

# Why Sponsor?



Maximize your brand's reach by sponsoring at the ICCFA Annual Convention & Exposition. Sponsorships are first-come, first-served, so be sure to contact us today to secure your spot!

## Sponsorship benefits include:

- Recognition in February 2023's Annual Convention & Exposition preview issue\* of *Memento Mori* (mailed to 7,000+ people)
- Acknowledgement in the March/ April on-site Convention issue\*\* of *Memento Mori*
- Pre-Convention recognition in *Wireless*, ICCFA's bi-weekly e-newsletter, ICCFA social media posts and on the Convention website, [iccf.com/annual](http://iccf.com/annual)
- Recognition in the on-site program, break slides, announcements during general session and session tracks, on signage and on stage screens during the Convention
- Listing in the ICCFA App, powered by TripBuilder Media
- Points accrued towards future booth assignments
- And more!

\* if received by December 9, 2022

\*\* if received by January 21, 2023



# Sponsorship

## Keynote Speaker 1

Sponsors will have the opportunity to introduce the speaker(s) they sponsor.

Exclusive \$40,000

Limited to one sponsor!

## Keynote Speaker 2

Sponsors will have the opportunity to introduce the speaker(s) they sponsor.

Exclusive: \$25,000

Limited to one sponsor!

## Keynote Speaker 3

Sponsors will have the opportunity to introduce the speaker(s) they sponsor.

Exclusive: \$20,000

Limited to one sponsor!

## Keynote Speaker 4

Sponsors will have the opportunity to introduce the speaker(s) they sponsor.

Exclusive: \$20,000

Limited to one sponsor!

## App Guide to the Convention

Have your company's logo seen whenever someone uses the ICCFA App, which will be a comprehensive guide to the Convention and Expo.

Exclusive: \$10,000 Co-sponsor: \$4,500

## Registration Bags

Help attendees carry around swag or other resources from exhibitors with a bag featuring your logo.

Exclusive: \$15,000

Limited to one sponsor!

## Registration Bag Swag

Provide attendees essentials to help make their conference experience great. You provide the item (ie: notebooks, pens, hand sanitizer, glasses cleaner, travel mug).

\$2000 each

Limited number available

## Registration Badges

See your logo on all attendees badges

Exclusive: \$12,500

Limited to one sponsor!

## Registration Booth Kick Plates

Have your company's logo visible to all attendees as they visit the registration booth. Limited to two sponsors!

Exclusive: \$10,000

Co-sponsor: \$4,500

Limited number available

## Hotel Keycards

Have attendees see your logo each time they open the door to their hotel room by sponsoring the keycards.

Exclusive: \$10,000

Limited to one sponsor!

## Sponsored Sessions

Sponsor educational sessions by various speakers who cover a variety of topics including: business management, cemetery operations, cremation, funeral home operations, sales and marketing, and technology. Visit [iccfa.com/annual](http://iccfa.com/annual) for a full list of sessions.

Exclusive: \$2,000

## Directional Signage

Attendees will see your logo on the directional signage as they navigate the Expo Hall and breakout rooms.

Exclusive: \$8,000

Co-sponsor: \$4,000

Limited number available

## General Session Staging and Audio/Visual

Exclusive: \$50,000

Co-sponsor: \$1,500

## USB Drive

Your logo and promo material will be featured on these USB drives that also contain the attendee list.

Exclusive: \$6,000

Limited to one sponsor!

## Expo Lounges

There will be several lounges around the Expo Hall for attendees to sit down, eat, have a conversation and relax. Sponsors are allowed to customize their lounge at an additional cost.

Exclusive: \$5,000 per lounge Co-sponsor: \$3,000 per lounge

Limited number available

# Opportunities

## Convention Scooters

Allow attendees the ability to navigate around the Expo Hall on a scooter sponsored by your company.

Limited number available

Exclusive: \$2,000

Co-sponsor: \$1,000

## Aisle Signs

Attendees will see your logo as they navigate the Expo Hall by sponsoring these signs.

Exclusive: \$15,000

Co-sponsor: \$7,500

## Expo Hall Announcements

Promote booth giveaways, drink tastings, special offers and more during Expo hours!

Included in every sponsorship. Stand alone: \$500

## Daily Show Email

The Daily Show email is sent out to all attendees, providing useful information for the next day's events. Sponsor this email and see your company's banner ad at the top of the email. Limited to four sponsors.

Limited number available

\$1,500 per day

## Coffee Breaks

One of the best sponsorship values, gain repeated exposure at one of the several coffee breaks throughout the week. Sponsor for \$7,500 and your company's logo will also be printed on the coffee cups used during the breaks.

Exclusive: \$7,500

Co-sponsor: \$4,500

## Expo Hall Grand Opening Reception

Gain the attention of registrants during the first night of the Annual Convention & Exposition. Contribute \$10,000 and your company's logo will be printed on the napkins used during this reception.

