



2017 FSAC Convention & Trade Show

June 6 - 8 Delta Charlottetown, PE

WELCOME

Please join us for the 2017 FSAC Convention!

The 2017 FSAC National Convention and Exhibition will be hosted in Charlottetown, PE June 6 – 8 and will provide delegates, with three days of education and networking.

This conference will see 250 senior level decision makers, funeral home managers, cemetery owners/managers and government agencies come together to connect with funeral professionals and suppliers from across the country.

Increase your presence and impact at the 2017 FSAC Convention! Whether you are a new company hoping to spread awareness, or an industry veteran looking to drive sales, our sponsorship packages are customized to help you achieve your company's goals. Don't miss out on these limited sponsorship packages!



To register please complete the online form at http://www.fsac.ca/Exhibitor_Sponsor_Registration

For assistance, contact Phil Primeau at phil@fsac.ca



2017 FSAC Convention & Trade Show

June 6 - 8 Delta Charlottetown, PE

Sponsorship opportunities

It is through the generous support of our many suppliers that make it possible for FSAC to continue to provide this annual event to our members. As a sponsor, your company will be recognized during the convention, on signage as well as through various pre-event promotions.

Tuesday June 6

- Welcome Reception Entertainment _____ \$4,000
- Welcome Reception Food Stations (4 available) _____ \$3,000

Wednesday June 7

- Lunch _____ \$8,000
- Fun Night Beach Party (includes booth + 2 fun night beach party tickets) _____ \$20,000

Attendees will enjoy a lobster and steak BBQ on the beach, complete with live entertainment and bonfire

- Breakfast _____ \$3,500
- Break with Exhibitors _____ \$3,500

Thursday June 8

- Lunch _____ \$8,000
- President's Banquet Wine _____ \$3,500
- President's Banquet Décor _____ \$3,500
- Break with Exhibitors _____ \$3,500

Other Opportunities

- Convention App _____ \$5,000
- Convention Photographer _____ \$5,000
- Convention Program _____ \$5,000
- Keycard and Mini Program _____ \$4,000
- Bear Pit Session Logo'd Catch Box Microphone _____ \$3,000
- Customized Convention Lanyards _____ \$4,000
- Swagbags _____ \$3,000
- Swagbag Insert _____ \$ 250
- Education Sponsor (3 available) includes 1-2 min to address the audience _____ \$4,000
- Elevator Door Wrap (3 available) _____ \$2,000

Have any other ideas? Let us know!

We'd love to work with you to create a unique sponsorship opportunity that meets your marketing goals!

Marketing Tools

- Floor Decals _____ \$ 400

This high-profile opportunity will be sure to draw attention. Vinyl signs will be 48" x 48" and will feature your company logo (colour) as well as your booth number or URL.

- Reception Beverage Tickets (only available to sponsors & exhibitors) _____ \$75/10 tickets

Exhibitors can purchase beverage tickets in advance to distribute to attendees. When 20 or more are purchased the tickets will be customized with your logo.



2017 FSAC Convention & Trade Show

June 6 - 8 Delta Charlottetown, PE

Exhibiting Opportunities

Exhibitor Space Package

- One draped 10x10 exhibit space with ballroom carpet
- Includes one 6' black skirted table with two chairs
- One electrical outlet (110v 115 amp outlet)
- Company name in the final printed program, name and product listing on the convention app
- Complimentary Trade Show only pass for your customers to attend on Wednesday June 7
- Registration for one (1) company representative for Welcome Reception (June 6), daytime meals and access to all sessions
- Additional representatives can register for \$400+tax
- Banquet tickets (\$125) and tickets to Fun Night (\$75) are additional costs for all representatives.
- Exhibit spaces will be assigned on a first-come, first-served basis based on preference requested.
- One company to be listed per space, splitting of invoices is not allowed.

Fees

Members:

Standard Space \$1450

Premium Space \$1850 (as indicated on floorplan)

Non-Members:

Standard Space \$2450

Premium Space \$2850 (as indicated on the floorplan)

Additional Details

Spaces must be set up by **1700 hours** on Tuesday June 6, and all crates removed. Exhibits **must be staffed at all times** during the Trade Show Hours. No packing of materials or dismantling of the booth will be permitted prior to closing time.

