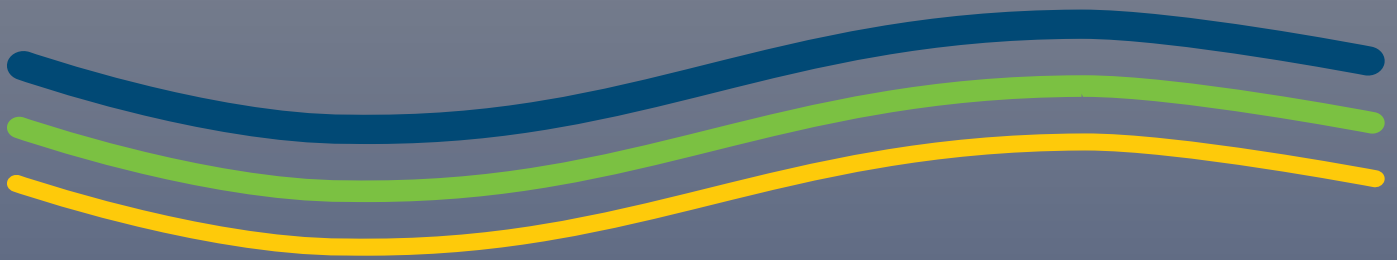


# **2024 ICCFA ANNUAL CONVENTION & EXPOSITION**



## ***Tampa, FL***

### **Exhibitor & Sponsorship Prospectus**

**April 10–13, 2024**

**[iccfa.com/annual](https://iccfa.com/annual)**

# Welcome!

Dear Exhibitors,

It's been over 10 years since the ICCFA Annual Convention & Exposition has been to Tampa, Florida and we are ready to jump back into the Tampa Convention Center!

On behalf of this year's ICCFA Annual Convention co-chairs, Erin Creger, national sales director at Envision Strategic Partners and Micah Singerman, operations manager at Shalom Memorial Park & Funeral Home, I want to personally thank you for your interest in being part of the ICCFA Annual Convention.

These sponsorship opportunities represent a strategic option for you to increase your visibility and engagement through the ICCFA Annual brand. 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 [rplatter@iccfa.com](mailto:rplatter@iccfa.com).

Committing early provides maximum exposure for your company through our many communication and marketing channels. We look forward to our collaboration on sponsorships and look forward to seeing you in Tampa, Florida in 2024!

Sincerely,



**Rick Platter**  
**ICCFA Supplier Relations Manager**

## 2024 Annual Co-chairs

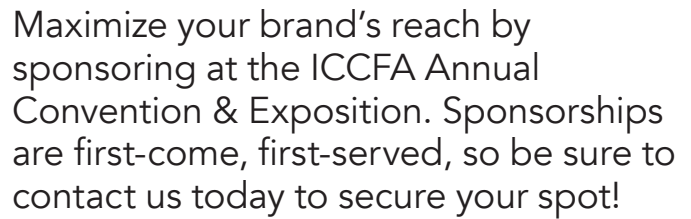


**Erin  
Creger**  
**Envision  
Strategic  
Partners**



**Micah  
Singerman**  
**Shalom  
Memorial Park**

## A decorative yellow wavy line.



- Recognition in the January 2024 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, [iccfa.com/annual](http://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!

\*\* if received by February 5, 2024

# Sponsorship

## Main Stage General Session Staging and Audio/Visual

~~Exclusive: \$50,000~~

Co-sponsor: \$1,500

### Keynote Speaker Shawn Achor

Sponsor the speaker

Exclusive: \$25,000

**Sponsorship Secured**

Limited to one sponsor!

## Thursday Brunch 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

### Keynote Speaker Brian Solis

Sponsor the speaker

Exclusive: \$20,000

**Sponsorship Secured**

Limited to one sponsor!

## 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

## President's Banquet

A premiere event for attendees to dine, connect, and celebrate with one another on Thursday, April 11. 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

## Friday 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

## Registration Bags

Help attendees find resources and your logo

Exclusive: \$15,000

**Sponsorship Secured**

Limited to one sponsor!

