



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



suppliers.nfda.org

2019

Prospectus

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!



Karen Wicker

Expo Manager
kwicker@nfda.org
262.814.1563

Karen has lived and breathed all things Expo Hall since she joined NFDA in 2013. From assisting you with booth selection to answering your questions during the big event, if you have questions about exhibiting, she's got the answer for you.

Karen's extensive background in administration, human resources and recruiting with a variety of organizations, including the United States Department of Justice, has prepared her to navigate a range of situations to find the best outcomes for her clients.



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

Account Executive
Business Development
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 helped launch new stores across the country.

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

Convention attendees...

...are in charge!



78%
Owner/
Manager



15%
Employee



4%
Student



4%
Other

...are ready to buy!

59% On the Expo Floor



56% 1-3 Months Following



16% 4-12 Months Following



21% Undecided



...come to see you!

86%
New Products/
Services

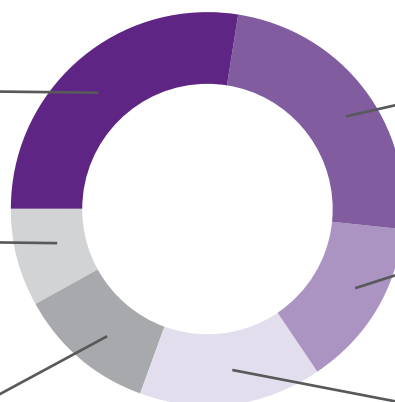
76%
New Ideas to
Serve Families

25%
Convention
Discounts

43%
Visiting Past
Exhibitors

35%
Making a
Purchase

47%
Comparing
Products/Services



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 in your marketing materials and on your website
- A variety of web banners to promote your participation
- 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)
- Listing in the onsite NFDA Convention Program & Planner (deadline: August 5)
- Listing in the NFDA Convention app
- Access to media opportunities
- Press releases posted on NFDA website
- Workshops and General Sessions (CE not included)
- NFDA Welcome Party

And you can save \$\$ with early-bird pricing!

Booth fees **by** February 28, 2019

- Corner 10x10 booths: \$28 per square foot
- Non-corner 10x10 booths: \$25 per square foot
- Island booths 600 square feet or more: \$23 per square foot

Booth fees **after** February 28, 2019

- Corner 10x10 booths: \$31 per square foot
- Non-corner 10x10 booths: \$28 per square foot
- Island booths 600 square feet or more: \$26 per square foot

2019 Expo Schedule

McCormick Place
Chicago, Illinois

Achieve more with dedicated Expo hours!

Move-in

| | |
|--------------------|-----------------------|
| Friday, October 25 | 8 a.m. Move-in begins |
| Sunday, October 27 | 4 p.m. Move-in ends |

Expo Hours

| | |
|-----------------------|----------------|
| Monday, October 28 | 12-5 p.m. |
| Tuesday, October 29 | 12-5 p.m. |
| Wednesday, October 30 | 9 a.m.-12 p.m. |

Move-out

| | |
|-----------------------|--------------------------|
| Wednesday, October 30 | 12 p.m. Move-out begins |
| Wednesday, October 30 | 11:59 p.m. Move-out ends |

2019 Expo Floor Plan
nfda.org/chicago2019

Application/Contract for Exhibit Space

2019 NFDA International Convention & Expo

October 27-30, 2019 – McCormick Place Convention Center, Chicago, IL

The undersigned (hereafter called the "exhibitor") applies for exhibit space in the NFDA Expo, October 27-30, 2019. Our company listing with the following wording on our standard 7"x44" booth sign, for NFDA Expo Online and in official NFDA Convention & Expo materials shall be as listed here:

Sponsoring Company (for printed materials, online listings, etc.) Must be provided with full payment by 8/1/19 for inclusion in printed materials.

