2020 Prospectus

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

suppliers.nfda.org
Your Partners at NFDA

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.

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

Anthony Kaniuk
Senior Business Development Executive
akaniuk@nfda.org
262.814.1550

Since 2014, Anthony has worked with businesses near and far to develop the right packages of NFDA advertising and sponsorship offerings that help them best reach their target audience.

Prior to joining NFDA, Anthony worked for Kates-Boylston Publications as associate publisher of American Funeral Director and American Cemetery & Cremation magazines and Funeral Service Insider newsletter for 14 years. He is also past president of the International Memorialization Supply Association, where he played a pivotal role in securing a new executive director and assisted in the development of many new benefits for members.

Lorri Wagner
Business Development Manager
lwagner@nfda.org
262.814.1546

When Lorri joined NFDA in 2014, she brought a wide range of experience that enables her to establish inclusive sales and marketing plans for NFDA’s valued partners.

Lorri’s multifaceted career includes employment in the travel industry, running a home business and working as a regional sales representative for Innovative Signs. Lorri also served as national retail manager for Penzeys Spices, where she led teams that launched new stores across the country.
Exhibiting puts you **face-to-face with the top decision-makers in funeral service!**

**Convention attendees...**

...are in charge!

- **14%** Employee
- **80%** Owner/Manager
- **1%** Student
- **6%** Other

...are ready to buy!

- **59%** On the Expo Floor
- **52%** 1-3 Months Following
- **16%** 4-12 Months Following
- **25%** Undecided

...come to see you!

- **91%** New Products/Services
- **39%** Making a Purchase
- **19%** Convention Discounts
- **44%** Visiting Past Exhibitors
- **46%** Comparing Products/Services
- **72%** New Ideas to Serve Families
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! And, to sweeten the deal, you’ll receive more free resources and promotion for your exhibiting dollars than with any other funeral service show.

Your NFDA booth fee includes:

- 8-foot back drape and 3-foot side drape
- Three booth representative badges per 100 square feet of booth space (10x10 booth = 3 badges)
- Pre- and post-Convention attendee mailing lists
- 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:
  - August Expo Sneak Peek issue (deadline: June 5)
  - October Convention issue (deadline: August 5)
  - December Recap issue (deadline: October 5)
- Listing in the onsite NFDA Convention Program & Planner (deadline: August 5)
- Listing in the NFDA Convention app
- NFDA Welcome Party, Workshop and General Session attendance (CE not included)

2020 Expo Schedule
New Orleans Ernest N. Morial Convention Center • New Orleans, LA
Achieve more with dedicated Expo hours!

