

## CORPORATE PARTNERSHIP OPPORTUNITIES INCLUDE:

- Welcome Reception
- First Timers Reception
- Closing Reception
- Closing Dinner
- Closing Dinner Entertainment
- Tuesday Lunch with the Exhibitors
- Wednesday Lunch with the Exhibitors
- Past Presidents Reception
- State Association Lunch
- Coffee Breaks
- General Session Staging and Audio/Visual Support
- Keynote Speakers
  - Robert Cialdini
  - Libby Gill
  - Steve Shapiro

## GENERAL RECOGNITION OPPORTUNITIES INCLUDE:

- In the January convention preview issue of *ICCFA Magazine* (mailed to 11,000+!)
- In the March/April onsite convention issue of *ICCFA Magazine*
- In the convention on-site program
- Via signage
- On staging screens
- Via announcements from the podium
- Brochure/flyer table on March 22: Keep your marketing message in front of convention attendees even after the Expo closes
- Accrue points toward your future booth assignments

...and more!

## SPECIFIC RECOGNITION OPPORTUNITIES LISTED ON THE NEXT PAGE

**DEADLINE TO BE INCLUDED IN THE MAILED PROGRAM BOOKLET: NOVEMBER 23, 2011**

### FOR MORE INFORMATION ON SPONSORSHIP, PLEASE CONTACT:

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Meetings Coordinator	Program Chair	Program Chair
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# THE IDEA FACTORY

## 2012 Convention & Exposition

### March 19-22, 2012

Mandalay Bay Resort & Casino  
Las Vegas, NV



Visit [www.iccfaconvention.com](http://www.iccfaconvention.com) for complete convention details

International Cemetery, Cremation & Funeral Association  
107 Carpenter Drive, Suite 100 :: Sterling, VA 20164 :: 1.800.645.7700 :: [www.iccfa.com](http://www.iccfa.com)

# CORPORATE PARTNERSHIP OPPORTUNITIES INCLUDE:

## • Keynote Speakers

- Robert Cialdini—“Influence: The Ultimate Power Tool.” *This high-profile general session with a Fortune 500 company branding consultant will be a great fit for any company looking to brand itself as a progressive trend-setter.* [\$20,000-30,000]
- Libby Gill—“Getting Un-Stuck (And Getting Your Staff Un-Stuck, Too).” *A company wanting to position itself as a leader in business operations should consider sponsoring this keynote session on constant innovation and streamlining the route to success. Ms. Gill will sell and sign books at your exhibit booth following her presentation.* [\$15,000-20,000]
- Stephen Shapiro—“Innovation: The Building Blocks of Remaining Relevant.” *This session on generating breakthrough ideas would be a good fit for a company wanting to position itself as a creative industry leader. Mr. Shapiro will sell and sign books at your exhibit booth following his presentation.* [\$10,000-15,000]
- **Closing Dinner**—*Our Annual Convention’s culminating event with this big blowout bash.* [\$10,000-15,000]
- **Welcome Reception**—*Gain the attention of registrants during the first night of the Convention & Exposition.* [\$5,000-10,000]
- **Tuesday Lunch with the Exhibitors**—*Have your company recognized by all attendees during free food & beverage service in the Expo hall.* [\$10,000-15,000]
- **Wednesday Lunch with the Exhibitors**—*Another excellent opportunity for extended exposure during a packed three-hour Expo session.* [\$7,500-15,000]
- **First Timers Reception**—*This festive annual event welcomes newcomers to their first ICCFA Convention during a reception in the Expo hall just for them.* [\$3,000-6,000]
- **PLPA Reception**—*This event welcomes attendees of the PLPA Annual Conference held in conjunction with the ICCFA Annual Convention with a reception on opening night just for them.* [\$3,000-6,000]
- **Closing Reception**—*One of the final events to cap off a productive and enjoyable week in Las Vegas. Contribute \$12,000 and your company’s logo will be printed on the napkins used during the reception.* [\$5,000-10,000]
- **Closing Dinner Entertainment**—[\$5,000-7,500]
- **Coffee Breaks**—*One of the best sponsorship values, gain repeated exposure at one of the several coffee breaks throughout the week. Your company’s logo will also be printed on the coffee cups used during the breaks.* [\$5,500-7,500]
- **General Session Staging and Audio/Visual**—*The ICCFA Convention is known for its high-quality audio/visual production.* [\$1,000 & up]
- **Registration booth**—*A company who contributes \$8,500 will have its logo on the booth’s kick plates. Limited to just one sponsor!*
- **Lanyards**—*Contribute \$10,000–15,000 and see your company logo on the lanyards.*
- **Aisle signs**—*See your company’s name on signs that hang over each aisle of the exposition.* [\$10,000-15,000] *Limited number available!*
- **Bag inserts**—*You may insert materials into the registrant tote bags for \$1,500 per page.*
- **Beverage lounge**—*New this year, there will be several beverage lounges around the expo hall for attendees to sit down, eat, have a conversation and relax.* [\$3,000-5,000 per lounge] *Limited number available!*
- **Giveaway bags**—*Sponsors who contribute more than \$10,000 to any type of sponsorship will have their logo printed on the giveaway tote bags [High resolution logos must be e-mailed to robt@iccfa.com by January 2, 2012].*

Sponsorships at the lower end of the price ranges may be partnered with another company to co-sponsor an event. You can lock in your company as the exclusive sponsor of a particular event by paying the maximum amount for that event.

# SPONSORSHIP COMMITMENT FORM

## COMPANY INFORMATION

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Prov \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone (     ) \_\_\_\_\_ Fax (     ) \_\_\_\_\_

E-mail address \_\_\_\_\_

Web address \_\_\_\_\_

## LEVEL OF SPONSORSHIP

We would like to contribute \$ \_\_\_\_\_ to sponsor the ICCFA Annual Convention & Expo.

In particular, we are interested in sponsoring (if applicable, include an event or speaker name here that you would specifically like to sponsor):

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

Signature \_\_\_\_\_

## PAYMENT

CHECK (Please make payable to ICCFA)

DISCOVER     VISA     MASTERCARD     AMERICAN EXPRESS

Name on credit card \_\_\_\_\_

Credit card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

*SECURITY ID#: 3-digit number on back of card or  
4-digit number on front of American Express card*

Security ID# \_\_\_\_\_

Signature \_\_\_\_\_

Card's Billing Address (required) \_\_\_\_\_

\_\_\_\_\_



**Please complete this form and return it to:**

**INTERNATIONAL CEMETERY, CREMATION & FUNERAL ASSOCIATION**

107 Carpenter Drive, Suite 100 • Sterling, VA 20164 • 1.800.645.7700 • Fax: 703.391.8416 • [www.iccfa.com](http://www.iccfa.com)