Company _____ ☐ **First-time exhibitor**

Address _____

City _____ State _____ Postal Code _____ Country _____

Phone _____ Fax _____

Email _____ Website _____

Contact (to be published) _____ Position/Title _____

Internal Contact (not published by NFDA) Receives all show information, including booth assignment and upcoming deadlines.

Contact _____ Email _____

Add'l Contact (if applicable) _____ Email _____

Booth Size and Cost (minimum booth size 10'x10')

Booth Type: ☐ Corner \$31/sq. ft. ☐ Non-corner \$28/sq. ft.

***Island booths 600 square feet or more.** ☐ Island* \$26/sq. ft

Booth Size: _____ feet X _____ feet = _____ sq. ft.

Total Rate: _____ sq. ft. X Rate \$ _____ = \$ _____

Preferred Booth Choice 1: _____ 2: _____ 3: _____

Early-bird Discount – Save \$300 per 100 square feet!

Valid on contracts submitted on or before February 28, 2019

50% payment due to NFDA no later than February 28, 2019, and balance paid no later than April 30, 2019. Space not paid in full by April 30, 2019, will be subject to cancellation, forfeiture of all payments and/or increased rates.

Total \$ _____ – Early-bird discount \$ _____ = Adjusted total \$ _____

☐ I authorize NFDA to charge the first installment for the booth space on February 28, 2019, and the FINAL installment on April 30, 2019.

Method of Payment

☐ Check (U.S. dollars drawn on a U.S. Bank) \$ _____ (Total)

☐ American Express ☐ Discover ☐ MasterCard ☐ VISA

Card # _____ Exp. Date _____

• **Full payment due with contract for space reserved after April 30, 2019**

Read Contract Terms on Reverse Side and Approve

All space shall be paid for at the appropriate rate as indicated and in accordance with the payment schedule indicated above. The contract terms printed on the reverse side and the Rules and Regulations within the Exhibitor Service Manual shall constitute part of this contract and the exhibitor agrees to abide and conform hereto. By signature below, the individual signing this contract represents that he/she is duly authorized to execute this binding contract on behalf of named exhibitor. This contract shall not be binding unless and until it is accepted and approved in writing by NFDA's duly authorized signature affixed below and full payment is received by NFDA.

Signature _____ Date _____

To Reserve Your Booth

Fax this signed application/contract to +1.262.789.6977

Email this signed application/contract to kwicker@nfda.org

| | | | | | |
|------------------------|----------|--------------|--------------------|--------------|--------------|
| For Office Use Only | EXPOCAD | MKTG List | BX Listing | CRM ID | |
| | Director | Confirmation | Badges | Invoice Date | Invoice Date |
| | \$ | Size | C1 C2 NC ISL NP SP | | |
| | Booth # | Assigned by: | | P1 | P2 |

Rules & Regulations for NFDA International Convention & Expo

It is understood and agreed that NFDA may revoke this contract at any time if it determines, in its sole discretion, that the products and services we intend to exhibit are not suitable or appropriate. In such case, NFDA shall refund to us all sums paid hereunder, which shall be in full liquidation of all loss or damages suffered by us.

We understand that if we cancel this contract and notify NFDA of the cancellation in writing before February 28, 2019, 100% of the payments received by NFDA will be returned. If we cancel on or after February 28, 2019, and before April 30, 2019, 50% of the payments received by NFDA will be returned. If we cancel after April 30, 2019, no refund shall be returned to us by NFDA. No refunds will be issued on contracts received by NFDA on or after April 30, 2019. We understand our labor, electrical, carpet, furniture and other requirements are not included in the exhibit rental fee.

We understand that we are entitled to 3 badges per 100 sq. ft. (10'x10') of booth space for employees of exhibitor. All rules and regulations of the exposition have been read, and are accepted by us and made a part of this contract and we agree to comply with them. We also agree to abide by any future rules and regulations which NFDA adopts. Exhibitors are obligated to exhibit for all hours of the exposition. **No early breakdown of exhibit is allowed.**

1. SPONSOR. The National Funeral Directors Association (NFDA) is the sponsor of the exposition. NFDA shall be represented by the Expo Manager and the NFDA CEO. They are the only agents authorized to bind NFDA with regard to this exposition.

