

131st Annual VFDA Convention Sponsorship Opportunities

Hello everyone,

As we get into the New Year, I would like to thank all of you individuals and companies that support the funeral profession here in the Commonwealth of Virginia. As one of those hard-working death care providers, I am aware that without the dedication of all the businesses and individuals that provide us support, either with products, services, or advice, none of the funeral homes in Virginia would be able to provide the care and compassion to each family that we serve.

In the last 25 years we all have seen and experienced vast changes in this profession. Most of us are struggling to adapt to these changes and we all have seen companies and friends that no longer exist in the funeral business. One of the changes that has occurred in this profession is how you as vendors can connect with prospective customers as well as show your support to your loyal customers. Historically that has been through conventions and expos, where you could showcase new innovations. This old model is becoming obsolete, more and more often I have been hearing vendors say that the cost to exhibit and the limited time that customers spend walking the expo floor are causing diminished returns on their investment of time and money. The comment that is repeated over and over is "I want more face time with customers, especially the decision makers."

Well the VFDA has listened and this year we are planning the most educational, customer building, family fun convention that Virginia has ever seen. I am attaching the schedule of events for the VFDA 2019 Annual Convention. As you can see, we are including an expanded schedule for funeral licensees to earn continuation credits, along with that, we are offering time between these classes for interaction with our vendors. Second, we are offering several food, beverage and social activities that are very beneficial for customer relationship building. Third, we are bringing the branding of our sponsors into the 21st century, by incorporating as much product placement as we can dream up and that you as vendors are willing to provide (first come first serve). Also, we are going to use technology to market your brand, no more little signs at the door or just an ad in the program, we are talking about continuous displays of your logo and depending on your level we will be able to promote specific products or services that you provide. Fourth, we are going to identify those people in attendance that are the decision makers for their firms. If your representatives that are attending, make themselves available to all the activities that we will be providing, then the ability for face time with potential customers should increase from previous years that scheduled 3 or 4 hours of interaction to about 20 hours during the 2019 VFDA Convention. This change in structure will not be successful without our vendors stepping up to the plate and helping make this work. I am willing to put my money where my mouth is, by personally funding and providing staffing for all the hospitality hours including the continental breakfast each morning.

The total cost to put on this version of the VFDA convention will require us getting sponsorships to cover approximately \$80,000. As any good red-blooded capitalist, we would always accept one company, vendor, or philanthropic lottery winner to be the Black Diamond sole sponsor of the entire convention. Now if no one is willing to take on this once in a lifetime offer, I have also attached a list and associated cost for sponsoring each one.

Thank you for your continued support of the VFDA and we look forward to your partnering with us for a new and improved 2019 Virginia Funeral Directors Association Convention.

Yours Respectfully,
Laurence F. "Larry Spiaggi, CFSP, CCO, CPC
2018-19 VFDA President

Levels of Sponsorships:

Platinum Sponsors (\$7,001 and up)

Listing on website/ Bulletin/advertisement Convention Program/ digital recognition during all convention meetings and events/ 5-minute PowerPoint opportunity between continuing education session.

Sunday

Welcome Party & Mexican Buffet Dinner \$ **SOLD**

Bring your "thinking caps", you do not want to miss VFDA Vendor Trivia.

Monday

Beer, Bourbon and BBQ (**SOLD**)

Includes a vendor BINGO and don't forget your business cards!

Tuesday Evening

Inaugural Banquet Sponsorship **SOLD**

- Reserved seating
- 8 banquet tickets

Gold Sponsors (\$4,001-\$7,000)

Listing on website/ Bulletin/ digital recognition during all convention meetings and events/ 5-minute PowerPoint opportunity between continuing education session.

Sunday

Fellowship Luncheon \$7,000

This is the 1st networking event to kick-off the 131st Annual VFDA Convention. Bring your business cards!

Tuesday

Networking Lunch \$7,000

Afternoon Cocktail Bar \$6,000

(During the Networking lunch)

Includes Round 2 of VFDA Vendor Trivia.

