

# 2026 SOUTHEASTERN FUNERAL SERVICE SUMMIT AGENDA

Edgar H. Wilson Convention Center in Macon, GA

## MONDAY, MARCH 9, 2026

- 12:00 pm – 3:00 pm
- 5:00 pm
- 5:30 pm – 6:30 pm

Exhibitor Move-in *Exhibit Hall Closed for Attendees*

Attendee Check-in / On-site Registration Opens

Bob C. Adkins Reception with Suppliers *Open Exhibit Hall with Ribbon Cutting*

## TUESDAY, MARCH 10, 2026

- 7:00 am
- 8:00 am – 8:30 am
- 8:30 am – 9:30 am  
1 Hour of CE

Check-in / On-site Registration Opens with Continental Breakfast

Opening Welcome

*How to Keep Your Organization On the Cutting Edge*

with Dr. Benny Tate, Rock Springs Church

### Concurrent Sessions

- 9:45 am – 11:45 am  
2 Hours of CE
- 9:45 am – 10:45 am  
1 Hour of CE
- 11:00 am – 12:00 pm  
1 Hour of CE
- 12:00 pm – 2:30 pm  
1 Hour of CE
- 2:00 pm – 3:00 pm  
1 Hour of CE

*Non-Toxic Formaldehyde-Free Embalming Is Here ... And It WORKS!*

with Tom Sherman, The Dodge Company

*Natural Organic Reduction 101*

with Mandy Stafford, Return Home

*Through Death, Comes Life, The Simple Art of Green Burial*

with Wendy Eidson, Phoenix Funeral Services, Inc.

Lunch with Suppliers *Open Exhibit Hall*

AGEG Business Meeting

2026 Memorial Service *All are encouraged to attend the Memorial Service*

### Concurrent Sessions

- 3:15 pm – 5:15 pm  
2 Hours of CE
- 3:15 pm – 4:15 pm  
1 Hour of CE
- 6:30 pm – 8:30 pm

*Challenging Cases ... Overcoming the Obstacles*

with Nate Shaw, The Dodge Company

*Compassionate Financial Conversations in Funeral Service*

with Ben Pooser, CFSP, Express Funeral Funding

E.J. "Buck" Stern, Jr. Memorial Banquet

*\*\*Separate Banquet Registration & Fee for Attendance\*\**

## WEDNESDAY, MARCH 11, 2026

- 7:00 am
- 8:00 am – 10:00 am  
1 Hour of CE
- 10:15 am – 11:15 am  
1 Hour of CE

Check-in / On-site Registration Opens

Breakfast with Suppliers *Open Exhibit Hall*

*Funeral Service Ethics – Yours Or Mine?*

with Patty S. Hutcheson, CFSP

### Concurrent Sessions

- 11:30 am – 1:30 pm  
2 Hours of CE
- 11:30 am – 1:30 pm  
2 Hours of CE

*Creative Applications: A New Approach for Mastering the Prep Room & Beyond*

with Autumn Cooper, The Dodge Company

*Using AI to Enhance Funeral Care*

with Danielle Burmeister, Homesteaders Life Company

Adjourn

# SOUTHEASTERN FUNERAL SERVICE SUMMIT SPONSORSHIP REGISTRATION FORM

**Form must be fully completed & returned by deadlines listed.**

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # \_\_\_\_\_ Fax # \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

## **HOST SPONSORSHIP OPPORTUNITIES BENEFITS WITH AGEF AND GFDA**

**Benefits include** exhibit space & representative attendance as indicated (exhibitor registration documents required); one (1) year of individualized advertising; company logo with hotlink on website event pages; inclusion in announcements before/after Summit; inclusion in signage, programs, and onsite announcements during Summit; individual signage near your hosted portion of Summit; and an opportunity to give a brief 2-3minute presentation during your hosted portion of the Summit.