2. LOCATION. The 2019 NFDA Expo will be held in the McCormick Place Convention Center, Chicago, IL. The exposition diagram shows exhibit spaces available within the Center and their respective prices.

3. INSTALLATION AND DISMANTLING. All exhibit areas will be available at 8:00 A.M. on Friday, October 25, 2019. All exhibits will be arranged and completed by 5:00 p.m. on Sunday, October 27. No exhibits shall be dismantled or any packing done before the final closing hour of the exposition. Packing cases or material will not be allowed on the exhibit floor before that hour. All exhibits must be removed from the Center by 11:59 p.m. Wednesday, October 30. NFDA reserves the right to alter the exposition hours.

4. LABOR. Orders for all services including unpacking, repacking, setting up exhibits, electrical work, carpenters, labor (skilled and common), furniture rental, decorating, sign painting, floor coverings, photographs, flowers, should be promptly submitted to the Service Contractor on order forms provided by service contractor. If required by rules and regulations of the Center, exhibitors shall employ designated labor contractors in the installation and dismantling of their exhibits. All labor rates and overtime requirements are subject to modification. Exhibitors will pay for the charges made by the labor contractor, including overtime or double time, if work for such exhibitors is performed when such rates are applicable. Bills rendered exhibitors during the exposition must be checked and approved for payment before the time for dismantling terminates.

5. ASSIGNMENT OF EXHIBIT SPACE. The space selection process will begin after the 2018 Expo. Appointments will be scheduled based on priority points. The remaining will be available on a first-come, first-served basis. In cases where exhibitors have like histories, date of receipt of contract shall be considered. Notwithstanding the above, the space assignments made by NFDA are within its sole and absolute discretion. **NFDA reserves the right to change such assignments at any time prior to or during the exhibition.** Any space not claimed and occupied before noon on the first day of the exhibition may be re-assigned or re-rented without refund of rental paid, the amount of advance rental being agreed to as liquidated damages. It is agreed that if NFDA moves an exhibitor to a different space from that originally assigned, and the rental of the new space is less than the original space, credit will be given accordingly to the exhibitor.

6. ARRANGEMENT OF EXHIBITS. The following rules will govern the set-up of booths and the arrangement of exhibits: (a) The standard booth equipment furnished by NFDA will consist of (i) an eight (8) foot high back wall with aluminum uprights and stock stanchion, (ii) division rails three (3) feet high, and (iii) one (1) sign of standard length and width (7" x 44") with two (2) lines of lettering giving exhibitor's name and booth number. Exhibitors desiring to use additional signage must obtain written approval of the NFDA Expo Manager. (b) No fabricated exhibitor construction for inline booths walls shall exceed eight (8) feet in background height or three (3) feet in divisional rail height except as otherwise specifically provided herein. (c) In island spaces with aisles on all four (4) sides, overhead panels or "bridge type" construction may be permitted to a maximum height of sixteen (16) feet along the center of the space or along the aisle lines. Exhibitors selecting this type of space will be permitted to use more completely the cubicle content of the booth. In peninsula spaces surrounded by aisles on only three (3) sides, the background must be on the side that is not an aisle. The background at this point is to be eight (8) feet high. (d) Exhibitors who are assigned more than one (1) space and whose spaces are adjacent to each other shall treat these spaces as if they are one (1) single space with no intervening merchandise or counters so that a person may move throughout the entire booth without resorting to the aisles. No construction will be allowed on the sides of any booth which would obstruct the view of adjacent booths. (e) Counters may be erected along the sides or across the rear of a space, thus preserving the "open booth" appearance. When counters, exhibits or other material are installed at the front of the space, they must be recessed six (6) inches from the aisle line. (f) All exhibits, and the operation of all machinery and equipment, and the use of all electrically wired display material within the exhibits, must be in strict compliance with all applicable fire, utility, building codes and regulations, city, state and federal law, these rules and regulations, and the rules and regulations of the Center. Any exhibitor supplying decorations, fabrics, signs, hangings, etc., must ensure that they are fireproofed in such manner as to pass the strand test for stage material as required by local fire ordinances. The exhibitor agrees to accept full responsibility for all such compliance. (g) Exhibitor shall comply with all regulations relating to the Americans with Disabilities Act (ADA) in the design of, and access to