Tuesday Evening

Inaugural Banquet Cocktail Hour \$6,000

Silver Sponsors (\$1,001-\$4,000)

Listing on website/ Bulletin/ digital recognition during all convention meetings and events

Wednesday

Pancake Breakfast **SOLD**

Keycards **SOLD**

Bronze Sponsors (\$1,000 and under)

Listing on website/ Bulletin

Beach and Pool Day Snacks and Water Bottles with logos and business labels (Sunday, Monday and Tuesday – choice of one or all) **SOLD** per day

Sunday

Service of Remembrance **SOLD**

Yes, I will support the 131st Annual VFDA Convention \$ _____

Contact Name: _____

Firm/Company Name: _____

Address: _____

City: _____

State: _____ **Zip Code:** _____

Phone: _____

Fax: _____

E-mail: _____

PAYMENT:

VISA **MC** **AMEX** **DISCOVER**

Name on the Card: _____

Card Number: _____

Exp: _____ **3 Digit Code:** _____

**Please return to the VFDA office.
Virginia Funeral Directors Association
P.O. Box 395
Hanover, Virginia 23069
Phone: (804) 264-0505
Fax: (804) 264-3260
info@vfda.net**

Sunday, June 16, 2019

7:45-10:45 a.m. Continental Breakfast
Hospitality Suite
8:00-10:00 a.m. Board of Directors Meeting
9:00 a.m.-2:00 p.m. Registration
9:45 a.m. Vendor Meeting
11:00 a.m. Service of Remembrance
Noon-1:30 p.m. Fellowship Luncheon
2:00-4:00 p.m. Beach/Pool Day
6:00 p.m. Welcome Party &
Mexican Buffet Dinner
8:00 p.m. Hospitality Suite Opens

Monday, June 17, 2019

6:00 a.m. Sunrise Yoga
7:30 a.m.-Noon Registration
7:30 a.m. Continental Breakfast
Hospitality Suite
8:00-8:15 a.m. Vendor Highlight
8:15-9:15 a.m. Townhall Meeting (1.0)
9:15-9:30 a.m. Vendor Highlight
9:30-10:30 a.m. Continuing Education (1.0)
10:30-10:45 a.m. Vendor Highlight
10:45-11:45 a.m. Continuing Education (1.0)
11:45- Noon Vendor Highlight
Noon-1:00 p.m. Continuing Education (1.0)
1:15-2:15 p.m. Beer, Bourbon and Barbeque
2:30-4:30 p.m. Beach Day/Putt-Putt/Vendor Contest
Dinner on your own
9:00 p.m. Hospitality Suite Opens

Tuesday, June 18, 2019

7:30 a.m.-Noon Registration
7:30 a.m. Continental Breakfast
Hospitality Suite
8:00 a.m. Kayaking, Surfing and
Paddle Board Lessons
8:00-8:15 a.m. Vendor Highlight
8:15-9:15 a.m. Annual Business Meeting (1.0)
9:15-9:30 a.m. Vendor Highlight
9:30-10:30 a.m. Continuing Education (1.0)
10:30-10:45 a.m. Vendor Highlight
10:45a.m.-11:45 a.m. Continuing Education (1.0)
11:45a.m.-Noon Vendor Highlight
Noon-1:30 p.m. Continuing Education (1.5)
1:45-2:45 p.m. Networking Lunch
2:45-4:30 p.m. Beach/Pool
3:00 p.m. Virginia Funeral Sales
Association Meeting
6:30-9:30 p.m. Cocktail Hour/Banquet
(babysitting available for those under 13)

Wednesday, June 19, 2019

8:00-9:00 a.m. Pancake Networking Breakfast

****Schedule is subject to change****



**Wyndham Virginia Beach Oceanfront
5700 Atlantic Avenue, Virginia Beach 23451
1-800-365-3032**

**Sleeping Rooms \$169 (plus applicable taxes and fees)
Group rate will be honored 3 days pre and 3 days post conference based on availability.**