



## **PROVINCIAL SPONSORSHIP**

*Criteria*

The CFTA offers a very powerful Sponsorship Program to assist Associations in the Funeral Profession with their Annual General Meeting. This program allows the association to outsource the education, hospitality and tradeshow components of their AGM/Conference which in turn can offset the costs associated in running such an event. The association's organizers can focus on the content of their AGM/Conference knowing full well that the CFTA will support and finance some of the major costs involved in conducting such a symposium, while at the same time endowing the association's operating budget.

**This is a Win Win proposition: We do the work and you collect!\***

### **Association's Responsibilities:**

- Select a high profile Keynote Speaker (in consultation with the CFTA);
- Supply hotel accommodations for Keynote Speaker;
- Choose two Supplier Speakers (provided by the CFTA);
- Advertise and recognize the CFTA in all programs, promotional marketing; website and conference podium acknowledgements;
- Provide appropriate space and tables for Suppliers' Tabletop Show (in consultation with the CFTA);
- Provide a minimum of three (3) hours (total) of exhibit time per tradeshow day (minimum 2 days), for delegates to participate in the tabletop show;
- Business and educational component to be conducted in the same room as the tabletop show;
- Open microphone setting.

### **CFTA's Responsibilities:**

- Pay Keynote Speaker's Fees and Travel Expenses;
- Consult with Sponsoring Association on selection of Keynote;
- Provide two Supplier Speakers from selected CFTA list;
- Provide presentation outlines for Supplier Speakers;
- Solicit suppliers and provide exhibitors for a Tabletop Show in conjunction with the AGM/Conference;
- List the event on the CFTA website and provide framework for Association's website;
- Advertise via e-mail and mail (exhibitors and delegates)
- List Sponsoring Association as a participant in the CFTA's promotional advertising;
- Assist Association with membership solicitation;
- Hold a one hour reception or lunch.

\* Some conditions apply