



National Funeral Directors Association 2025 Prospectus

The NFDA International Convention & Expo

October 26-29, Chicago, IL



Your guide to brand visibility at the
world's largest funeral service event

suppliers.nfda.org



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Your Partners at NFDA: Dedicated to your success!



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Our business development team is here to help you every step of the way!

If your business would benefit from being a part of the world's largest gathering of funeral service professionals, then now is the time to secure your booth at the NFDA International Convention & Expo! And if you really want to stand out from the crowd, we'll work with you to craft a custom blend of sponsorship and advertising that complements your brand and helps you meet your goals.



Exhibiting

Exhibiting puts you **face-to-face** with the top decision-makers in funeral service!

Convention attendees:



67%

Owner/
Manager



20%

Employee



3%

Student



10%

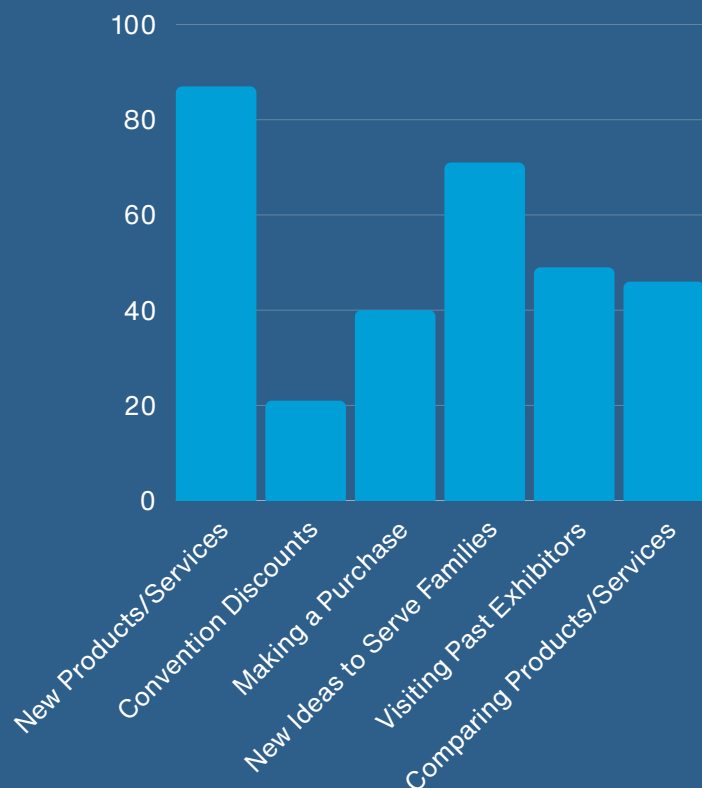
Other

56%

Of attendees are ready to buy on the floor

While the rest of attendees are ready to buy following in 1 to 3 months after convention.

What is an attendee looking to do on the convention floor?





Exhibiting: What's in it for you?

No other expo draws as many funeral service decision-makers to one place as the NFDA International Convention & Expo – and you can be a part of it!

Your NFDA booth fee includes:

- 8-foot back drape and 3-foot side drape
- Four booth representative badges per 100 square feet of booth space (10x10 booth = 4 badges)
- Pre- and post-Convention attendee mailing lists for limited use
- Complimentary Expo-only registrations for your customers (valid all 3 days!)
- Use of the official NFDA Convention & Expo icon and web banners in your marketing materials and on your website
- Listing in the online NFDA Expo floor plan, with link to your website
- Free basic listing in NFDA's online Supplier Directory
- Listing in The Director magazine:
 - October Convention issue (deadline: July 12)
 - December Recap issue (deadline: October 12)
- Listing in the NFDA Convention app
- Attendance to the NFDA Welcome Party, Keynote and Workshop Sessions (no CE.)