booths and exhibits. NFDA shall have full discretion and authority in the placement, arrangement and appearance of all exhibits. NFDA may require the rearrangement, redressing or redecorating of any item or of any exhibit, and no liability shall attach to NFDA for costs that may incur thereby by the exhibitor. NFDA may, in its sole discretion, make such requirements at any time as it deems necessary or expedient as to uniformity in signs, colors, displays, or any other materials. Exhibitors shall only display those items which they manufacture or deal with in the regular course of their business. NFDA reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or any exhibitor or its representatives, with or without cause. If cause is not given, liability shall not exceed the amount of the exhibitor's rental fee unearned at the time of ejection. If any exhibitor or exhibitor is ejected for violation of any of the applicable rules or for any other cause, no return of the rental fee shall be made.

7. ANCILLARY SERVICES. The following services are available in accordance with the terms and conditions set forth below: (a) Security: NFDA will hire independent security services for the Center, but will have no liability to exhibitors, their employees, representatives, or agents as a result of any act or omission of the security service. (b) Cleaning: NFDA shall provide cleaning of the aisles of the Center during the exhibition. It shall be the obligation of the individual exhibitors to maintain their own exhibit space. (c) Storage: The drayage contractor or Center will provide storage space for all crates and boxes. Storage may be arranged for at the Service Desk, which will provide tags to be used by exhibitors to identify pieces to be placed in storage for the duration of the exposition, and returned to exhibitors' spaces after final closing. The tags are to be filled in with the space number of the exhibitor, and are to be attached to each piece being stored. NFDA has no responsibility or liability arising out of the storage of boxes, crates or other items by the exhibitor with the Center. To comply with fire regulations, wrapping materials such as paper, excelsior, etc., must be completely enclosed within packing boxes. Small boxes and articles should be nested in larger ones to reduce the number of pieces to be stored and eliminate the likelihood of small pieces being lost. No boards or skids will be accepted for storage unless securely tied into bundles and tagged. Materials not complying with these requirements will be considered refuse and disposed of by the cleaners. (d) Shipping: Upon request, complete instructions covering shipment will be supplied by the General Service Contractor. There are adequate loading docks to handle exhibitor's freight. Freight must be unloaded on the receiving dock and then transported into the building. The use of any truck or motor vehicle in the building by any exhibitor will be at the exhibitor's risk. (e) Music: NFDA will have a music license from BMI, ASCAP, and SESAC permitting the use of the musical compositions listed by these three organizations. Exhibitors may play only canned or non-live musical compositions that are licensed by BMI, ASCAP or SESAC. Live music may only be utilized by Exhibitors upon prior written permission of NFDA. (f) Lighting and Electrical: NFDA shall provide for general illumination of the exhibit hall from regulating lighting fixtures already in the hall. Standard one hundred twenty (120) volt current is available. Upon request by the exhibitor, two hundred eight (208) volt single phase and three (3) phase alternating current will be made available to the exhibitor. (g) Telephone: Private telephone service is available in booths to those exhibitors ordering in advance. (h) Movies: Exhibitors who intend to show movies in their booths shall obtain from the NFDA Expo Manager complete instructions governing the showing of such movies. Union operators may be required for projection machines and automatic projectors. Exhibitors utilizing projectors shall comply with all applicable rules.