Double booths must align vertically with the floorplan (ie 10&11, not 10 & 23)

EXHIBITOR SCHEDULE*

TUESDAY JUNE 6th

12:00PM – 5:00PM

Exhibitor Set-up

12:00PM – 2:00PM

Registration

6:00PM – 8:30PM

FSAC President's Welcome Reception & Ribbon Cutting
Trade Show Opening

WEDNESDAY JUNE 7TH

9:00AM – 4:00PM

Trade Show ~ open to public

4:00PM – 5:30PM

Exhibitor Teardown

THURSDAY JUNE 8th

8:00AM – 11:00AM

Additional Exhibitor Teardown

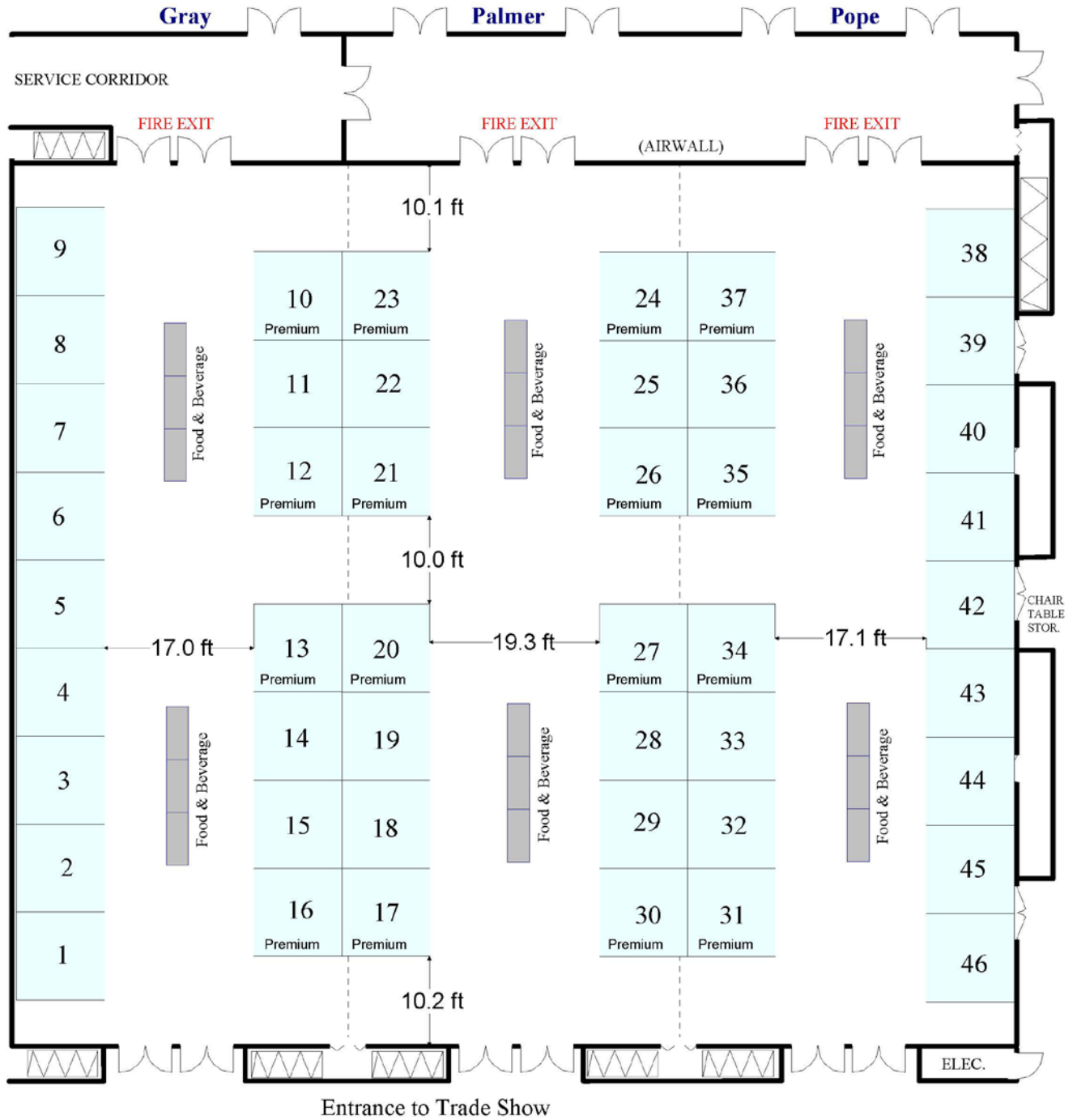
*hours subject to change. If special arrangements are required for setup/teardown, please contact phil@fsac.ca.