**Move-in**
Thursday, October 15 8 a.m. Move-in begins
Sunday, October 18 4 p.m. Move-in ends

**Expo Hours**
Monday, October 19 12-5 p.m.
Tuesday, October 20 12-5 p.m.
Wednesday, October 21 9 a.m.-12 p.m.

**Move-out**
Wednesday, October 21 12 p.m. Move-out begins
Wednesday, October 21 11:59 p.m. Move-out ends

2020 Expo Floor Plan
nfda.org/neworleans2020
The investment... 
... is well worth the reward!

<table>
<thead>
<tr>
<th>In-line</th>
<th>10' x 10' Non-Corner</th>
<th>10' x 10' Corner</th>
<th>10' x 20' Non-Corner</th>
<th>10' x 20' Corner</th>
<th>10' x 30' Non-Corner</th>
<th>10' x 30' Corner</th>
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</thead>
<tbody>
<tr>
<td>Rate</td>
<td>$2,800</td>
<td>$3,100</td>
<td>$5,600</td>
<td>$5,900</td>
<td>$8,400</td>
<td>$8,700</td>
</tr>
<tr>
<td>Early Booking Discount*</td>
<td>($300)</td>
<td>($300)</td>
<td>($600)</td>
<td>($600)</td>
<td>($900)</td>
<td>($900)</td>
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<tr>
<td>Total (paid in full by April 30)</td>
<td>$2,500</td>
<td>$2,800</td>
<td>$5,000</td>
<td>$5,300</td>
<td>$7,500</td>
<td>$7,800</td>
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<table>
<thead>
<tr>
<th></th>
<th>10' x 10' Non-Corner</th>
<th>10' x 10' Corner</th>
<th>10' x 20' w/2 Corner</th>
<th>10' x 20' Corner</th>
<th>10' x 30' w/2 Corner</th>
<th>10' x 30' Corner</th>
<th>20’x20’ Island</th>
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<tbody>
<tr>
<td>Rate</td>
<td>$11,200</td>
<td>$11,500</td>
<td>$6,200</td>
<td>$9,000</td>
<td>$11,800</td>
<td>$12,400</td>
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<td>Early Booking Discount*</td>
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<td>($1,200)</td>
<td>($600)</td>
<td>($900)</td>
<td>($1,200)</td>
<td>($1,200)</td>
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<tr>
<td>Total (paid in full by April 30)</td>
<td>$10,000</td>
<td>$10,300</td>
<td>$5,600</td>
<td>$8,100</td>
<td>$10,600</td>
<td>$11,200</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Island</th>
<th>20’ x 30’</th>
<th>20’ x 40’</th>
<th>30’ x 30’</th>
<th>20’ x 50’</th>
<th>30’ x 40’</th>
<th>30’ x 50’</th>
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</thead>
<tbody>
<tr>
<td>Rate</td>
<td>$15,600</td>
<td>$20,800</td>
<td>$23,400</td>
<td>$26,000</td>
<td>$31,200</td>
<td>$39,000</td>
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<tr>
<td>Early Booking Discount*</td>
<td>($1,800)</td>
<td>($2,400)</td>
<td>($2,700)</td>
<td>($3,000)</td>
<td>($3,200)</td>
<td>($4,500)</td>
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<tr>
<td>Total (paid in full by April 30)</td>
<td>$13,800</td>
<td>$18,400</td>
<td>$20,700</td>
<td>$23,000</td>
<td>$27,600</td>
<td>$34,500</td>
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<table>
<thead>
<tr>
<th></th>
<th>40’ x 40’</th>
<th>30’ x 60’</th>
<th>50’ x 40’</th>
<th>60’ x 40’</th>
<th>60’ x 50’</th>
<th>60’ x 60’</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>$41,600</td>
<td>$46,800</td>
<td>$52,000</td>
<td>$62,400</td>
<td>$78,000</td>
<td>$93,600</td>
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<tr>
<td>Early Booking Discount*</td>
<td>($4,800)</td>
<td>($5,400)</td>
<td>($6,000)</td>
<td>($7,200)</td>
<td>($8,000)</td>
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<td>$41,400</td>
<td>$46,000</td>
<td>$55,200</td>
<td>$69,00</td>
<td>$82,800</td>
</tr>
</tbody>
</table>

- The rate for booths under 600 square feet is $28 per square foot ($30 for corner booths).
- Island booths of 600+ square feet are $26 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
And, finally, a bit of housekeeping.

Booth Selection Policy

The order in which exhibitors are scheduled to select their booth space is based on priority points. Each year, one point is awarded for every $1,000 spent on sponsorships/advertising and one point for every 100 square feet of booth space rented. Additional points can be earned as a benefit of NFDA Associate Membership.

Points are accumulated over time. Booth selection appointments are assigned for companies that have earned five or more points (sorted most to least 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). Holding booths for another exhibitor with fewer points is not allowed. Each organization will have the opportunity to select on their scheduled date and time.

Suitcasing/Unauthorized Solicitation Policy

Please note that while all meeting registrants are invited to the NFDA International Convention & Expo, any 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.
Help us help you!

We’re always looking to offer solutions and make improvements that best serve our exhibitor partners. If you’re as passionate about this as we are, you may earn a seat on the NFDA Exhibit Advisory Committee (EAC)!

The purpose of the EAC is to foster communication between NFDA and its exhibitors, specifically to:

- Review and comment on current and proposed exhibit regulations and practices affecting exhibitors.
- Advise ways in which the exposition could be improved for exhibitors and attendees.
- Identify additional information useful to exhibitors.
- Provide a forum for exhibitor feedback.