8. RESTRICTIONS. The following restrictions will apply to all exhibitors unless modified in writing by the NFDA Expo Manager: (a) Any plan to induce visitors to the booth of any exhibitor by what may be considered a lottery is prohibited. An opinion as to what constitutes a lottery, prepared by NFDA General Counsel, can be obtained by addressing a request to the NFDA office in Brookfield, WI. The opinion of the NFDA General Counsel shall be binding upon all exhibitors. (b) No exhibitor may allow any article to be brought into or act done on the premises which will violate or increase the premium on the policies of insurance held by the Center, nor permit anything to be done by its employees or agents by which the premises shall be in any manner marred or defaced. No signs or other attachments shall be affixed, screwed, nailed or otherwise attached to the walls, floors, ceiling, doors or other fixtures of the Center in such a manner as to deface, mar, alter or damage same. Exhibitors shall compensate NFDA and the Center, as their interest may appear, for any damage resulting from the acts or omissions by an exhibitor, its employees, representatives or agents. (c) Samples, catalogs, pamphlets, souvenirs, publications, etc. of a dignified character may be distributed by an exhibitor only from its own exhibit space and may not be distributed in any manner or during any other event or gathering sponsored by NFDA. (d) Exhibits shall be arranged so that instructions, demonstrations and entertaining of visitors can be done within the confines of the exhibitor's space and not in the aisles. (e) Exhibitors shall be responsible for maintaining booth noise so as not to interfere with the normal display and conversation of other exhibitors and attendees. NFDA reserves the right to restrict exhibits which because of noise, method of operation, or any other reason, become objectionable or disruptive. As a guide, exhibitors should refrain from employing any sound system, amplifier, loud speaker, singers, music, recordings, or other action or device which produces or generates noise in excess of 80 decibels (dB) as measured at the boundaries of the booth. The NFDA Expo Manager shall have full discretion and authority in restricting and/or eliminating methods of attracting attention which he deems, in his sole discretion, distracting, objectionable or which detract from the general character of the exposition. (f) The exhibitor agrees not to extend group invitations, call meetings, or otherwise encourage absence of groups of exhibitors and/or NFDA members from the exhibit hall and NFDA convention during the hours of said exhibition and convention activities. Exhibitor agrees not to hold any special functions during the period of the NFDA convention without prior approval of NFDA. (g) No subletting or assignment of exhibit space, in whole or in part, will be permitted. Each exhibitor represented in the Center must enter into a separate exhibit rental contract with NFDA. Any exhibitor subletting or assigning exhibit space will risk cancellation of its rental contract and forfeiture of all rental payments. (h) No spotlights, strobe lights or floodlights will be permitted to be installed without the consent of the NFDA Expo Manager. The demonstration of motor-operated equipment is permitted on special arrangement with the NFDA Expo Manager.

Demonstration or operation of an apparatus of any kind that is noisy or distracting is not permitted. (i) No flammable fluids, substances or materials of any nature, including decorative materials, as defined by the fire regulations, may be used in any booth. (j) No distribution of food shall be permitted if it results in an offensive, unsatisfactory and/or unclean condition of exhibits or floor space. No on-site preparation of food is permitted. NFDA reserves the right to prohibit all distributions of food if so required by the Center. (k) NFDA reserves the right, in its sole discretion, to restrict exhibits which are operated in an objectionable manner, and to prohibit and require the removal of any exhibit which may detract from the general character form of the exposition. This right of restriction and removal includes person, things, conduct, printed matter, music, sounds, or anything of a character which may be, in the sole discretion of NFDA, objectionable or detrimental to the exposition as a whole or in violation of these rules and regulations.