2017 FSAC Convention & Trade Show

June 6 - 8 Delta Charlottetown, PE

Floorplan



FSAC 2017 Convention and Trade Show - Preliminary Program Details

Monday June 5	
9:00am - 1:00pm	FSAC Board of Directors Meeting - <i>Robert Dickie Room</i>
2:00pm - 3:00pm	Concurrent Committee Meetings
	Education - <i>Tupper Room</i>
	Membership - <i>Tilley Room</i>
3:00pm - 4:00pm	Concurrent Committee Meetings
	Supplier - <i>Tupper Room</i>
	Convention Planning - <i>Tilley Room</i>
8:00am - 5:00pm	Canadian Funeral Regulators Meeting - <i>Langevin Room</i>
Tuesday June 6	
8:00am - 9:00am	Past Presidents Breakfast - <i>Archibald Room</i>
9:00am - 10:00am	Concurrent Committee Meetings
	Communications - <i>Langevin Room</i>
	Awards & Scholarship - <i>Cartier Room</i>
	Government Relations - <i>Campbell Room</i>
10:00am - 2:00pm	Board Meeting - <i>Robert Dickie Room</i>
12:00pm – 2:00pm & 4:00pm - 6:00pm	REGISTRATION OPEN - <i>Coat Check Room</i>
2:00pm - 4:00pm	FSAC AGM - <i>Sir John A MacDonald Room</i>
6:00pm – 8:30pm	FSAC President's Welcome Reception & Ribbon Cutting - <i>Tradeshow Floor, Gray Palmer Poper Room</i>
	FREE EVENING
Wednesday June 7	
8:00am - 10:00am	REGISTRATION OPEN - <i>Coat Check Room</i>
8:00am - 9:00am	Morning Walk with Odie - <i>Offsite</i>
9:00am - 4:00pm	Trade Show All Day - <i>Gray Palmer Pope Room</i>
12:30pm - 1:30pm	Lunch - <i>Sir John A MacDonald Room</i>
1:15pm – 2:15pm	Concurrent Workshops
	Top of Mind... Creating the Experience To Be Preferred - <i>Campbell Room</i> Speaker: Mr. Iain Smith, Sands Funeral Chapel
	Police Funerals - How To Help The Family and The Police Agency - <i>Archibald Room</i> Speaker: Seargent Gord Eirikson, Calgary Police Service
2:15pm - 2:45pm	Break
2:45pm - 3:45pm	Concurrent Workshops
	Embalming - <i>Campbell Room</i> Speaker: TBC