The EAC is comprised of approximately 12 members from varied exhibit booth sizes. Members of the EAC may serve up to a four-year term, with a minimum two-year commitment. A two-year term runs on a calendar year, beginning in January, and covers at least two site visits.

The committee meets once a year for a site visit at the following year’s convention host city. This is a two-day commitment, usually set in August. The EAC member is responsible for round trip transportation to the host city and hotel accommodations; NFDA covers the rest. In the event that you cannot attend, an alternative representative from your company may attend.

Conference calls will also be conducted periodically throughout the year. We look to you for brainstorming, ideas and feedback. Active participation during meetings is a requirement.

Assistance with new exhibitor on-boarding is highly encouraged. All exhibitors are urged to make their viewpoints and concerns known to NFDA or an EAC member so that we can continue to provide a successful Expo experience for everyone.

suppliers.nfda.org/eac
Stand apart with sponsorship!

Grab the attention of attendees before and after they visit your booth! From social events and education to branded items or even something a little outside-the-box, we’ve got options to maximize your visibility within budget. And if you have a great idea to try, we’re all ears!

We’ll sweeten the pot with some great core benefits:

Print

- Logo in the sponsor section of The Director magazine (August, September, October and December issues)
- “A Word From Our Sponsor” spotlight in The Director magazine (September, October and December issues)
- Logo in onsite NFDA Convention Program & Planner

Digital

- Logo (linked to sponsor landing page) on Convention Sponsors tab of website
- “A Word From Our Sponsor” spotlight in the NFDA Convention app
- “A Word From Our Sponsor” spotlight in The Director app and desktop versions (September, October and December issues)

Onsite

- Signage (banners, digital, etc.) as appropriate, based on sponsorship opportunity

Black Diamond, Platinum, Titanium and Gold levels also enjoy:

- Verbal recognition during Monday’s Opening General Session
- Recognition through NFDA social media outlets (as deemed appropriate by NFDA)
You asked and **we have delivered!**

The NFDA Convention sponsorship structure lets you choose your benefits! It’s never been easier to extend your reach beyond the Expo Hall.

**Choose your investment...**

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Investment</th>
<th>Points</th>
<th>Points Value</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Black Diamond</strong></td>
<td>$50,000</td>
<td>375</td>
<td>$75-$125</td>
<td>Ticket to one social event</td>
</tr>
<tr>
<td><strong>Platinum</strong></td>
<td>$40,000</td>
<td>300</td>
<td>$250</td>
<td>One ad in the NFDA Bulletin (excludes October) – Limit 4</td>
</tr>
<tr>
<td><strong>Titanium</strong></td>
<td>$30,000</td>
<td>225</td>
<td>$1,000</td>
<td>Carpet Logo</td>
</tr>
<tr>
<td><strong>Gold</strong></td>
<td>$20,000</td>
<td>150</td>
<td>$1,250</td>
<td>Ad in the Convention Program &amp; Planner</td>
</tr>
<tr>
<td><strong>Silver</strong></td>
<td>$10,000</td>
<td>75</td>
<td>$1,500</td>
<td>Banner ad on nfda.org for 3 months</td>
</tr>
<tr>
<td><strong>Bronze</strong></td>
<td>$5,000</td>
<td>35</td>
<td>$1,500</td>
<td>Registration Bag Insert – Supplier provided</td>
</tr>
</tbody>
</table>

**Create your own add-on benefits package!**

Redeem your sponsorship points for additional benefits that best meet your business goals!

