



National Funeral Directors Association 2024 Prospectus

The NFDA International Convention
and Expo

October 20-23 New Orleans, LA

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

suppliers.nfda.org



Table of Contents

1	—	Your Partners at NFDA
2-3	—	Exhibiting
4	—	2024 Rate Sheet
5	—	Floor Plan
6	—	Promotional Opportunities
7	—	Innovation Award
8	—	A Bit of Housekeeping
9-10	—	Sponsorships



Your Partners at NFDA: Dedicated to your success!



**ANTHONY
KANIUK,
DIRECTOR OF
INDUSTRY
RELATIONS**
AKANIUK@NFDA.ORG



**LORRI
WAGNER,
DIRECTOR OF
BUSINESS
DEVELOPMENT**
LWAGNER@NFDA.ORG



**CHRISTINA VON
DEN BERGH,
BUSINESS
DEVELOPMENT
MANAGER**
CVONDENBERGH@NFDA.ORG



**LAUREN KARLIK
BUSINESS
DEVELOPMENT
PROJECT
COORDINATOR**
LKARLIK@NFDA.ORG

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%

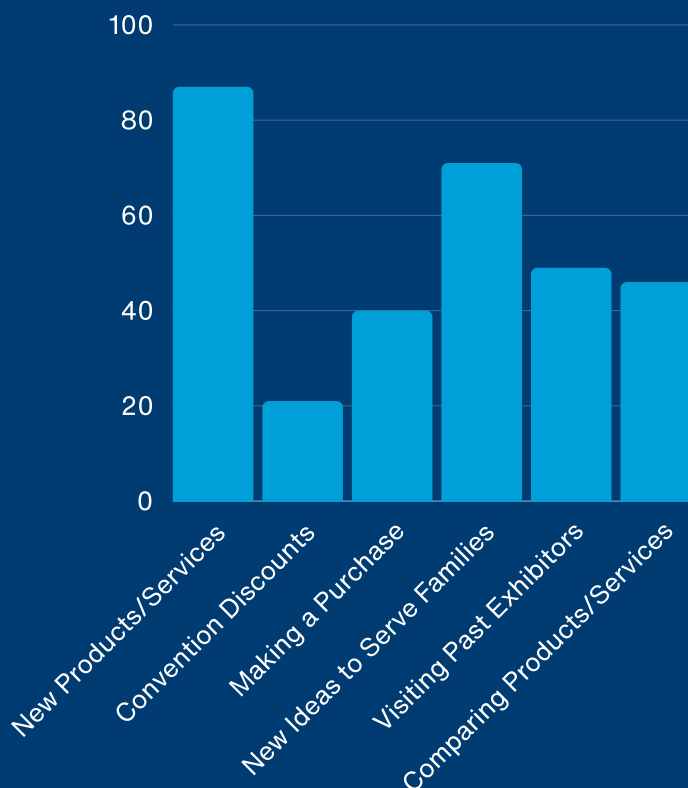
Other

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 exhibitor looking to do on the convention floor?





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

Please refer to the GES exhibitor services manual. Manual will be available online in June 2024. Check out the exhibitor tab on website: www.suppliers.nfda.org

2024 Expo Schedule

**New Orleans Ernest Morial Convention Center
New Orleans, LA**

Move-in

- Friday, October 18 8 a.m. – 8 p.m. (Overtime applies after 4 p.m. for union workers)
- Saturday, October 19 8 a.m. – 4 p.m.
- Sunday, October 20 8 a.m. – 4 p.m.

Expo Hours

- Monday, October 21: 12 p.m. - 5 p.m.
- Tuesday, October 22: 12 p.m. - 5 p.m.
- Wednesday, October 23: 9 a.m. - 12 p.m.

Move-out

- Wednesday, October 23 12 p.m. – 8 p.m.
- Thursday, October 24 8 a.m. – 12 p.m. (Carriers MUST be checked in by 8:00 a.m.)

2024 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	\$2,950	\$3,250	\$5,900	\$6,200	\$8,850	\$9,150
Early Booking Discount*	(\$300)	(\$300)	(\$600)	(\$600)	(\$900)	(\$900)
Total (paid in full by April 30)	\$2,650	\$2,950	\$5,300	\$5,600	\$7,950	\$8,250

	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	\$11,800	\$12,100	\$6,500	\$9,450	\$12,400	\$13,000
Early Booking Discount*	(\$1,200)	(\$1,200)	(\$600)	(\$900)	(\$1,200)	(\$1,200)
Total (paid in full by April 30)	\$10,600	\$10,900	\$6,200	\$8,550	\$11,200	\$11,800