**Host Sponsorships are on first choice/registration basis. Contact the AGEF or GFDA about co-sponsorship.**

\_\_\_\_\_ **Hospitality (M or T) - \$2,500** \* One (1) tabletop exhibit space & two (2) representative full registrations

\_\_\_\_\_ **Reception (M) - \$4,500** \* One (2) tabletop exhibit space & three (3) representative full registrations

\_\_\_\_\_ **Banquet (T) - \$5,500** \* Two (2) tabletop exhibit spaces & five (4) representative full registrations

\_\_\_\_\_ **Breakfast (T or W) - \$4,500** \* One (2) tabletop exhibit space & four (3) representative full registrations

\_\_\_\_\_ **Lunch (T or W) - \$4,500** \* One (2) tabletop exhibit space & four (3) representative full registrations

## **GENERAL SPONSORSHIP OPPORTUNITIES WITH AGEF AND GFDA**

**Benefits include** banquet tickets as indicated; one (1) year of individualized advertising; company logo with hotlink on website event pages; inclusion in announcements before/after Summit; inclusion in signage, programs, and announcements during Summit; and introduction to attendees during the Summit.

\_\_\_\_\_ **Platinum - \$2,500** \* 6 Banquet Tickets

\_\_\_\_\_ **Gold - \$1,500** \* 4 Banquet Tickets

\_\_\_\_\_ **Silver - \$1,000** \* 3 Banquet Tickets

\_\_\_\_\_ **Bronze - \$500** \* 2 Banquet Tickets

\_\_\_\_\_ **Friend of the Summit - \$250** \* 1 Banquet Ticket (available only for Funeral Homes, Individuals)

\$\_\_\_\_\_ **TOTAL AMOUNT DUE**    **\*\*Sponsor registration closes 2-20-26 due to print deadlines\*\***

### **\*\*\*\*\*FOLLOW THE PAYMENT INSTRUCTIONS BELOW\*\*\*\*\***

➤ \_\_\_\_\_ **CHECK PAYABLE TO GFDA EVENT ACCOUNT** Send to: **GFDA** (PO Box 1865, Roswell, GA 30077)

➤ \_\_\_\_\_ **CREDIT CARD (Do NOT send card details)** Send to **GFDA** (fax 770-592-3686/email staff@gfda.org)

**An invoice will be sent by email for your payment.** Alternate email for invoice: \_\_\_\_\_

**For questions or assistance, contact the AGEF office: Phone 770-445-3180 / email academyga@outlook.com**

# SOUTHEASTERN FUNERAL SERVICE SUMMIT EXHIBITOR REGISTRATION

**Pages 1 and 2 must be fully completed and returned by the deadlines listed.**

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Full Address \_\_\_\_\_

Phone # \_\_\_\_\_ Fax # \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

## **COMPLETE YOUR REGISTRATION OPTIONS BELOW - Incomplete forms will not be processed.**

**Representative registration includes CE Programs, Exhibit Hall, Opening Reception, Breakfasts, Lunch, Breaks, & Banquet**

**Single Space (10 x 10)** # of Spaces \_\_\_\_\_ **\$500** **After 2-14-26 \$525**  
**1st Space \$500 / 2nd Space \$475 / 3<sup>rd</sup> Space \$450 / 4<sup>th</sup> Space \$425 (1 representative included with each space)**

One 10x10 space includes 8 foot draped table, chair(s) and 1 representative

Attention Vehicle Suppliers: One vehicle per exhibit space with vehicle parking outside Convention Center during Exhibit Hall Hours.

**Additional Representative** (past the 1 rep included above) # of Add Rep \_\_\_\_\_ **\$195** **After 2-14-26 \$220**  
Each additional representative registration includes all meals and events for 1 person.

**Additional Tables in Single Space** # of Tables \_\_\_\_\_ **\$ 40** **After 2-14-26 \$ 50**

**Power for Space** # of Spaces \_\_\_\_\_ **\$ 50** **After 2-14-26 \$ 55**

## **REQUIRED INFORMATION: YOUR REGISTRATION OPTIONS BELOW MUST BE MARKED**

**\*\*Print or Type Your Name Badge Information and Circle Your Registration Category Below\*\*** Company Name Above will be Used

(F - Full Registration T - Tuesday Only W - Wednesday Only EX - Exhibit Hall Only B - Banquet)

F T W EX B \_\_\_\_\_ F T W EX B \_\_\_\_\_

F T W EX B \_\_\_\_\_ F T W EX B \_\_\_\_\_

F T W EX B \_\_\_\_\_ F T W EX B \_\_\_\_\_

**Space Choices:** Spaces will be assigned in the order paid registrations are received. We will make every attempt but cannot guarantee your choice or keeping competitors from being located next to each other.