9. ADMITTANCE. Representatives of exhibitors shall only be admitted to the exhibit hall if they are displaying registration badges. Registration badges are available to owners, executives, employees of exhibitors. Each representative must have his or her own exhibit badge. NFDA reserves the right to limit the number of exhibitors represented at any one time representing any one exhibitor. No representative may loan or trade his or her registration badge to any other person for any reason. Names for badges should be submitted to NFDA by September 27, 2019. NFDA reserves the right to cancel any exhibitor's contract or revoke the registration and badge of any representative or exhibitor who violates the rules and regulations of the exhibit. NFDA shall collect the applicable registration fee from any unregistered individual who makes use of a registrant's badge. In the event that the misused badge belongs to that of an exhibitor or his representative, if the fee is not collectable from the individual, the firm whose representative loaned the identification badge will be responsible for the amount of that registration fee.

10. LIMITATION OF LIABILITY NFDA shall not be liable for any damage to or loss of exhibitor's property, nor for injury or death of exhibitor or its employees, representatives, or agents, nor for any damage of any nature to exhibitor's business, nor for the failure to hold the exposition as scheduled, unless such damage, loss, injury, death or failure to hold the exhibit is the direct and proximate result of the intentional or grossly negligent act of NFDA. Moreover, in the event of any such intentional or grossly negligent act of NFDA, NFDA's liability to exhibitor, if any, shall in no event exceed the total amount paid to NFDA hereunder by exhibitor. If any such refund is sought by exhibitor due to a failure to hold the exhibit for the entire scheduled time period because of an intentional or grossly negligent act of NFDA, the refund of the rental payment shall be pro-rated to compensate exhibitor only that period of time the exhibit was not open as scheduled. Exhibitor specifically acknowledges and agrees to this limitation of NFDA's liability hereunder. Exhibitor hereby agrees to indemnify, hold harmless and defend NFDA from and against any and all liability, responsibility, loss, damage, costs or expense of any kind whatsoever, including but not limited to attorney fees, which NFDA may incur, suffer or be required to pay as a result of or arising directly or indirectly from any intentional or negligent act or omission by exhibitor or any of its employees, representatives or agents. Neither NFDA nor the owners of the exhibit hall shall be responsible for any damage done to any exhibits, crates or boxes due to the packing, storing, uncrating or unpacking thereof, and all such services are rendered and accepted upon this condition and understanding. A representative of the exhibitor must conduct or supervise the packing and unpacking of each exhibit. NFDA will carry public liability insurance solely for the protection of NFDA and the Center. Such public liability insurance shall not cover the exhibitors, their property, employees, representatives or agents.

11. INSURANCE: Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify and hold harmless NFDA, 2019 NFDA International Convention & Expo, its employees and agents against all claims, losses and damages to persons or property, governmental charges or fines and attorneys fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof. In addition, Exhibitor acknowledges that NFDA and the 2019 NFDA International Convention & Expo do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor. Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Convention Center, its owners or managers that result from any act or omission of Exhibitor. Exhibitor shall, at its own expense, secure and maintain the insurance listed below during the full term of the contract, including move-in and move-out. Required coverage: a) Comprehensive General Liability Insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit liability for bodily injury, and b) Worker's Compensation Insurance.

12. SUITCASING/UNAUTHORIZED SOLICITATION POLICY. Please note that while all meeting registrants are invited to the 2019 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.

13. PHOTOGRAPHY

Exhibiting, registration and attendance at, or participation in, NFDA's meetings and other activities constitutes an agreement by the registrant to NFDA & The Center's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, and audio tapes of such events and activities.

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:



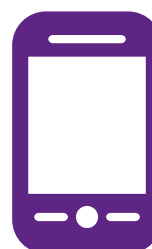
Print

- **Logo in** the sponsor section of *The Director* magazine (August, September, October and December issues)
- **Sponsor profile in** *The Director* magazine (September and October issues)
- **Logo and sponsor profile in** onsite *NFDA Convention Program & Planner*



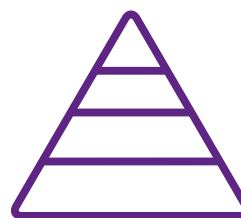
Onsite

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



Digital

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



Gold, Titanium, Platinum, and Black Diamond 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...