Island

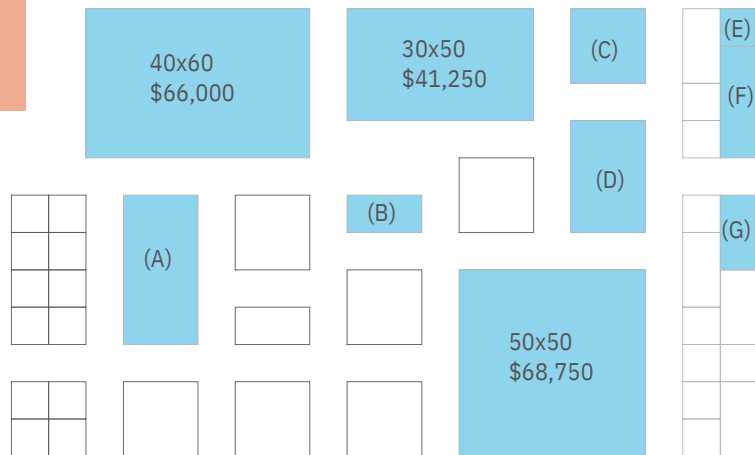
	20' x 30'	20' x 40'	30' x 30'	20' x 50'	30' x 40'	30' x 50'
Rate	\$16,500	\$22,000	\$24,750	\$27,500	\$33,000	\$41,250
Early Booking Discount*	(\$1,800)	(\$2,400)	(\$2,700)	(\$3,000)	(\$3,600)	(\$4,500)
Total (paid in full by April 30)	\$14,700	\$19,600	\$22,050	\$24,500	\$29,400	\$36,750

	40' x 40'	30' x 60'	50' x 40'	60' x 40'	60' x 50'	60' x 60'
Rate	\$44,000	\$49,500	\$55,000	\$66,000	\$82,500	\$99,000
Early Booking Discount*	(\$4,800)	(\$5,400)	(\$6,000)	(\$7,200)	(\$9,000)	(\$10,800)
Total (paid in full by April 30)	\$39,200	\$44,100	\$49,000	\$58,800	\$73,500	\$88,200

- The rate for booths under 600 square feet is \$29.50 per square foot (\$300 extra per corner).
- Island booths of 600+ square feet are \$27.50 per square foot.
- The early booking discount is \$300 per 100 square feet.

(A) 20x40 = \$20,800 (B) 10x20 w2C = \$6,500 (C) 20x20 = \$12,400
(D) 20x30 = \$16,500 (E) 10x10 C = \$3,250 (F) 10x30 w1C = \$9,150
(G) 10x20 C = \$6,200

*Contract must be paid in full by May 31 to take advantage of the early booking discount.



