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ICCFA ANNUAL CONVENTION WENT “ALL IN” IN LAS VEGAS

STERLING, VA (May 2, 2018)—The International Cemetery, Cremation and Funeral Association (ICCFA) held its Annual Convention & Exposition on April 18–21 at the Mandalay Bay in Las Vegas, Nevada. The Convention drew in 2,370 total attendees and 521 supplier booths. There were 373 first-time attendees who experienced the 2018 Convention, along with 211 international attendees representing 30 countries outside of the United States. This year, there were over 500 more attendees than in 2017.

The breakdown for the 2018 attendance numbers is as follows:

- Total cemetery, funeral home, crematory and allied business representatives:
1,122
 - 28 percent representing cemeteries
 - 39 percent representing funeral homes
 - 4 percent representing pet loss providers
 - 1 percent representing crematory operations
 - 28 percent "other," including insurance agents, mortuary school faculty, representatives of industry associations and others
- Exhibitor and supplier registrations: 1,040

(The remainder were non-industry related individuals.)

Attendees classified their positions as follows:

- Owners: 40 percent
- Managers: 42 percent
- Staff: 18 percent
- Final purchasing authority: 46 percent
- Make purchasing recommendations: 30 percent
- No purchasing authority: 9 percent

As in past years, the event was highly rated by attendees, with 95 percent indicating their overall convention experience was “excellent” or “very good,” and 80 percent indicating they “definitely” or “probably” will attend the ICCFA 2019 Annual Convention in Charlotte, North Carolina.

Among the comments:

- “I had the time of my life! It was very refreshing to be among like-minded individuals in mass.” Brienna M. Smith, Haven of Rest Funeral Home, Gig Harbor, Washington
- “This [was] my first conference, I can say that it was smooth transition throughout. Very friendly, helpful and knowledge staff.” Myra Turner, Funeraria Azahares Funeral Home, Sierra Vista, Arizona
- “Overall it was a great conference, one of the best I've ever been to! It was very well organized, great venue, the ICCFA staff [were] accommodating [to] us first timers, thank you!” Sandra Wheeler, Wells Fargo Advisors, San Luis Obispo, California

Over 83 percent of exhibitors rated their overall exposition experience as favorable. When asked about their plans next year, 62 percent indicated they planned to exhibit at the 2019 ICCFA Annual Convention & Expo.

Founded in 1887, the International Cemetery, Cremation and Funeral Association is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. Its membership is composed of more than 9,100 rooftop locations and 20,000 professionals in the cemetery, funeral home and crematory industries, as well as supplier and related businesses worldwide.

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