

2022 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
Director Industry Relations
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
Director of 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 led teams that launched new stores across the country.



Christina Von Den Bergh
Business Development Project Coordinator
cvondenbergh@nfda.org
262.814.1563

Christina joined NFDA in 2020, supporting multiple departments as the Administrative Project Coordinator. She transitioned into the role of Project Coordinator for the Business Development team in 2021 and is responsible for tracking sponsorship assets for NFDA events and its annual convention. In addition, duties include managing insertion orders, coordinating website banner ads, scheduling e-bulletins, and providing onsite convention exhibitor support.

Before joining NFDA, Christina's career working in various administrative roles allowed her to gain insight into a wide array of customer service skills. This experience helped cultivate her passion for supporting customers and their individual needs.

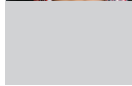
Exhibiting puts you **face-to-face** with the **top decision-makers** in funeral service!

Convention attendees...

...are in charge!



67%
Owner/
Manager



20%
Employee



3%
Student



10%
Other

...are ready to buy!

56% On the Expo Floor



47% 1-3 Months Following



16% 4-12 Months Following



27% Undecided



...come to see you!

87%
New Products/
Services

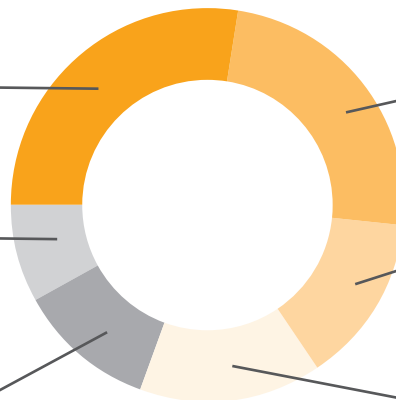
71%
New Ideas to
Serve Families

21%
Convention
Discounts

49%
Visiting Past
Exhibitors

40%
Making a
Purchase

46%
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! Just to sweeten the deal, 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
- Four booth representative badges per 100 square feet of booth space (10x10 booth = 4 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:
 - October Convention issue (deadline: August 5)
 - December Recap issue (deadline: October 5)
- Listing in the NFDA Convention app
- Attendance to the NFDA Welcome Party, Keynote and Workshop Sessions (no CE.) **If CE is desired, it's available for licensed funeral directors at \$99 per workshop session.**



2022 Expo Schedule

Baltimore Convention Center • Baltimore, MD

Achieve more with dedicated Expo hours!

Move-in

Friday, October 7	8 a.m. Move-in begins
Sunday, October 9	4 p.m. Move-in ends

Expo Hours

Monday, October 10	12-5 p.m.
Tuesday, October 11	12-5 p.m.
Wednesday, October 12	9 a.m.-12 p.m.

Move-out

Wednesday, October 12	12 p.m. Move-out begins
Thursday, October 13	12 p.m. Move-out ends

2022 Expo Floor Plan
nfdanet.org/Baltimore2022

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	\$2,800	\$3,100	\$5,600	\$5,900	\$8,400	\$8,700
Early Booking Discount*	(\$300)	(\$300)	(\$600)	(\$600)	(\$900)	(\$900)
Total (paid in full by April 30)	\$2,500	\$2,800	\$5,000	\$5,300	\$7,500	\$7,800

	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	\$11,200	\$11,500	\$6,200	\$9,000	\$11,800	\$12,400
Early Booking Discount*	(\$1,200)	(\$1,200)	(\$600)	(\$900)	(\$1,200)	(\$1,200)
Total (paid in full by April 30)	\$10,000	\$10,300	\$5,600	\$8,100	\$10,600	\$11,200

Island	20' x 30'	20' x 40'	30' x 30'	20' x 50'	30' x 40'	30' x 50'
Rate	\$15,600	\$20,800	23,400	\$26,000	\$31,200	\$39,000
Early Booking Discount*	(\$1,800)	(\$2,400)	(\$2,700)	(\$3,000)	(\$3,200)	(\$4,500)
Total (paid in full by April 30)	\$13,800	\$18,400	\$20,700	\$23,000	\$27,600	\$34,500