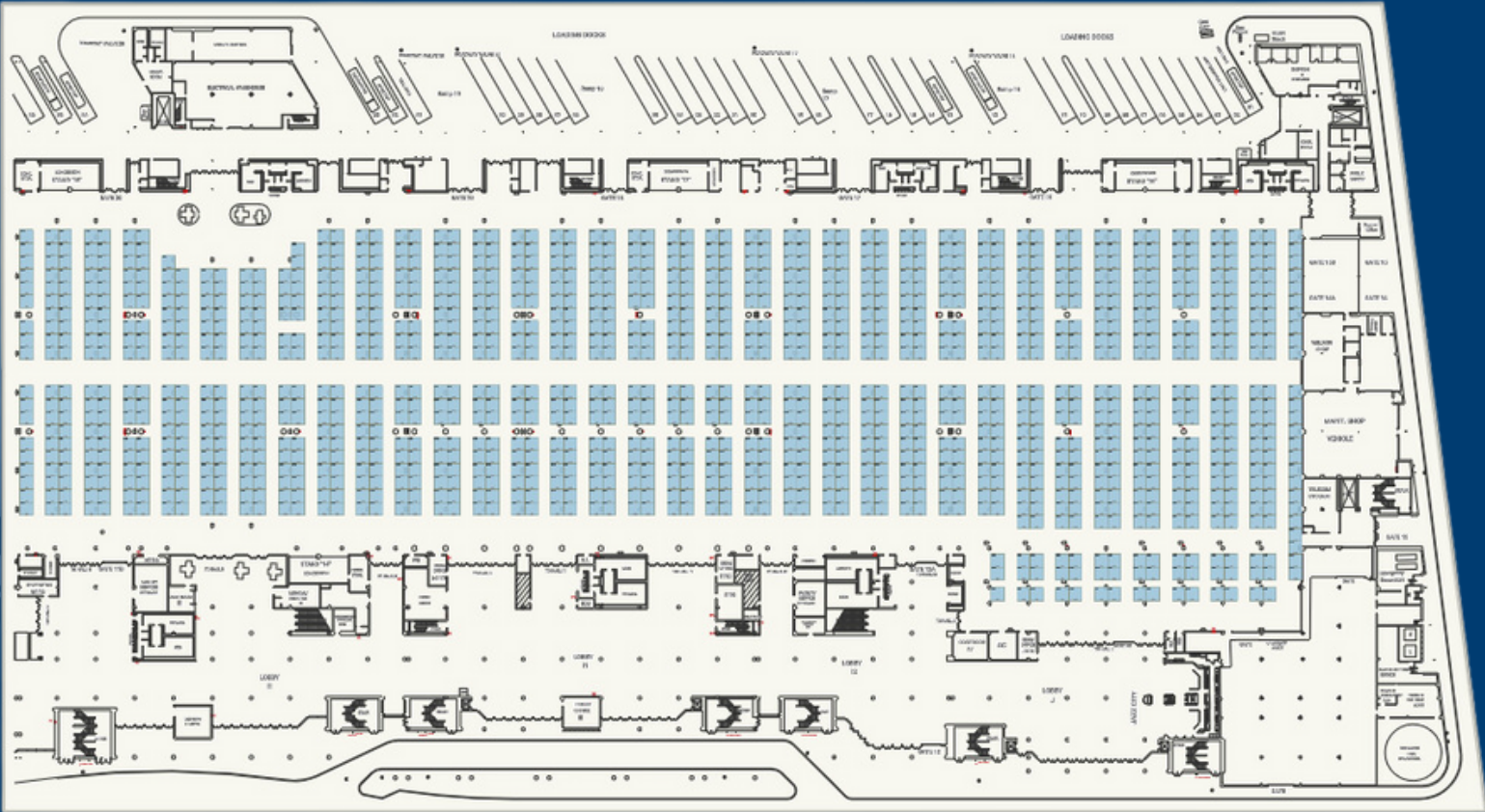
suppliers.nfda.org/exhibit

The rates on the above image do not include the discount

Floor Plan

2024 New Orleans Expo Floor plan
Ernest Morial Convention Center
Halls H, I, and J.

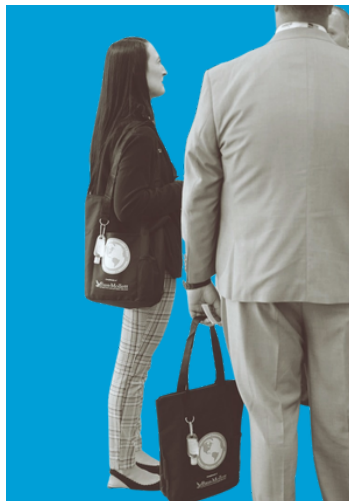
We want you to love your space, so please reach out to our team with any questions you might have about the expo floor.



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



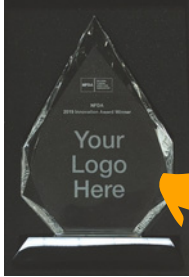
Preview Display

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 products 24-hour exposure for the duration of the Convention & Expo.

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

Innovation Award



This could be you!

2023 Innovation Award Winner: Blue Water Voyage



2023 Innovation Award 2nd Place Winner: Mortuary Lift



2023 Innovation Award 3rd Place Winner: Matan's Life Map



Innovation is Rewarded!

Have you launched a new product or service as of January 2023? 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 2023 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-June 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 General Session at the NFDA International Convention & Expo.

Big benefits await the top innovators of 2024!

- The top three finalists' video submission will be shown at the Opening General Session
- Prominent exposure in the Innovation Award display at the front of Expo Hall
- 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
- "Custom Innovation Award Winner logo for winner's use
- Press release template for winner's use
- Floor Stickers for the winner's booth

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

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

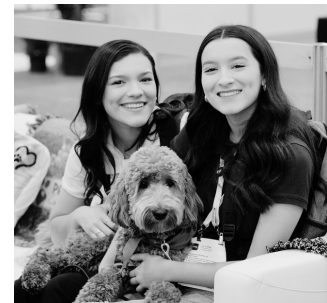
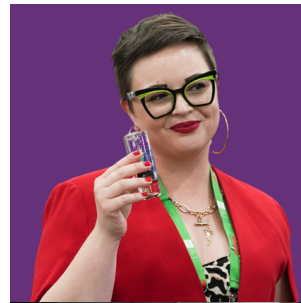


Sponsorships

We have many exciting sponsorship opportunities!

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

www.suppliers.nfda.org



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, Medallion and Black Diamond 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