Exclusive: \$20,000

Co-sponsor: \$10,000

## Opening Concert Food & Beverage

Help take this concert night to the next level with food and drinks for all attendees

Co-sponsorship: \$3,500

## Wednesday Lunch in the Expo Hall

Have your company recognized by all attendees during free food & beverage service during this five-hour Expo Hall session.

Exclusive: \$25,000

Co-sponsor: \$5,000

## Expo Hall Happy Hour

Invite attendees to have a drink with you during this two-hour reception.

Exclusive: \$15,000

Co-sponsor: \$5,000

## First Timers Reception

Let first time convention attendees know how excited you are to have them join the Annual Convention by sponsoring a reception just for them.

Exclusive: \$8,000

Co-sponsor: \$2,000

## Thursday Brunch in the Expo Hall

Another excellent opportunity for extended exposure during a packed three-hour Expo session.

Exclusive: \$20,000

Co-sponsor: \$3,000

## Legal & Legislative Luncheon

Gain exposure with our government & legal committee and state association leaders in this 2-hour luncheon.

Exclusive: \$8,000

Co-sponsor: \$2,000

## Closing Banquet

The final event to cap off a productive and fantastic week with attendees. Contribute \$10,000 and your company's logo will be printed on the napkins used at the open bars.

Exclusive: \$20,000

Co-sponsor: \$8,000

**Other sponsorship opportunities are available. Let us know what you are looking for!**

**Sponsorships subject to additions, changes and availability.**

# 2023 ICCFA Annual Convention & Exposition Sponsorship Commitment Form

## COMPANY INFORMATION

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Prov \_\_\_\_\_

Zip/Postal \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## LEVEL OF SPONSORSHIP

We would like to contribute \$ \_\_\_\_\_ as an  exclusive sponsorship **OR**  co-sponsorship at the 2023 ICCFA Annual Convention & Exposition. In particular, we are interested in sponsoring (if applicable):

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Keynote Speaker                          | <input type="checkbox"/> Direction Signage                 | <input type="checkbox"/> Opening Concert Food & Beverage |
| <input type="checkbox"/> App Guide to the Convention              | <input type="checkbox"/> USB Drive                         | <input type="checkbox"/> Wednesday Lunch in Expo Hall    |
| <input type="checkbox"/> Registration Bags                        | <input type="checkbox"/> Expo Lounges                      | <input type="checkbox"/> Expo Hall Happy Hour            |
| <input type="checkbox"/> Registration Bag Swag                    | <input type="checkbox"/> Convention Scooters               | <input type="checkbox"/> PLPA Reception                  |
| <input type="checkbox"/> Registration Badges                      | <input type="checkbox"/> Aisle Signs                       | <input type="checkbox"/> First Timers Reception          |
| <input type="checkbox"/> Registration Booth Kick Plates           | <input type="checkbox"/> Expo Hall Announcements           | <input type="checkbox"/> Thursday Brunch in Expo Hall    |
| <input type="checkbox"/> Hotel Keycards                           | <input type="checkbox"/> Daily Show Email                  | <input type="checkbox"/> Legal & Legislative Luncheon    |
| <input type="checkbox"/> Sponsored Session                        | <input type="checkbox"/> Coffee Breaks                     | <input type="checkbox"/> Closing Banquet                 |
| <input type="checkbox"/> General Session Staging and Audio/Visual | <input type="checkbox"/> Expo Hall Grand Opening Reception | <input type="checkbox"/> Other _____                     |

## PAYMENT

CHECK (Please make payable to ICCFA)      Credit card:     Discover     Visa     MasterCard     American Express

Credit card # \_\_\_\_\_

Name on credit card \_\_\_\_\_

Exp. date \_\_\_\_\_

Security ID# \_\_\_\_\_

(3-digit number on back of card or 4-digit number on front of AmEx card)

Card's billing address (required) \_\_\_\_\_

Signature \_\_\_\_\_

Email (to send receipt) \_\_\_\_\_

## Deadline for Sponsorships: January 3, 2023

**(for recognition in the February 2023 issue of *Memento Mori*)**

For more information, please contact:

▪ **Don Winsett**,  
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954.303.3333

▪ **Phil Zehms**,  
co-chair:  
[pzehms@plcorp.com](mailto:pzehms@plcorp.com)  
816.734.5500

▪ **To learn more**, email  
Jen Angebrannt, CMP, DES,  
ICCFA Meetings Manager at  
[jen@iccfa.com](mailto:jen@iccfa.com) or call 703.391.8405



**PLEASE COMPLETE THIS FORM AND RETURN TO THE ICCFA**

Mail: ICCFA • Attn: Meetings Department • 107 Carpenter Drive, Suite 100 • Sterling, VA 20164

Email: [jen@iccfa.com](mailto:jen@iccfa.com)

Fax: 703.391.8416

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