Black Diamond

\$50,000
375 points

Platinum

\$40,000
300 points

Titanium

\$30,000
225 points

Gold

\$20,000
150 points

Silver

\$10,000
75 points

Bronze

\$5,000
35 points

Create your own add-on benefits package!

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

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

Sponsorship Agreement Form

2019 NFDA International Convention & Expo

October 27-30, 2019 – McCormick Place Convention Center, Chicago, IL

Sponsoring Company _____

Address (may be published in promo materials) _____

City _____ State/Province _____ Postal Code _____ Country _____

Phone _____ Fax _____

Email _____ Website _____

Contact (may be published in promo materials) _____ Position/Title _____

Sponsorship Level

Select your sponsorship level.

- | | | | |
|--|----------|---------------------------------|----------|
| <input type="checkbox"/> Black Diamond | \$50,000 | <input type="checkbox"/> Gold | \$20,000 |
| <input type="checkbox"/> Platinum | \$40,000 | <input type="checkbox"/> Silver | \$10,000 |
| <input type="checkbox"/> Titanium | \$30,000 | <input type="checkbox"/> Bronze | \$5,000 |

Selected Sponsorship Opportunities

Total Due: \$ _____

Method of Payment

☐ Credit Card Fax to 262.789.6977 or call Business Development at 800.228.6332

☐ American Express ☐ MasterCard ☐ VISA ☐ Discover

Card Number _____ Expiration Date _____

Cardholder's Name (print) _____ Signature _____

☐ Invoice

Authorized Signature _____ Title _____

☐ Check (U.S. dollars drawn on U.S. bank) payable to NFDA

Our organization acknowledges that NFDA retains the sole right to select the presenter(s) and direct all aspects of any event.

Signature _____ Date _____

Agreement Submission

Mail this signed agreement with payment to:
NFDA Business Development Department – Sponsorship
13625 Bishop's Dr., Brookfield, WI 53005

Fax this signed agreement to +1.262.789.6977
Email this signed agreement to advertising@nfda.org

Whet **your appetite...**

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 Social Media Lounge

Convention attendees gather in this fun lounge to connect and recharge, 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 McCormick Place and throughout the town!

Gold Sponsorship

150 points
\$20,000



Ready to dig in?

Visit nfda.sponsorship.ges.com



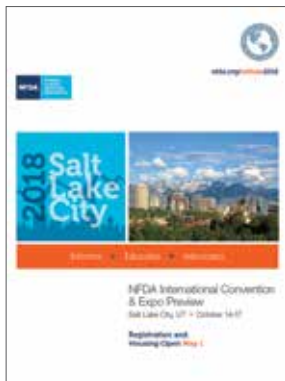
Welcome Reception

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

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 distributed at state conventions from March through June.

Exclusive – back cover.
Ad materials due January 4, 2019.



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!

Limited – full page ad.
Ad materials due April 1, 2019 (no foolin'!).



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 McCormick Place, daily workshop and activity line-ups, schedules, exhibitor information and much, much more. Take advantage of premier ad placement in this must-have resource!

Choose From:

- Inside covers – 2 opportunities
- Laminated tabs – 10 opportunities
- Full-page ad – 20 opportunities

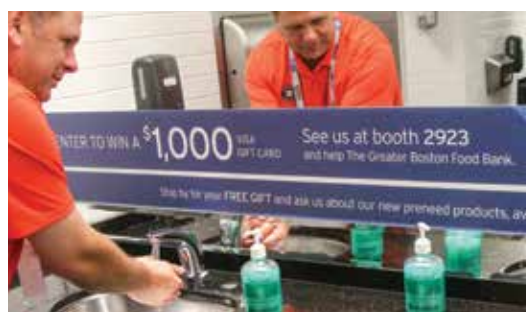
Don't delay – ad space will sell out! Ad materials due August 12.



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 2019 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 McCormick Place, 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 6.