**We prefer an empty space (no tables/chairs)** \_\_\_\_\_

**First Space Choice** \_\_\_\_\_ **Second Space Choice** \_\_\_\_\_ **Third Space Choice** \_\_\_\_\_

**We prefer our space is placed close to:** \_\_\_\_\_

**We prefer that our space not be located to the right/left/opposite (directly across an aisle) of any of the following exhibitors:**

\_\_\_\_\_

**\$\_\_\_\_\_ TOTAL AMOUNT DUE** **\*\*Send special dietary requests with your registration\*\***

Exhibitor registration will close 2-20-26 or when all spaces are sold; whichever comes first.

Register your attending representatives today. Prices increase for on-site representative registration.

## **\*\*\*\*\*FOLLOW THE PAYMENT INSTRUCTIONS BELOW\*\*\*\*\***

➤ \_\_\_\_\_ **CHECK PAYABLE TO GFDA EVENT ACCOUNT** Send to: **GFDA** (PO Box 1865, Roswell, GA 30077)

➤ \_\_\_\_\_ **CREDIT CARD (Do NOT send card details)** Send to **GFDA** (fax 770-592-3686/email staff@gfda.org)

**An invoice will be sent by email for your payment.** Alternate email for invoice: \_\_\_\_\_

**Due to guarantees due to venue, cancellations received after 2-20-26, and no-shows will not receive a refund. All cancellations must be in writing.**

## SOUTHEASTERN FUNERAL SERVICE SUMMIT EXHIBITOR REGISTRATION

**\*\*\* THIS PAGE MUST BE SIGNED AS PART OF EXHIBITOR REGISTRATION \*\*\***

The following constitutes part of the Agreement between AGEF, GFDA and Exhibitor.  
Signing this Agreement indicates acceptance & agreement to comply with terms & conditions herein.

- This Summit maintains a strict “**no suit-casing**”/no solicitation policy for everyone on the premises during the event. **Non-exhibiting vendors are prohibited from soliciting or selling on the exhibit hall floor.**
- Meetings and exhibits are in separate, closely located halls in order to allow exhibitors secure set-up/close-down while meetings are in progress. **Exhibitors must adhere to the move-in and move-out schedule unless other advance arrangements have been made with AGEF/GFDA staff.**
- **There will be no pipe/drape.** Large floor signage may only be used on the floor inside your space. Tabletop signage may be used on your table. Exhibit space 10 x 10 / table 8 foot long.
- **No outside food or drink is allowed in the exhibit hall.**
- **The exhibit hall floor is carpeted; therefore, no vehicles are allowed in the exhibit hall.** Vehicle spaces will be reserved outside the Edgar H. Wilson Convention Center.