Not included in the booth fee:

- Inbound/outbound shipping and freight handling costs
- Electricity
- Audiovisual/computer equipment
- WiFi
- Carpeting
- Furnishings
- Exhibitor Booth Insurance

Please refer to the GES exhibitor services manual. Manual will be available online in June 2025. Check out the exhibitor tab on our website: www.suppliers.nfda.org

2025 Expo Schedule

**McCormick Convention Center
Chicago, IL October 26-29th**

Move-in

- Friday, October 24: 8 a.m. – 8 p.m.
(Overtime applies after 4 p.m. for union workers)
- Saturday, October 25: 8 a.m. – 4 p.m.
- Sunday, October 26: 8 a.m. – 4 p.m.

Expo Hours

- Monday, October 27: 12 p.m. – 5 p.m.
- Tuesday, October 28: 12 p.m. – 5 p.m.
- Wednesday, October 29: 9 a.m. – 12 p.m.

Move-out

- Wednesday, October 29: 12 p.m. – 8 p.m.
- Thursday, October 30: 8 a.m. – 12 p.m.
(Carriers MUST be checked in by 8:00 a.m.)

2025 Rate Sheet

The investment...
... is well worth the reward!

	10' x 10' Non-Corner	10' x 10' Corner	10' x 20' Non-Corner	10' x 20' Corner	10' x 30' Non-Corner	10' x 30' Corner
Rate	\$3,100	\$3,400	\$6,200	\$6,500	\$9,300	\$9,600
Early Booking Discount*	(\$300)	(\$300)	(\$600)	(\$600)	(\$900)	(\$900)
Total (paid in full by April 30)	\$2,800	\$3,100	\$5,600	\$5,900	\$8,400	\$8,700

	10' x 40' Non-Corner	10' x 40' Corner	10' x 20' w/2 Corner	10' x 30' w/2 Corner	10' x 40' w/2 Corner	20' x 20' Island
Rate	\$12,400	\$12,700	\$6,800	\$9,900	\$13,000	\$13,600
Early Booking Discount*	(\$1,200)	(\$1,200)	(\$600)	(\$900)	(\$1,200)	(\$1,200)
Total (paid in full by April 30)	\$11,200	\$11,500	\$6,200	\$9,000	\$11,800	\$12,400

Island

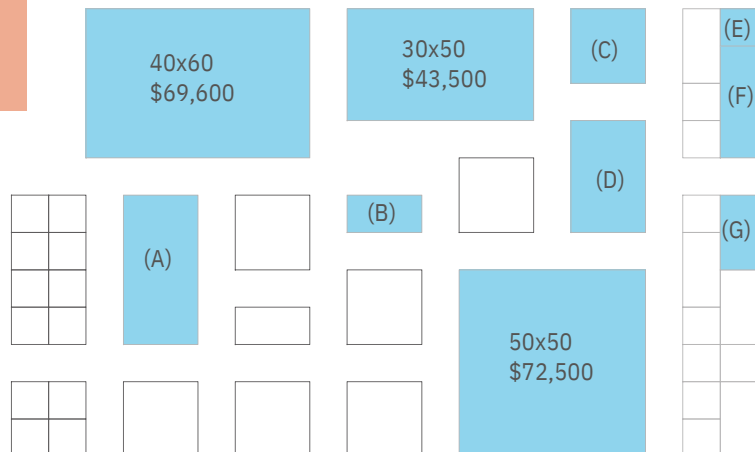
	20' x 30'	20' x 40'	30' x 30'	20' x 50'	30' x 40'	30' x 50'
Rate	\$17,400	\$23,200	\$26,100	\$29,000	\$34,800	\$43,500
Early Booking Discount*	(\$1,800)	(\$2,400)	(\$2,700)	(\$3,000)	(\$3,600)	(\$4,500)
Total (paid in full by April 30)	\$15,600	\$20,800	\$23,400	\$26,000	\$31,200	\$39,000

	40' x 40'	30' x 60'	50' x 40'	60' x 40'	60' x 50'	60' x 60'
Rate	\$46,400	\$49,500	\$58,000	\$69,600	\$87,000	\$104,400
Early Booking Discount*	(\$4,800)	(\$5,400)	(\$6,000)	(\$7,200)	(\$9,000)	(\$10,800)
Total (paid in full by April 30)	\$41,600	\$46,800	\$52,000	\$62,400	\$78,000	\$93,600

- The rate for booths under 600 square feet is \$31.00 per square foot (\$300 extra per corner).
- Island booths of 600+ square feet are \$29.00 per square foot.
- The early booking discount is \$300 per 100 square feet.