## Thursday Expo Hall Happy Hour

Invite attendees to a two-hour reception

Exclusive: \$15,000

Co-sponsor: \$5,000

**Sponsorship Secured**

## Aisle Signs

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

~~Exclusive: \$15,000~~

Co-sponsor: \$7,500

## Registration Badges

See your logo

Exclusive: \$15,000

**Sponsorship Secured**

Limited to one sponsor!

## Hotel Keycards

Have attendees see your logo as they open their hotel room

Exclusive: \$10,000

**Sponsorship Secured**

Limited to one sponsor!

## App Guide to the Convention

Have your company logo on the ICCFA app guide to the Convention

Exclusive: \$10,000

Co-sponsor: \$4,500

**Sponsorship Secured**

## Registration Booth Kick Plates

Have your company logo on the registration booth kick plates

Exclusive: \$10,000

Co-sponsor: \$4,500

**Sponsorship Secured**

Limited number available



# Opportunities

## 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

## Directional Signage

Attendees will see your company's logo on directional signage throughout the conference and breakout sessions.

**Sponsorship Secured**

Limited number available

Exclusive: \$8,000

Co-sponsor: \$4,000

## Legal & Legislative Luncheon

Gain exposure and visibility at the Legal & Legislative Luncheon. Sponsorship Secured

Exclusive: \$8,000

Co-sponsor: \$2,000

## 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

## 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

## 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

## 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

\$2,000 each

## 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

## 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

## Expo Hall Announcements

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

Included in every sponsorship. Stand alone: \$500

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

**Sponsorship options are subject to additions, changes and availability. 2023 sponsors of the same item in 2024 have the first right of refusal. Sponsors must be an ICCFA member in good standing.**

# 2024 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 2024 ICCFA Annual Convention & Exposition. In particular, we are interested in sponsoring (if applicable):

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Main Stage General Session Staging and Audio/Visual | <input type="checkbox"/> Thursday Expo Hall Happy Hour  | <input type="checkbox"/> USB Drive               |
| <input type="checkbox"/> Keynote Speaker Shawn Achor                         | <input type="checkbox"/> Aisle Signs                    | <input type="checkbox"/> Expo Lounges            |
| <input type="checkbox"/> Thursday Brunch in Expo Hall                        | <input type="checkbox"/> Registration Badges            | <input type="checkbox"/> Sponsored Sessions      |
| <input type="checkbox"/> Keynote Speaker Brian Solis                         | <input type="checkbox"/> Hotel Keycards                 | <input type="checkbox"/> Registration Bag Swag   |
| <input type="checkbox"/> Expo Hall Grand Opening Reception                   | <input type="checkbox"/> App Guide to the Convention    | <input type="checkbox"/> Convention Scooters     |
| <input type="checkbox"/> President's Banquet                                 | <input type="checkbox"/> Registration Booth Kick Plates | <input type="checkbox"/> Daily Show Email        |
| <input type="checkbox"/> Friday Brunch in Expo Hall                          | <input type="checkbox"/> Direction Signage              | <input type="checkbox"/> Expo Hall Announcements |
| <input type="checkbox"/> Registration Bags                                   | <input type="checkbox"/> Legal & Legislative Luncheon   | <input type="checkbox"/> Other _____             |
|  | <input type="checkbox"/> Coffee Breaks                  |  |

## 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 Magazine Recognition: November 30, 2023

**(for the January 2024 issue of *Memento Mori*)**

For more information, please contact:

▪ **Erin Creger,**  
co-chair:  
[ecreger@envisioncares.com](mailto:ecreger@envisioncares.com)  
888.377.3394

▪ **Micah Singerman,**  
co-chair:  
[msingerman@shalom2.com](mailto:msingerman@shalom2.com)  
847.255.3520

▪ **Lindsay Gundrum,**  
ICCFA Meetings Manager  
[lindsay@iccfa.com](mailto:lindsay@iccfa.com)  
703.861.3400



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

Mail: ICCFA • Attn: Meetings Department • 107 Carpenter Drive, Suite 100 • Sterling, VA 20164  
Email: [lindsay@iccfa.com](mailto:lindsay@iccfa.com) • Fax: 703.391.8416