"The NFDA International Convention & Expo is organized and well-run. No other venue puts us in front of funeral home owners and decision makers as well as this one."

Whitney L. Feagin
Sales & Marketing Support Specialist
Atlantic Coast Life Insurance

To the Expo... and beyond!



NFDA Members' Choice Award – Free!

Formerly known as the NFDA Innovation Award, this achievement recognizes the best new product or service selected by NFDA member votes. **Entry opens May 1.**



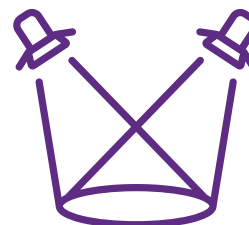
Marketing Materials – Free!

Free marketing materials are available to help you promote your participation in the NFDA International Convention & Expo. **Visit suppliers.nfda.org**



NFDA Expo Ambassador Program

Increase booth traffic and you could earn some free, onsite promotion! Send the Free Expo-only Registration Form to clients and prospects so they can see you at the Expo! The exhibitors with the most attendees will be named 2019 NFDA Expo Ambassadors.



NFDA Exhibitor Highlights – FREE!

If you're unveiling a new product or service, offering a unique prize or hosting someone special at your booth, NFDA wants to know! We'll feature your news prior to Convention and at the Expo.



Most Memorable New Booth Award – Free!

Welcome to the NFDA International Convention & Expo! If you're a first-time exhibitor, you are automatically in the running to receive recognition from attendees when they vote for their favorite new booth.



NFDA Expo Preview Display – \$100

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

Additional Promotional Opportunities Agreement Form

2019 NFDA International Convention & Expo

October 27-30, 2019 – McCormick Place Convention Center, Chicago, IL

Exhibiting Company _____ Booth # _____

Internal Contact _____ Email _____

Select Your 2019 Promotional Opportunities:

☐ Exhibitor Highlights – Free!

Due: 8/19/19

- | | | |
|---|---|--|
| <input type="checkbox"/> Giveaway | <input type="checkbox"/> Raffle/prize drawing | <input type="checkbox"/> Product launch |
| <input type="checkbox"/> Product/service demo | <input type="checkbox"/> Celebrity appearance | <input type="checkbox"/> Special food in booth |
| <input type="checkbox"/> Other _____ | | |

Submit a description with applicable high-resolution images to bizex@nfda.org for possible inclusion in *The Director* and other promotions.

☐ NFDA Expo Preview Display – \$100

Due: 9/30/19

Product Name _____

Product Size (inches) _____ (H) x _____ (W) x _____ (L) Weight _____ lbs

Please initial to acknowledge the following:

- _____ Space is limited and assigned on a first-come, first-served basis.
- _____ My item may not exceed 12" wide x 12" long x 12" high.
- _____ I will provide NFDA with a product name and description (300 character max) with product image for planning purposes by September 20, 2019.
- _____ I am responsible for shipping my product using a label provided by NFDA to the McCormick Place Convention Center to arrive on Thursday, October 24, 2019.
- _____ NFDA will arrange products at its discretion. Changes to the product or display will not be allowed onsite.
- _____ NFDA and its show vendors are not responsible for lost, stolen or broken items.

Total Due = \$ _____

Method of Payment

☐ Check (U.S. dollars drawn on U.S. bank) payable to NFDA

☐ Credit Card

☐ American Express ☐ MasterCard ☐ VISA ☐ Discover

Card Number _____ Expiration Date _____

Cardholder's Name (print) _____ Signature _____

Our organization acknowledges that NFDA retains the sole right to select the presenter(s) and direct all aspects of any event.

Signature _____

Agreement Submission





Mail this signed agreement with payment to:
NFDA Business Development Department – 2019 Promo Opps
13625 Bishop's Dr., Brookfield, WI 53005

Fax this signed agreement to +1.262.789.6977
Email this signed agreement to bizex@nfda.org



NFDA Headquarters | Brookfield, WI

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

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.



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.