- (A) 20x40 = \$23,200 (B) 10x20 w2C = \$6,800 (C) 20x20 = \$13,600
- (D) 20x30 = \$17,400 (E) 10x10 C = \$3,400 (F) 10x30 w1C = \$9,600
- (G) 10x20 C = \$6,500

*Contract must be paid in full by April 30 to take advantage of the early booking discount.



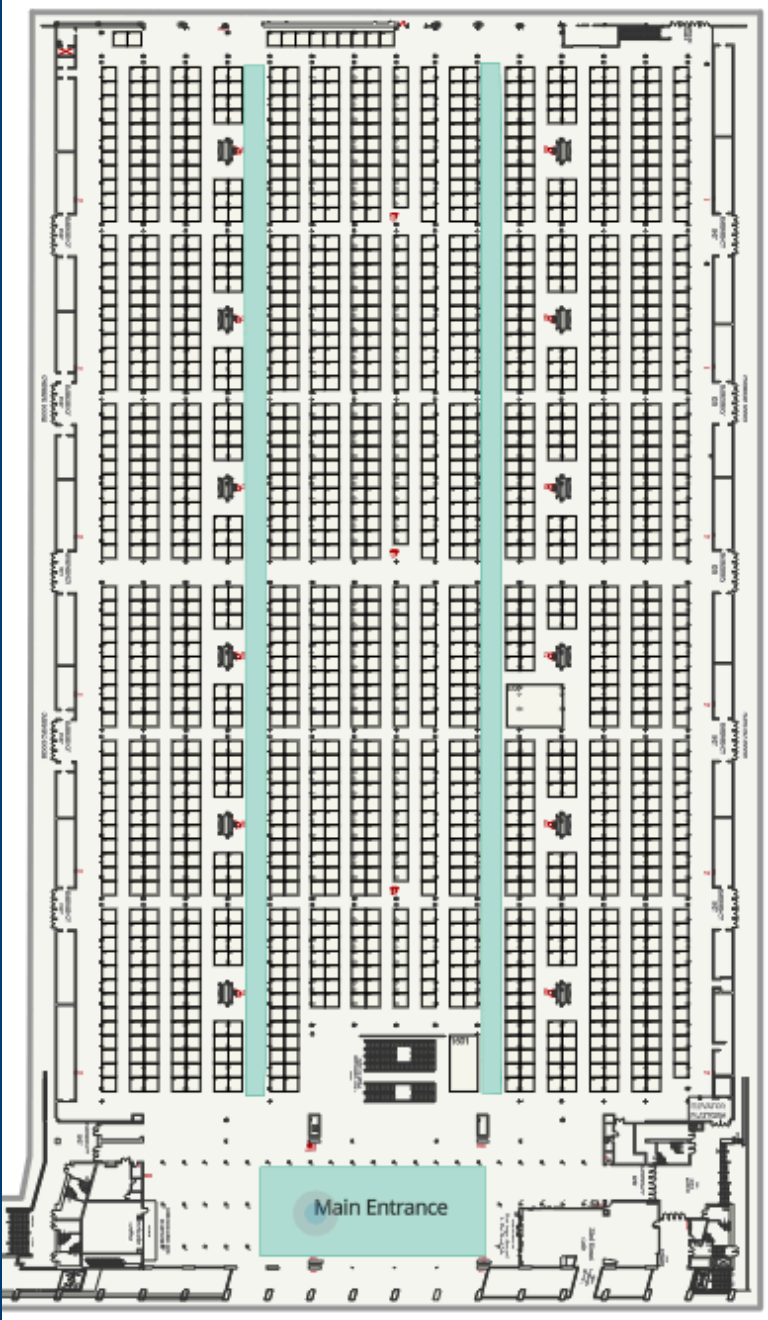
suppliers.nfda.org/exhibit

The rates on the above image do not include the discount

Chicago Floor Plan

2025 Chicago, II. McCormick Place Convention Center

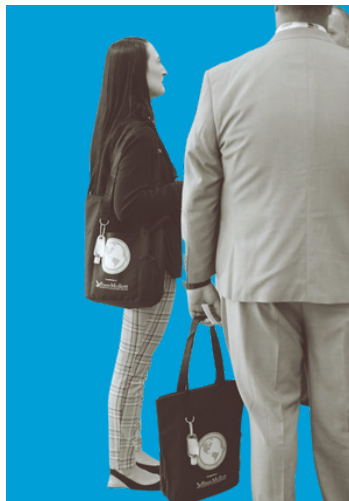
We want you to love your space, so please reach out to our team with any questions you might have about the expo floor.



Promotional Opportunities

Increase visibility with extra promotions!

NFDA offers a variety of opportunities to help you achieve more at the NFDA International Convention & Expo



Reg Bag Insert

\$1,500

Get your promotional material right into the hands of attendees! You ship us the 8.5" x 11" insert (3,500 pieces) and we'll do the rest.

When attendees pick up their bag at registration, your insert is sure to stand out and drive traffic to your booth. Limited availability.



Advertising Opportunities in *The Director* Magazine

Prices vary by size and color

Get noticed in the most popular issues of the year!

- Listed in the September Pre-Convention Issue
- Listed in the October Full Convention Issue
- Listed in the December Recap



Preview Display

Free first-come, first-served basis; Limited availability

The NFDA Preview Display will be in the high-traffic area between NFDA Central and Registration, giving your product 24-hour exposure for the duration of the Convention & Expo.

Drive traffic to your booth by showcasing your product for free!

NFDA Innovation Award

Innovation is Recognized!

Have you launched a new product or service as of January 2024? Does it have what it takes to change the face of funeral service?

There's one way to find out! Prepare your entry for the NFDA Innovation Award and tell us how your new offering excels in:

- Originality
- Design
- Practicality



