

# 2021 FALL CONFERENCE | NOVEMBER 3 – 4

## GOLDEN NUGGET HOTEL & CASINO | ATLANTIC CITY



Delaware First State Cemetery Association  
Maryland Cemetery and Cremation Association  
New Jersey Cemetery Association  
Pennsylvania Cemetery, Cremation and Funeral Association  
Virginia Cemetery Association

## *Exhibitor & Sponsor Registration*

Visit our website [mascfc.com](http://mascfc.com) for conference details.

### Hotel Accommodations

Golden Nugget Hotel & Casino  
Huron Avenue & Brigantine Boulevard  
Atlantic City, NJ 08401

Reservations: 800.777.8477

**\$61/night** (+tax) for single or double occupancy  
with use of discount code **AFUNE21** by Oct 12<sup>th</sup>

### Exhibit Hours

Wednesday, November 3<sup>rd</sup>, 5:00 pm – 7:00 pm  
Thursday, Nov. 4<sup>th</sup>, 8:15 am – 7:30 pm (excluding presentations)

### Receptions & Dining Options

Cocktail Reception: Wednesday  
Breakfast & Lunch: Thursday  
Wine Tasting Experience: Thursday  
Breakfast for Exhibitors: Friday

#### Golden Nugget Dining Options:

Vic & Anthony's Steakhouse    Grotto Italian Ristorante  
Michael Patrick's Brasserie    Chart House

### Booth Package & Info

Exhibit Booth: 8' deep x 10' wide  
Back Drape: 8' high  
Side Drape: 42" high  
Tablecloth: 6' draped  
Identification Sign with Logo: 7" x 44" Single Line  
Electrical Option  
2 Chairs & 1 Wastebasket  
Registration for One Person  
Additional Registrations Available  
Booth Preference: First Come First Serve  
Booth Disassembly: Friday before 11:00 am

# Schedule & Exhibit Hours

WEDNESDAY, NOVEMBER 3, 2021

- 8:30am - 4:00pm **Crematory Operator Certification Program** ..... Ron Salvatore
- 3:00pm - 4:00pm Registration
- 4:00pm - 5:00pm **Cocktails & Laws: Legal Issues Deathcare Can Learn from Classic Cocktails** ..... Poul Lemasters, Esq.
- 5:00pm - 7:00pm Cocktail Reception with Exhibitors

THURSDAY, NOVEMBER 4, 2021

- 8:15am - 9:15am Continental Breakfast
- 9:30am - 9:45am Opening Remarks: Hindsight is 2021 ..... Amy Shimp
- 9:45am - 11:00am **The Customer Journey: Yellow Brick Road or Highway to Hell?** ..... John Bolton & Lori Salberg
- 11:00am - 11:30am Break with Exhibitors
- 11:30am - 12:30pm **Celebrants & Cremation: Perfect Together** ..... Matt Bailey
- 12:30pm - 2:00pm Lunch with Exhibitors
- 2:00pm - 3:00pm **Going Virtual: How to Position Your Business for Today's World** ..... Courtney Gould Miller
- 3:00pm - 3:30pm Break with Exhibitors
- 3:30pm - 4:30pm **Leadership Through Crisis and Its Effect on Culture** ..... Gary Freytag
- 4:30pm - 4:45pm Closing Remarks
- 4:45pm - 5:30pm Free Time with Exhibitors
- 5:30pm - 7:30pm Old World vs. New World Wine Tasting Experience

*\* bar service and lite fare included*

## 2021 Mid-Atlantic States Conference Committee

Amy Shimp – Dulaney Valley Memorial Gardens (Co-Chair)  
Ernest Peterson – Heartspring Consulting, LLC  
Judy Welshons – New Jersey Cemetery Association  
Jonathan Pace – Franklin Memorial Park  
John Dodgson – Ocean County Memorial Park  
Cheryl Percy – Dulaney Valley Memorial Gardens

Jeffrey Hodes – Cemetery Management Solutions (Co-Chair)  
Dagny Neel Fitzpatrick – Jefferson Memorial Park, Inc.  
Chad Aylestock – Service Corporation International  
Angela Byrum – Williamsburg Memorial Park  
Gary Buss – Arlington Cemetery  
Alesia Skinner – Paxtang Cemetery

