitol visitors.

**June 8 \_\_\_\_\_ @ \$125 Golf Tournament Player** Includes greens fees, cart and boxed lunch.

**Golfer(s) name(s)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## Golf Tournament Sponsorships

- \_\_\_\_\_ **Drink Cart Sponsorship - \$2,000** (1 available)
- \_\_\_\_\_ **Tournament Boxed Lunches Sponsorship - \$750** (1 available)
- \_\_\_\_\_ **Hole In One Sponsorship - \$500** (1 available)
- \_\_\_\_\_ **Closest to the Pin Sponsorship - \$250** (1 available)
- \_\_\_\_\_ **Longest Drive Sponsorship - \$250** (1 available)
- \_\_\_\_\_ **Prize Trophies Sponsorship - \$500** Given to 1<sup>st</sup> and 2<sup>nd</sup> Place foursomes (1 available)
- \_\_\_\_\_ **Hole Sponsor - \$50** (18 available)
- \_\_\_\_\_ **Sponsor a Team - \$500** May provide them with a branded golf shirt, team name, etc. The team may be non-IFDF members.

# 2022 Annual Conference & Trade Show

## Exhibitor Registration & Payment Information

Exhibit Space \$ \_\_\_\_\_  
Additional Representatives \$ \_\_\_\_\_  
Conference Sponsorship \$ \_\_\_\_\_  
Additional Event Tickets \$ \_\_\_\_\_  
Golf Tournament Tickets \$ \_\_\_\_\_  
Golf Sponsorship \$ \_\_\_\_\_

TOTAL Amount Enclosed/Authorized \$ \_\_\_\_\_

Method of payment:

\_\_\_\_\_ Check for total amount (payable to IFDF) \_\_\_\_\_ Visa \_\_\_\_\_ Mastercard \_\_\_\_\_ Discover \_\_\_\_\_ AmEx

\_\_\_\_\_  
Name as it appears on card

\_\_\_\_\_  
Card Number CVV Code Exp. Date

\_\_\_\_\_  
Billing address with zip code

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Email address for receipt

IFDF OFFICE USE ONLY: Date Received: \_\_\_\_\_ Date Entered \_\_\_\_\_ CC Approval \_\_\_\_\_

\*\*\*\*\*

**Cancellation and Refund Policy:** Substitutions are accepted at any time without additional charge. Email your substitution request to [hbernier@ifdf.org](mailto:hbernier@ifdf.org). If a substitute is not available, the following refund policy applies:

- **For Additional Event Tickets:** Full refund if cancelled in writing to [hbernier@ifdf.org](mailto:hbernier@ifdf.org) by May 30, 2022.
- **Booth Spaces:** In order to reserve an Exhibit Booth, it must be paid in full 30 days prior to event. Booths not paid by May 9 are subject to resale. Cancellations in writing prior to May 9 will incur a \$100 cancellation fee. Fees cannot be refunded for registrations cancelled after May 9 or for no-shows.

**Sponsorship payment and hi-resolution logo/artwork must be submitted 30 days prior to event to [hbernier@ifdf.org](mailto:hbernier@ifdf.org).**

By registering for the 2022 IFDF Annual Conference, I hereby grant permission to use any and all photographic imagery and video footage taken of me at this event and activities pertaining to this event, without payment or any other consideration. I understand that such materials may be published electronically or in print, or used in presentations or exhibitions.

**Return completed Exhibit Space Letter of Agreement & Payment to:**

**IFDF, P.O. Box 10969, Tallahassee, FL 32302-2969 | Or Fax to IFDF at 850-222-7168 | Email to [hbernier@ifdf.org](mailto:hbernier@ifdf.org)**

**Once your registration and payment are received, you will be contacted by Alliance Nationwide Exhibition to complete your exhibitor profile.**

# 2022 Annual Conference & Trade Show

## Embassy Suites Lake Buena Vista South

This year's conference hotel is conveniently located in the heart of Florida just 5 miles east of I-4. The IFDF is returning to this location after one successful conference at this location some 10 years back.

The location allows us to really hone in on the substance of the conference and trade show as it is separate enough from all of the Orlando attractions not to distract our attendees from why we are gathering together. Yet, it is close enough for a quick shuttle over to all the fun Orlando has to offer.



The convention center is state-of-the-art. In partnership with Alliance Exhibition, this year's trade show is on track to be the biggest in the history of the IFDF.

To reserve your accommodations in the IFDF's discounted room block at The Embassy Suites Lake Buena Vista South go to the IFDF website at [www.IFDF.org](http://www.IFDF.org).

**The deadline for the discounted room rate of \$149 plus tax is 5:00 pm EDT on Monday, May 17, 2022.**

### **Hotel Information:**

**GPS address: 4955 Kyngs Heath Road, Kissimmee, FL 34746**

**Hotel Phone: 407.597.4000**