Open only to exhibitors at the 2024 NFDA International Convention & Expo, this program recognizes companies dedicated to bringing the top new products and services to the industry each year. Best of all, entry into this program is free! Just submit your entry June 2-30, 2024.

The top three finalists will be independently selected by a panel of distinguished judges and the award-winning entry will be revealed at the Opening Session at the NFDA International Convention & Expo.

**2024 Innovation
Award Winner:
1Director**

**2024 Innovation Award
2nd Place Winner:
Nemu**

**2024 Innovation Award
3rd Place Winner:
Clear View Caskets**

Big benefits await the top innovators of 2025!

- The top three finalists' video submission will be shown at the Opening Session
- Prominent exposure in the Innovation Award display at the front of the Expo
- Editorial about the top three finalists with picture published in *The Director*, the *Memorial Business Journal* and *The Bulletin*
- Promotion on NFDA's website
- Promotion on NFDA's social media channels
- Innovation Award Winner logo for winner's use
- Press release template for winner's use
- Floor Stickers for all the finalists booths

A bit of housekeeping:

Booth Selection Process

The order in which exhibitors are scheduled to select their booth space is based on priority points. Each year, you are able to earn and accrue points. One point is awarded for every \$1,000 spent on sponsorships/advertising and one point for every 100 square feet of booth space rented. NFDA Associate Members can earn additional points.

Points are accumulated over time. Booth selection appointments are assigned for companies that have earned five or more points (beginning with the most points) and have exhibited within the past two years. Once these appointments are completed, booth selection is open to all suppliers.

Exhibitors are not allowed to select booth space for another organization unless they are: A) listed as or under a Parent Company or B) are the exclusive sales channel for that exhibitor (not distributor). Exhibitors may not hold booths for another exhibitor with fewer points. Each organization will have the opportunity to select on their scheduled date and time.