<table>
<thead>
<tr>
<th>Points</th>
<th>Value</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>$75-$125</td>
<td>Ticket to one social event</td>
</tr>
<tr>
<td>5</td>
<td>$250</td>
<td>One ad in the NFDA Bulletin (excludes October) – Limit 4</td>
</tr>
<tr>
<td>20</td>
<td>$1,000</td>
<td>Carpet Logo</td>
</tr>
<tr>
<td>25</td>
<td>$1,000</td>
<td>Ad in the Convention Program &amp; Planner</td>
</tr>
<tr>
<td>25</td>
<td>$1,250</td>
<td>Banner ad on nfda.org for 3 months</td>
</tr>
<tr>
<td>30</td>
<td>$1,500</td>
<td>Registration Bag Insert – Supplier provided</td>
</tr>
<tr>
<td>30</td>
<td>$1,500</td>
<td>Beacon notification in Expo Hall</td>
</tr>
<tr>
<td>30</td>
<td>$1,500</td>
<td>Full NFDA membership list for one-time mailing</td>
</tr>
<tr>
<td>35</td>
<td>$1,275</td>
<td>1/2 page ad in <em>The Director</em> (excludes October) – Limit 1</td>
</tr>
<tr>
<td>45</td>
<td>$2,500</td>
<td>Microphone announcement on the Expo floor</td>
</tr>
<tr>
<td>45</td>
<td>$2,500</td>
<td>Push notification through NFDA Convention app</td>
</tr>
<tr>
<td>45</td>
<td>$2,500</td>
<td>Brief survey through NFDA Convention app</td>
</tr>
<tr>
<td>45</td>
<td>$2,500</td>
<td>Enhanced social media exposure through NFDA channels</td>
</tr>
<tr>
<td>60</td>
<td>$2,320</td>
<td>One full-page ad in <em>The Director</em> (excludes October) – Limit 1</td>
</tr>
<tr>
<td>60</td>
<td>$3,000</td>
<td>Registration bag insert – Printed by NFDA</td>
</tr>
<tr>
<td>70</td>
<td>$3,900</td>
<td>White Paper/Infographic visible to NFDA members</td>
</tr>
<tr>
<td>75</td>
<td>$4,000</td>
<td>NFDA member focus group – Limit 1</td>
</tr>
<tr>
<td>85</td>
<td>$4,200</td>
<td>Polybag insert with <em>The Director</em></td>
</tr>
<tr>
<td>120</td>
<td>$4,640</td>
<td>Two-page advertorial spread (excludes October)</td>
</tr>
</tbody>
</table>
We’ve only **just begun**…

Here’s just a *sampling* of the many fabulous opportunities that await!

**Massage Station**
Invite attendees into your booth for a bit of relaxation or we can arrange a location in one of the on-floor attendee lounges, complete with signage.

| Bronze Sponsorship | 35 points | $5,000 |

**In-booth Wine/Cheese Tasting**
Uncork some new business – and raise a glass with existing clients – with this attention-grabbing sponsorship! We’ll get a dedicated attendant set up right in your booth with a sampling of cheese and fine red and white wines!

| Bronze Sponsorship | 35 points | $6,000 |

**Rise and Shine Coffee Cart**
Really popular with attendees! Invigorate early-risers with the eye-opening taste of coffee first thing in the morning. Not only will your sponsored coffee cart be parked in a highly visible area near Registration or workshop rooms, but attendees will also have your brand in hand with special branded cups!

| Bronze Sponsorship | 35 points | $6,500 |

**Hotel Key Cards**
Put your brand in the hands of attendees – literally! – when you take advantage of this unique opportunity. Your four-color, custom image will be printed on the front of the key cards for all rooms (at nine or more hotels!) booked within the NFDA International Convention & Expo official housing room blocks.

| Silver Sponsorship | 75 points | $12,000 |
NFDA International Convention & Expo Mobile App

The NFDA Convention App puts your brand right into the hands of decision makers! The app is free to download and compatible with iOS and Android phones and tablets. Smartphone users will rely on the app for information about workshops, speakers, Expo listings, the downtown area, activities and more!

Silver Sponsorship
75 points
$15,000

NFDA Live!
Convention attendees gather in this fun area to learn, connect, network with others, tweet and post about their great convention experience, take a fun photo with friends and more!

Gold Sponsorship
150 points
$20,000

Registration Bags
The ultimate walking billboard! Every attendee receives a bag at registration and will carry your brand all over the Convention Center and throughout town!

Welcome Reception
Be part of the best attended social event at Convention! Attendees look forward all year to gathering at a local hot spot to reunite with old friends and make new ones. In addition to on-site signage, we’ll work with you to ensure that your brand is prominently displayed in unique ways throughout the venue.

Platinum Sponsorship
300 points - $40,000

Ready to dig in?
Visit nfda.sponsorship.ges.com
To the Expo... and beyond!