### Exhibit Schedule

- **Move In:** Monday, March 9, 2026 from 12:00 pm to 3:00 pm (**all exhibits must be setup by 5:00 pm**)
- **Hall Hours:** Monday, March 9, 2026 (5:30 pm – 6:30 pm), Tuesday, March 10, 2026 (12:00 pm – 2:30 pm), and Wednesday, March 11, 2026 (8:00 am – 10:00 am)
- **Move Out:** Wednesday, March 11, 2026 starting at 10:30 am (**not before exhibit hall closes**)
- **Exhibitor registrations include CE Programs, Exhibit Hall Entry, Reception, Breakfasts, Lunches, and Banquet.** Exhibitors are encouraged to attend continuing education programs and are eligible to earn CE hours.
- **Exhibitors will be allowed admission to their spaces during times designated above and 30 minutes prior to Exhibit Hall opening.** All other individuals will be admitted only during the specified exhibit hours and only with Summit badges.
- **Exhibitors shall not be permitted to solicit business in spaces other than their own or in the aisles.**
- No Exhibitor may allow any article to be brought into nor allow any act on the premises which will increase the premium on the insurance policies held by the owner of the building nor the event insurance held by AGEF or GFDA, nor permit anything to be done by employees or agents by which the premises shall in any manner be marred or defaced. Any damage done shall be made good in full with the owners of the building or with AGEF or GFDA, as their interest may appear.
- No signs or other articles shall be affixed, nailed or otherwise attached to walls, doors or other surfaces of the property such as to deface, alter or destroy the same. No attachments will be made to the floors by screws, nails or any other device that would damage or mar them. All exhibit space is leased subject to these restrictions.
- AGEF and GFDA reserve the right to restrict exhibits that, because of noise or any other reason, become objectionable, and to prohibit or remove any exhibit that, in the opinion of AGEF and GFDA, may detract from the general character of the Southeastern Funeral Service Summit and Exhibit Hall. This includes persons, things, conduct, printed material, and/or anything of a character that may be objectionable to AGEF and GFDA as a whole or that may be in violation of any federal or state or municipal law or ordinance.
- The Exhibitor agrees to comply with all Americans with Disabilities Act requirements in the design of spaces.

**Hold Harmless Clause:** The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor’s activities on the Hotel/Venue Premises and will indemnify, defend, and hold harmless the Hotel/Venue, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

**Release of Liability:** The Exhibitor hereby permanently releases and holds harmless Academy of Graduate Embalmers of Georgia (AGEF), Georgia Funeral Directors Association (GFDA), and the Edgar H. Wilson Convention Center, its members, agents and/or employees, for loss, theft, damage or destruction of exhibit items, from any injury to himself or employees or agents while in the Exhibit Hall, from any damage of any nature or character including any damage to his business by reason of failure to provide space for the exhibit or removal of exhibit, or any action of any nature or kind, including from the failure to hold the Southeastern Funeral Service Summit as scheduled.

I certify that I have read the foregoing Rules and Regulations of the Southeastern Funeral Service Summit, accept them as having been made a part of this contract, and further agree to comply with them.

**Business Name** \_\_\_\_\_

**Contact/Title** \_\_\_\_\_

**Signature (Required)** \_\_\_\_\_ **Date** \_\_\_\_\_

**Questions? Contact AGEF (770-445-3180/academyga@outlook.com) or GFDA (770-592-8002/ staff@gfda.org)**

## **Southeastern Funeral Service Summit 2026 Exhibitors**

*\*Space assignments may change based on registrations\**

**Cemetery Funeral Supply** *(Space 705)*

**Curtron Transport** *(Space 601)*

**The Dodge Company – A Matthews Memorialization Company** *(Space 304 & 305)*

**Ward's Funeral Supplies** *(Space 904 & 1004)*

**Exhibition Floor Plan Details:**

- Ballrooms:** BALLROOM A, BALLROOM B, BALLROOM C.
- Central Exhibition Area:**
  - Top Row: 210, 310, 410, 510, 610, 710, 810, 910
  - Open Aisle
  - Row 1: 108, 308, 408, 608, 708, 908, 1008
  - Row 2: 107, 307, 407, 605, 707, 907, 1007
  - Open Aisle
  - Row 3: 106, 305, 405, 605, 705, 905, 1005
  - Row 4: 105, 304, 404, 604, 704, 904, 1004
  - Row 5: 104, 302, 402, 602, 702, 902, 1002
  - Row 6: 103, 301, 401, 601, 701, 901, 1001
  - Row 7: 102, 301, 401, 601, 701, 901, 1001
  - Open Aisle
- Yellow Spaces (Selected):** 305, 304, 705, 704, 904, 1004, 601.
- Other Areas:**
  - LOADING DOCK
  - Exhibitor Check-in Monday, March 9 12:00 pm -3:00 pm
  - Hospitality and Food Service Area
  - Check-in & Registration
  - MEN, WOMEN
- Exit Signs:** EXIT

*Hall from Hotel Lobby*