Attendee Lists (opted-in)

Requests shall be limited to a one-time use only for the specified product or service. The List Renter shall not copy, store or reproduce the rented NFDA list in any manner or medium, nor allow such action to occur, nor transfer the rented list to any other entity or person except for the purposes of the one-time mailing. All use or reproduction outside that approved for the one-time mailing is strictly prohibited. Violators of this provision will be subject to suit for damages, and all further list rental requests will be denied.

Suitcasing/Unauthorized Solicitation Policy

Please note that while all suppliers are invited to the NFDA International Convention & Expo, any supplier registrant who is observed soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the Exhibition Policy, will be asked to leave immediately. Additional penalties may be applied including denial of participation at future NFDA events.

Please report any violations you may observe to NFDA staff. NFDA recognizes that "suitcasing" may also take the form of commercial activity conducted from a hotel guest room or hospitality suite, restaurant, club, or any other public place of assembly. For the purposes of this policy, "suitcasing" violations may occur at venues other than the exhibition floor. NFDA must be informed of any hospitality suites, or other venues used for commercial activity, in advance of its show, and expressed consent must be received prior to the event.

Want to Get Ahead in Booth Selection?

Advertise with us and get those dollars turned into points!

Email the Business Development Team to get your advertising campaign started!

CVondenbergh@nfda.org



Meet a few of our Sponsors

Ask our team for more information on how we can help you make a lasting impression on the convention floor!
www.suppliers.nfda.org



"If you're looking at trade shows, NFDA is absolutely number one on the list. The NFDA is the biggest convention for the funeral industry...If you want to get your idea or your product in front of the most funeral professionals from across the country and around the world, you must be at NFDA. The ROI for us being here is [getting] new business. The return on investment is just crazy." – Josh McQueen, VP of Marketing & Product at Passare

"Fostering meaningful connections, staying at the forefront of emerging trends and contributing to the growth and innovation of the funeral service professional are key reasons we support NFDA. As a trusted Preneed insurance partner, NGL understands the value in sponsoring events that engage thought leaders and strengthen relationships." - Jennifer Kaset, Vice President, Sales and Business Development at National Guardian Life Insurance Company (NGL).



"It's the best conference internationally anywhere to try and reach funeral directors. There's never been a year where we haven't had a ROI. We sold out of all our product. It was a very successful show" – Curtis Funk, Founder/CEO at Tukios

Sponsorships: Levels and Benefits

We have a wide variety of sponsorship opportunities available. Each opportunity can be tailored to the location with fun in-booth experiences that elevate your presence on the floor - and make you stand out!

Here is how a sponsorship works:

Example: Registration Bag

Cost: \$20,000

- Logo on bag that all attendees receive when they check in at registration

Sponsor Benefits:

Print Exposure

- Logo in the sponsor section of The Director magazine (August, September, October, and December issues)
- Sponsor profile in The Director magazine (September, October and December issues)

Digital Exposure

- Logo (linked to sponsor landing page) on Convention Sponsors tab of website
- Recognition with profile in Sponsor area of NFDA Convention app

Additional Core Benefits: *Gold, Titanium, Platinum, Black Diamond and Medallion levels*

- Verbal recognition during Monday's Opening General Session
- Recognition through NFDA social media outlets (as deemed appropriate by NFDA)
- Signage (banners, digital, etc.) as appropriate, based on sponsored opportunity

In addition to the actual chosen opportunity you are given points which can be traded in for additional benefits like print, web and email advertising.

Medallion (\$75,000)	500 A La Carte benefit points
Black Diamond (\$50,000)	375 A La Carte benefit points
Platinum (\$40,000)	300 A La Carte benefit points
Titanium (\$30,000)	225 A La Carte benefit points
Gold (\$20,000)	150 A La Carte benefit points
Silver (\$10,000)	75 A La Carte benefit points
Bronze (\$5,000)	35 A La Carte benefit points