	Police Funerals - How To Help The Family and The Police Agency - Archibald Room Speaker: Seargent Gord Eirikson, Calgary Police Service
5:30pm	Fun Night - Dining in the Dunes Beach Party and Lobster Dinner
<u>Thursday June 8</u>	
8:00am – 11:00am	REGISTRATION OPEN - <i>Coat Check Room</i>
9:30am - 10:30am	The Power of Social Media: From Business Marketing to Family Planning & Grieving - Sir John A MacDonald Room Speaker: Ms. Ashley Montroy, FrontRunner Professional
10:30am - 11:00am	Break
11:00am - 12:30pm	Bear Pit - Sir John A MacDonald Room Moderator: Mr. Jeff Weafer, Regina Funeral Home
12:00pm - 1:00pm	Lunch - Sir John A MacDonald Room
1:00pm - 2:00pm	Concurrent Workshops
	Top of Mind... Creating the Experience To Be Preferred - Campbell Room Speaker: Mr. Iain Smith, Sands Funeral Chapel
	Embalming - Archibald Room Speaker: TBC
2:00pm - 2:15pm	Break
2:15pm - 3:15pm	Assisted Dying - Sir John A MacDonald Room Speaker: Dr. Jeff Blackmer, Canadian Medical Association
3:15pm - 3:30pm	Break
3:30pm - 4:30pm	Closing Keynote - Canada's 150th Celebration - Sir John A MacDonald Room Speaker: Ms. Charlotte Gray, Award Winning Biographer and Historian
5:00pm - 6:00pm	Executive Reception - Archibald Room
6:00pm - 7:00pm	President's Banquet Reception - Convention Foyer
7:00pm - 9:00pm	President's Banquet - Palmer Pope Room
<u>Friday June 9</u>	
11:00am -	Golf - Fox Meadow Golf Course
11:00am -	Companion Tours - Offsite TBC



2017 FSAC Convention & Trade Show

June 6 - 8 Delta Charlottetown, PE

Terms and Conditions

1. FSAC reserves the right, at its sole discretion to change the date or dates upon which the show is held or to cancel the show and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the Sponsor/Exhibitor to FSAC.
2. The Sponsor/Exhibitor shall not assign contract or sublet the sponsorship/space or any part thereof or permit same to be used by any other person, without the prior written consent of FSAC. Any attempt to do so renders this contract null and void and will result in immediate cancellation of this contract with no refund.
3. The Sponsor/Exhibitor is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Sponsor/Exhibitor so comply.
4. The Sponsor/Exhibitor shall indemnify and hold harmless FSAC from and against any loss, injury or damages whatsoever suffered by FSAC as a result of the Sponsor/Exhibitor's participation in the show, including without limitation, any third-party claim against FSAC with respect to loss, injury or damage sustained or suffered by any other exhibitor, the owner of the building, attendees of the exhibition, and their respective directors, officers, agents and employees.
5. This contract may be cancelled provided written notice is received by either party on or before April 1, 2017 in which case all monies paid by the Exhibitor will be refunded less 50%. If the Exhibitor cancels after such date, they will be held responsible for the full contract price. Cancellations must be made in writing and submitted on company letterhead. Sponsorship is non-refundable.
6. Sponsor/Exhibitor's display must comply with all requirements of the convention centre and of the owner of the building, including maximum height requirements.
7. Shipments to be paid upon delivery will not be accepted by the hotel.
8. The hotel/show services provider/FSAC will not assume responsibility for loss or damage to the Sponsor/Exhibitor's goods or property before, during or after the show.
9. FSAC reserves the right at any time to alter or remove exhibits or any part thereof, including printed material, products, signs, lights or sound and to expel exhibitors or their personnel if, in the FSAC's opinion, their conduct or presentation is objectionable to FSAC or to other participants.
10. The Sponsor/Exhibitor agrees that no display may be dismantled or goods removed during the scheduled time of the exhibition. The Sponsor/Exhibitor agrees to remove the exhibit and equipment from the building by the final move out time. In the event of failure to do so, the Sponsor/Exhibitor agrees to pay for such additional costs as may be incurred by FSAC.
11. The attendee list is owned by FSAC and is provided to the Sponsor/Exhibitor for conference follow up use only, unless prior approval in writing has been granted by FSAC. The list is not to be distributed by the Sponsor/Exhibitor to any other party under any circumstance.
12. The Sponsor/Exhibitor is responsible for the placement and cost of insurance relating to its participation in the show. The Sponsor/Exhibitor agrees to furnish immediately to FSAC, upon request, certificates of insurance pertaining to all policies of insurance carried by the Sponsor/Exhibitor together with satisfactory evidence from the insurers of the continuation of such policies.
13. Exhibitor promotional draws are permitted; however, prior approval is required from FSAC to ensure non-conflict with convention programming.