# Sponsorship Perks

- ✓ *Featured Sponsor introduces the start of the conference, selects booth preference, and receives two additional registrations.*
- ✓ *Cocktail Reception Sponsor and Wine Tasting Experience Sponsor introduce their respective event and receive two additional registrations.*
- ✓ *Breakfast, Lunch, and Speaker Sponsors receive one additional registration.*
- ✓ *Sponsor logo with website link included on conference website [mascfc.com](http://mascfc.com)*
- ✓ *Sponsor recognition on signage and conference program.*

## Old World vs. New World Wine Tasting Experience

**Thursday, 5:30 pm to 7:30 pm**

*The Wine Tasting Experience offers exhibitors and attendees a chance to gather, socialize, and compare Old World (France) vs. New World (New Jersey) wines while enjoying themed hors d'oeuvres. Wine Tasting Experience Sponsor (\$2,500) introduces the event. Wine Sponsors (\$500) receive recognition at the pouring station. **Tickets are \$75 per person with ticket fee waived for wine sponsors.***

# Sponsorship Levels

Featured Sponsor (1)	\$5,000
Wednesday Cocktail Reception (1)	\$2,500
Thursday Breakfast with Exhibitors (1)	\$1,000
Thursday Lunch with Exhibitors (1)	\$1,000
Thursday Wine Tasting Experience (1)	\$2,500
Wine Sponsor (8)	\$500
Speaker Sponsor (6)	\$750
Break Sponsor (2)	\$450
Friday Breakfast for Exhibitors (1)	\$350
General Sponsorship (unlimited)	\$350

**Sponsorship Questions?** Email Amy Shimp at [amy@dulaneyvalley.com](mailto:amy@dulaneyvalley.com)  
or Jeff Hodes at [hodesj@aol.com](mailto:hodesj@aol.com)

# 2021 Mid-Atlantic States Cemetery & Funeral Conference Exhibitor Registration Form

**\*\* Submit your registration before September 15th. \*\***

## Exhibitor Perks

- ✓ Access to Attendee Information
- ✓ Designated "Free Time with Exhibitors"
- ✓ Interaction with Attendees During Road Trip Scavenger Hunt
- ✓ Inclusion in Program Brochure
- ✓ Eligibility in Drawing for an Upgraded Suite with Early Registration

COMPANY: \_\_\_\_\_

ATTENDEE(S): \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

**Attending the Wine Tasting Experience? Tickets are \$75 per person.** If your company sponsors the wine tasting experience (\$2,500) or elects to be a wine sponsor (\$500), the ticket price is waived. See sponsorship page.

BOOTH PACKAGE - \$975 (includes one registration) \$ \_\_\_\_\_

ELECTRICAL ACCESS - \$20 \$ \_\_\_\_\_

ADDITIONAL REGISTRATION - \$295 per person (see Sponsorship Perks for included registrations) \$ \_\_\_\_\_

EARLY ENGAGER DISCOUNT - Save \$100 by registering before September 15<sup>th</sup> \$ \_\_\_\_\_

WINE TASTING EXPERIENCE - \$75 per person (one ticket waived for Wine Sponsors) \$ \_\_\_\_\_

WINE TASTING ATTENDEE(S): \_\_\_\_\_

SPONSORSHIP LEVEL: \_\_\_\_\_ \$ \_\_\_\_\_

**TOTAL \$** \_\_\_\_\_

**CREDIT CARD INFORMATION:**    \_\_\_ Visa    \_\_\_ MC    \_\_\_ Disc    \_\_\_ AmEx

CREDIT CARD # \_\_\_\_\_ EXP: \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_ CVV: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

**Check:** payable to MASCFC

**Tax ID:** 23-0462752

**Mail:** Franklin Bookkeeping Services, Inc. c/o Colleen Courtright  
2200 Northampton Street, Easton, PA 18042

**Fax:** (610) 253-3636

**Email:** dcm.colleen@gmail.com

**Thank you for supporting the Mid-Atlantic States Associations!**