

Become a Sponsor

of the 2023 ICCFA Annual Convention & Exposition!

Dear Potential ICCFA Annual Convention and Exposition Sponsor,

Thank you for considering using the 2023 ICCFA Annual Convention and Exposition to advance your deathcare, marketing, and business development goals. On behalf of this year's ICCFA Annual Convention co-chairs, Don Winsett, vice president of national business development at Davey Tree and Phil Zehms, director of operations at Park Lawn Corporation, and the many volunteers who are participating in the 2023 program, I want to personally **thank you** for your interest in being part of the ICCFA Annual Convention.

Having become a part of the ICCFA staff in late October 2022, I am enjoying learning about the profession, our member companies, and cultivating relationships. I have started to conduct conversations with past sponsors and new sponsors like you to better understand how the ICCFA Annual Convention can continue to support your business development goals. Through those engaging interactions, I have developed and continue to develop enhanced and new sponsorship opportunities to engage with the ICCFA audience. These new opportunities represent a strategic option for sponsors to increase their visibility and engagement through the ICCFA Annual brand.

We are confident that ICCFA's established and new sponsorship opportunities can help you achieve your goals. I encourage you to explore the "starter list" of sponsorship opportunities attached and consider the many options available to you. If you do not see what you are looking for or want to build a more customized package to meet your unique needs, then let's talk – my email is jen@iccfa.com. Timing is everything, so please reach out to me if you are ready to make the commitment to support the ICCFA and the Annual Convention. Getting maximum exposure for your company through our many communication and marketing channels favors those that pledge early.

We look forward to seeing you in Kansas City, Missouri, in 2023!

Best regards,

Jen Angebrannt, CMP, DES
ICCFA Meetings Manager

Who are ICCFA members?

The ICCFA is a not-for-profit organization providing exceptional education, networking, legislative guidance, and support to progressive cemetery, funeral and cremation professionals worldwide. It is the only international trade association representing all segments of the cemetery, funeral service, cremation and memorialization profession.

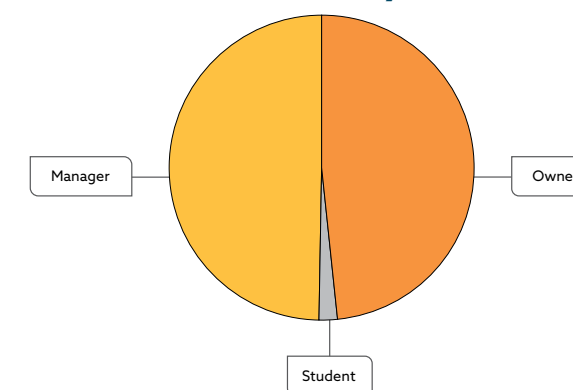
Why sponsor?

- Recognition in February 2023's Annual Convention & Exposition preview issue of *Memento Mori*, mailed to 7,000+ people (if received by January 3, 2023)
- Acknowledgement in the March/April on-site Convention issue of *Memento Mori* (if received by January 21, 2023)
- Pre-Convention recognition in *Wireless*, ICCFA's bi-weekly e-newsletter, ICCFA social media posts and on the Convention website, iccfa.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
- Sponsors receive a directory of contact information for all Convention attendees pre- and post-event as part of their sponsorship commitment. Additionally, ICCFA members in good standing may always request a membership list once a year to extend your outreach
- And more!

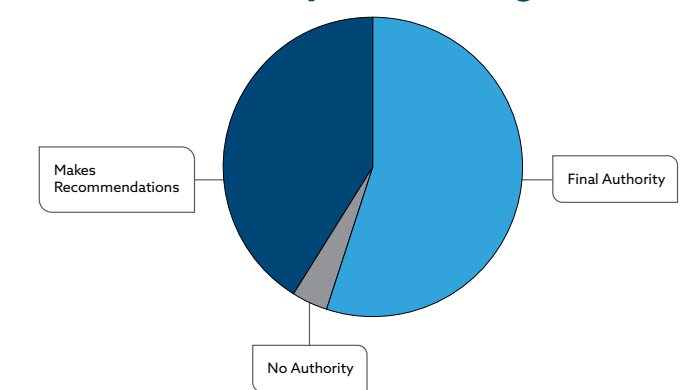
Who will you meet at the ICCFA Annual Convention & Exposition?

Thousands of owners, managers, and professionals working to advance the deathcare profession. The target audience for the ICCFA Annual Convention and Exposition is global and diverse, including decision-makers and thought leaders in the cemetery, cremation, funeral home, pet loss, and deathcare products and services spaces. Our audience is actively focused on the latest education, tools, and services that can positively impact the profession. Here's a closer look at how our attendees identify themselves professionally.

2022 Attendees by Title



2022 Attendees by Purchasing Authority



2022 International Attendees by Country



Sponsorship

Opportunities

Keynote Speaker 1

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

Limited to one sponsor!

Exclusive \$40,000

Keynote Speaker 2

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

Limited to one sponsor!

Exclusive: \$25,000

Keynote Speaker 3

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

Limited to one sponsor!

Exclusive: \$20,000

Keynote Speaker 4

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

Limited to one sponsor!

Exclusive: \$20,000

Convention App

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.

Limited to one sponsor!

Exclusive: \$15,000

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).

Limited number available

\$2000 each

Registration Badges

See your logo on all attendees badges

Limited to one sponsor!

Exclusive: \$12,500

Registration Booth Kick Plates

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

Limited number available

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

Hotel Keycards

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

Exclusive: \$10,000

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 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.

Limited number available

Exclusive: \$8,000 Co-sponsor: \$4,000

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.

Limited to one sponsor!

Exclusive: \$6,000

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.

Limited number available

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

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

This is a starter list. Other sponsorship opportunities are available. Let us know what you are looking for!

Sponsorships are first come, first served. Sponsorship options are subject to additions, changes and availability. 2022 sponsors of the same item in 2023 have the first right of refusal. Sponsors must be an ICCFA member in good standing.

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 |

Note: Sponsorships are first-come, first-served. Sponsorship options are subject to additions, changes and availability. 2022 sponsors of the same item in 2023 have the first right of refusal. Sponsors must be an ICCFA member in good standing.

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)

For more information, please contact:

▪ **Don Winsett,**
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954.303.3333

▪ **Phil Zehms,**
co-chair:
pzehms@plcorp.com
816.734.5500

▪ **Jen Angebrandt, CMP, DES**
ICCFA Meetings Manager
jen@iccfa.com
703.391.8405



PLEASE COMPLETE THIS FORM AND RETURN TO:

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

Email: jen@iccfa.com