

NFDA
NATIONAL
FUNERAL
DIRECTORS
ASSOCIATION

2026 PROSPECTUS

NFDA International Convention & Expo
October 25-28, Charlotte, NC

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

Suppliers.NFDA.org



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!

Be a part of the world's largest
gathering of funeral service
professionals by securing your booth
at the NFDA International Convention
& Expo!

Stand out from the crowd with a
custom blend of sponsorship and
advertising that complements your
brand and helps you meet your goals.

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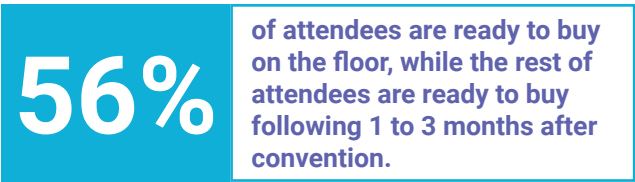
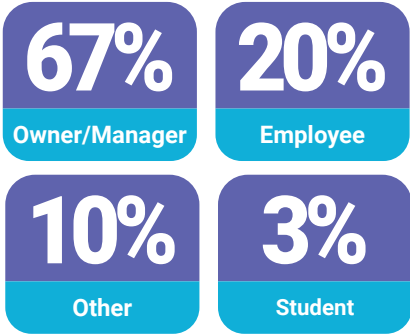
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EXHIBITING

PUTS YOU FACE-TO-FACE
WITH THE TOP DECISION-
MAKERS IN FUNERAL
SERVICE!

Convention attendees:



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!

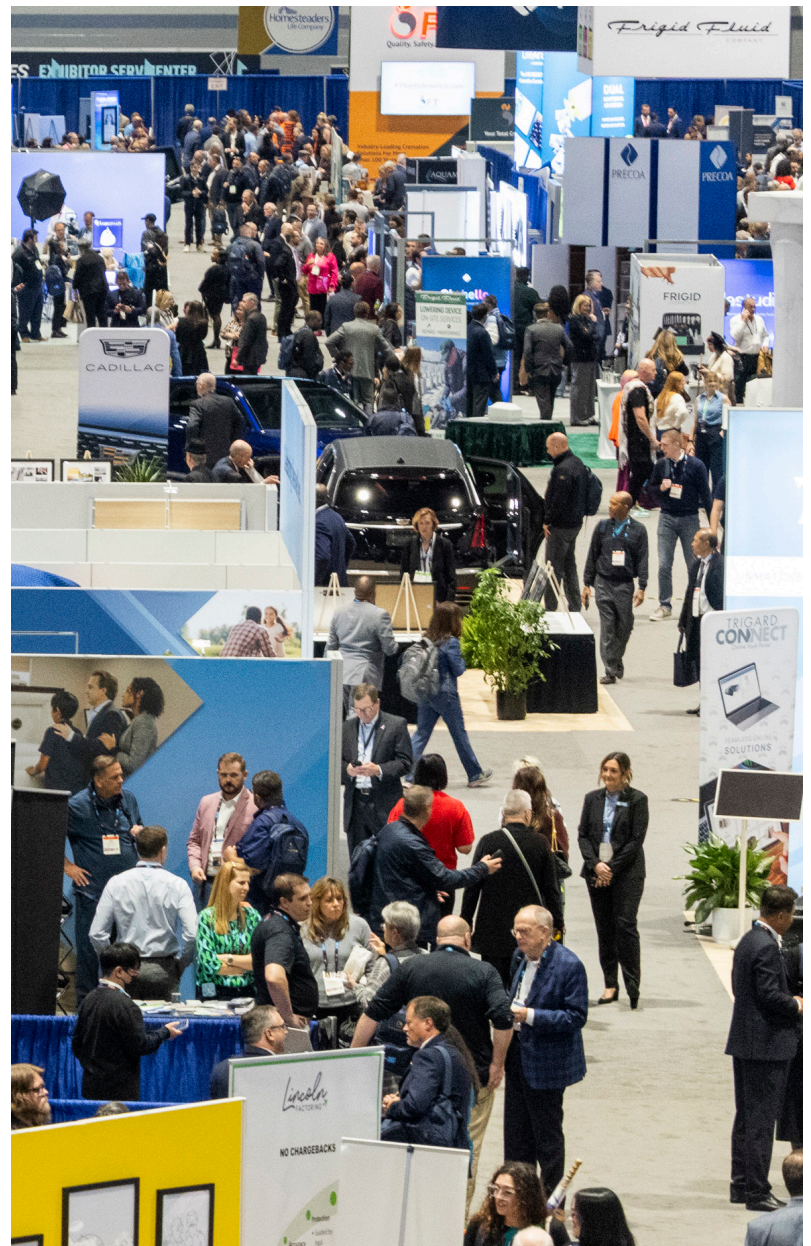
Your NFDA booth fee includes:

- 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: August 12)
- Attendance to 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 2026.
Check out the exhibitor tab on our website:
Suppliers.NFDA.org



2026 Expo Schedule

Charlotte Convention Center
Charlotte, NC October 25-28

Move-in Move-out Expo Hours

- Friday, October 23: 8 a.m. – 8 p.m.
(Overtime applies after 4 p.m. for union workers)
- Saturday, October 24: 8 a.m. – 4 p.m.
- Sunday, October 25: 8 a.m. – 4 p.m.

Expo Hours:

- Monday, October 26: 12 p.m. - 5 p.m.
- Tuesday, October 27: 12 p.m. - 5 p.m.
- Wednesday, October 28: 9 a.m. - 12 p.m.

Move -out:

- Wednesday, October 28: 12 p.m. – 8 p.m.
- Thursday, October 29: 8 a.m. – 12 p.m.
(Carriers MUST be checked in by 8:00 a.m.)

2026 RATE SHEET

THE INVESTMENT IS WELL WORTH THE REWARD!

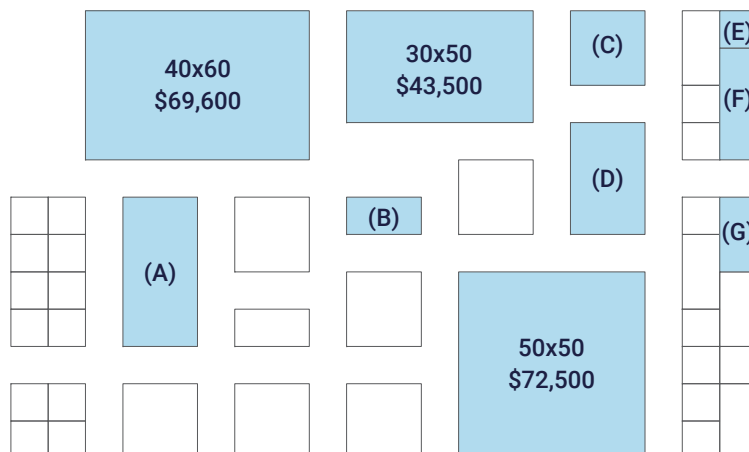
In-line	10' x 10' Non-Corner	10' x 10' Corner	10' x 20' Non-Corner	10' x 20' Corner	10' x 30' Non-Corner	10' x 30' Corner
Rate	\$3,100	\$3,400	\$6,200	\$6,500	\$9,300	\$9,600
Early Booking Discount*	(\$300)	(\$300)	(\$600)	(\$600)	(\$900)	(\$900)
Total (paid in full by April 30)	\$2,800	\$3,100	\$5,600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

(A) 20x40 = \$32,200 (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



- The rate for booths under 600 square feet is \$31 per square foot (\$300 extra for corner booths).
- Island booths of 600+ square feet are \$29 per square foot.
- The early booking discount is \$300 per 100 square feet.

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

Suppliers.NFDA.org/Exhibit

CHARLOTTE FLOOR PLAN

2026 CHARLOTTE, NC.

CHARLOTTE 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.

Exhibit Halls A & B



PROMOTIONAL OPPORTUNITIES

Increase visibility with extra promotions!
NFDA offers a variety of opportunities
to help you achieve more at the NFDA
International Convention & Expo



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



REG BAG INSERT \$1,500

Get your promotional material right into the hands of attendees! You ship us your insert (4,000 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.



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 2025? 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 2026 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 1-30, 2026. 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.



2025 Innovation Award Winner:
Afterword

2025 Innovation Award 2nd Place Winner:
Healing Path Cemetery

2025 Innovation 3rd Place Award Winner:
Passare

Big benefits await the top innovators of 2026!

- 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

For more information about the award visit NFDA.org/InnovationAwards.

Sponsored by



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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! AKaniuk@NFDA.org or LWagner@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! 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 Charlotte Convention Center location.

Don't see what you want? Let's Brainstorm!



Here is how 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 (September, October, and December issues)
- Convention Planning Guide (polybagged in the July issue of *The Director*)

Digital Exposure

- Logo (linked to sponsor landing page) on Convention Sponsors tab of website
- Recognition in the Sponsor area in the NFDA Convention App
- Social media recognition

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)

Along with your chosen opportunity, you'll earn points that you can trade for extra perks like print, web, and email advertising. Please note that all benefits must be used by April 2027.

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

Learn more at
NFDA.Sponsorship.GES.com.