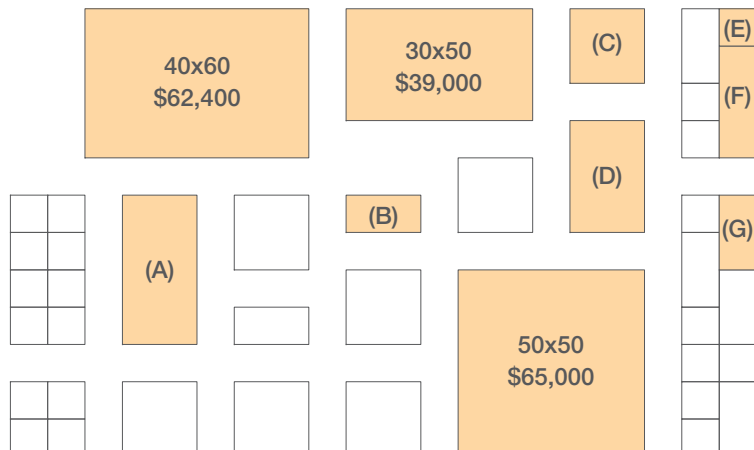
	40' x 40'	30' x 60'	50' x 40'	60' x 40'	60' x 50'	60' x 60'
Rate	\$41,600	\$46,800	\$52,000	\$62,400	\$78,000	\$93,600
Early Booking Discount*	(\$4,800)	(\$5,400)	(\$6,000)	(\$7,200)	(\$9,000)	(\$10,800)
Total (paid in full by April 30)	\$36,800	\$41,400	\$46,000	\$55,200	\$69,000	\$82,800

- 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

- (A) 20x40 = \$20,800 (B) 10x20 w2C = \$6,200 (C) 20x20 = \$12,400
- (D) 20x30 = \$15,600 (E) 10x10 C = \$3,100 (F) 10x30 w1C = \$8,700
- (G) 10x20 C = \$5,900





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. Limited availability. Offered to current exhibitors only.



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 2022 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 2022!

- 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

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



Now's **your chance!**

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



Associate Member
2022



2022 Associate Membership Application

13625 Bishop's Drive ■ Brookfield, Wisconsin 53005-6607
Toll free: 800.228.6332 ■ Local: 262.789.1880
Fax: 262.789.6977 ■ nfda.org

Associate Membership eligibility: Associate Membership is open only to companies that have been NFDA business partners for the past two consecutive years (advertiser, exhibitor, sponsor), that are **not otherwise eligible for NFDA membership.**

Membership Dues: **\$595:** _____

Membership Expires: 12/31/22

Name of Organization or Business Applicant (List only the name of the primary organization or business; membership does not extend to funeral homes*, subsidiaries, affiliates, chapters, etc): _____

Contact Name and Title: _____

Street Address: _____

City: _____ State/Province: _____ ZIP/Postal Code: _____

Mailing Address: _____

City: _____ State/Province: _____ ZIP/Postal Code: _____

Country: _____

Telephone: _____ Cell: _____ Fax: _____

E-mail: _____

Website: _____

Method of Payment

Check (U.S. dollars drawn on U.S. bank) payable to NFDA; send to National Funeral Directors Association, 13625 Bishop's Dr., Brookfield, WI 53005-6607

Credit Card: fax to 262-789-6977, email to nfda@nfda.org or call NFDA at 800-228-6332.

- American Express MasterCard Visa Discover

Card Number _____ Expiration Date _____ CCV _____

Cardholder's Name (please print) _____ Cardholder's Signature _____

To complete a wire transfer please contact NFDA at 262-789-1880.

* Funeral directors/funeral homes are not eligible for NFDA Associate Membership.

NFDA's Mission: The National Funeral Directors Association is the world's leading, largest and most trusted association to support funeral professionals. We provide our members with critical information, innovative tools, resources and the professional community they need to serve families, run sustainable businesses and become pillars in their communities.

Please provide information below to help NFDA evaluate your application for associate membership:

1. Type of business partner or supplier (please specify) _____

2. Do you hold any credentials/designations? (ie., MBA, CPC, CLU, etc): _____

3. Please provide examples of how you/your company has supported and promoted funeral service: _____

4. Please provide examples of how you/your company has supported NFDA: _____

5. Please provide names and contact information of **two current NFDA members** to serve as references: _____

6. What is your primary motivation for applying for NFDA membership? _____

7. Please list state(s)/countries where you conduct business: _____

I/My company has reviewed NFDA's mission and Code of Business Conduct and agree to support it as a condition of Associate Membership.

Signature: _____ Date: _____



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 world's leading, largest and most trusted association to support funeral professionals. We provide our members with critical information, innovative tools, resources and the professional community they need to serve families, run sustainable businesses and become pillars in their communities.



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.