NFDA offers so many ways for you to get the word out about your company and what you stand for – before, during and after the big event! Make the most of your Convention investment with these special opportunities.

**NFDA International Convention & Expo Preview Brochure**

The first glimpse of the big event is included in all NFDA new-member packets, with NFDA Store orders and other mailings and is distribution at state conventions from March through June.


**NFDA Convention Program & Planner**

Distributed to every attendee onsite, this 8.5”x6.5” spiral-bound “notebook” is the comprehensive guide to all things Convention & Expo, including navigation through the Convention Center, daily workshop and activity line-ups, schedules, exhibitor information and much, much more. Take advantage of premier ad placement in this must-have resource!

<table>
<thead>
<tr>
<th>Choose From:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Covers – 3 opportunities</td>
<td>$2,000</td>
</tr>
<tr>
<td>Laminated tabs – 10 opportunities</td>
<td>$1,500</td>
</tr>
<tr>
<td>Full-page ad – 20 opportunities</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Don’t delay – ad space will sell out! Ad materials due August 12.

**NFDA International Convention & Expo Registration Brochure**

Poly-bagged with the June issue of The Director, circulated with all NFDA new-member packets and at state conventions from June through October, this anticipated brochure dishes the details. Secure your ad space early – this will sell out!

The Director Magazine

If you only run three ads this year, be sure they are in the Convention-related issues of The Director: August – NFDA Expo Preview, October – Comprehensive Convention Preview and December – Convention Recap. Reinforce your presence in the Expo Hall!
Review the 2020 Media Kit for details.

Convention Center Graphics

Take advantage of exclusive, high-impact visual opportunities outside the Expo hall! Ask us about targeted placements throughout the Convention Center, such as stair and elevator door wraps, large window clings in high-traffic areas and more. Visibility doesn’t get better than this!

Materials due September 7.

“The exhibiting at NFDA Expo provides us an opportunity to visit with more of our clients, meet new professionals and to share our services all at one spot. If your business does business with funeral homes, exhibiting at the NFDA Expo is a must.”

Jeff Harbeson
Director of Sales & Marketing
The Foresight Companies
To the Expo... and beyond!

Registration Bag Insert – $1,500

Get your promotional material right into the hands of attendees! You bring the creative on a single sheet up to 8.5” x 11” (4,500 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.

NFDA Expo Preview Display – $150

Located in a high-traffic area outside the Expo Hall, the Expo Preview Display case is a sneak peek of the hottest products and services in this year’s Expo, complete with your info and booth number. Space is limited.

Innovation is Rewarded!

Have you launched a new product or service this year? 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 2020 NFDA International Convention & Expo, this program recognizes companies dedicated to bringing the top new products and services to the industry each year. The perks for winning are bigger and better, and best of all, entry into this program is free!

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.

The winner takes all!

Big benefits await the top innovator of 2020!

- 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
- Announcement on the Expo floor
- 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
- Create a logo with date won for their use
- Press release template for winner’s use
- Signage for the winner’s booth in 2021
NFDA’s valued partners are now eligible for Associate Membership!

While most companies agree that the greatest benefit is official affiliation with the world’s leading funeral service association, there are many great benefits to joining!

- Extra points for booth selection
- Discounted Endorsed Provider rates
- Exclusive Associate Member logo
- And so much more!

suppliers.nfda.org/join
Our Mission

The National Funeral Directors Association is the worldwide source of expertise and professional resources for all facets of funeral service. Through education, information and advocacy, NFDA is dedicated to supporting members in their mission to provide families with meaningful end-of-life services at the highest levels of excellence and integrity.

About Us

World’s largest funeral service association
More than 20,000 members in 49 countries
Trusted leader and beacon for ethics
Largest global network of funeral service professionals
Strongest advocate for the profession
Best-in-class education
Easy-to-use business management tools and resources

Each year, the NFDA International Convention & Expo draws thousands of attendees from around the globe to experience the world’s largest funeral service expo, best-in-class continuing education and premier social and networking opportunities that help funeral directors achieve more in their businesses, communities and lives.