

2026 OFDA SPONSORSHIP OPPORTUNITIES



Sponsors at all levels will be promoted by company name or logo* in event promotional and recap materials.

BENEFITS	INVESTMENT	Premier	Platinum	Gold	Silver	Bronze	Copper
		\$7,500	\$5,000	\$3,000	\$2,000	\$1,000	\$500
President's Reception Sponsor at Convention (signage and company branded drink tickets)		★					
Exhibit Hall Bar Sponsor at Convention (company branded drink tickets for Tuesday and Wednesday Exhibit Hall hours)		★					
Juniper Foyer Signage Sponsor at Convention		★					
Keynote Speaker Sponsor at Convention (includes introduction of speaker, concluding message and logo on signage)		★					
Full Page Ad in Convention Pocket Guide		★	●				
Logo on Signage at Convention Learning Labs		★	●				
List of Convention attendees and contact emails (distributed prior to Convention and post-Convention)		★	●	●			
Recognition as a <u>Sustaining Sponsor at ALL 2026 OFDA Educational Events</u> outside of Convention (in-person and webinar)	Logo	★	●	●			
Two articles in Digital Director (OFDA's weekly E-newsletter) authored by sponsor and logo prominently displayed		★	●	●			
Recognition on Convention Marketing Materials (Print, Digital and Social Media)	Logo	★	●	●	●	●	●
Convention Hotel Keycards Sponsor (one company logo per keycard, limited to first 5 PLATINUM sponsors)			●				
Tuesday & Wednesday Lunches Sponsor at Convention				●	●		
½ Page Ad in Convention Pocket Guide				●	●	●	
¼ Page Ad in Convention Pocket Guide							●
Lead retrieval scanner that allows you to scan attendees badges and receive an excel file with their contact information					●		
Wednesday Breakfast & Thursday Brunch Sponsor at Convention						●	

Companies that commit to a sponsorship and pay by January 15, 2026 will have corresponding points applied to their total points for booth assignment purposes.

*Please submit a high-resolution logo to Amy Zanetos @ amy@ofdaonline.org no later than January 15, 2026 to guarantee inclusion in all 2026 materials.



146th OFDA CONVENTION & EXHIBITION

EVENT OVERVIEW

A State of Collaboration celebrates what unites us as funeral professionals — our shared commitment to compassion, service, and community. This theme encourages a shift away from the mindset of competition, focusing instead on cooperation, connection, and mutual support. By working together as colleagues and partners, we strengthen the profession as a whole and enhance the care we provide to the families we serve. When we collaborate, we elevate not only our individual practices but the collective impact of funeral service in every community.

EXHIBITION

100 funeral service solution providers fill the convention space and prepare to meet new customers and connect with existing friends.

AUDIENCE

700 licensees and students visit with exhibitors and attend sessions each year.

CONNECT

Convention information reaches over 4k followers on OFDA social media platforms and is delivered directly to the inboxes of over 1,500 members!

DATE

April 28 - April 30, 2026
Pre-Convention Seminars - April 27

ATTENDEES SAY...

"I really enjoyed getting to speak with vendor reps we don't get to see very often."
"The OFDA Convention shows resources for everybody. Things that you may not know about and are available to all."

SURVEY SAYS...

94% rated the exhibit hall experience and vendor interactions as *Excellent* or *Good*!

SPONSORSHIP

Sponsors are recognized throughout printed materials, digital marketing, member-only publications and newsletters, on-site signage and on social media platforms.

ATTENDEES

"OFDA is one of the Midwest's most well-organized and well-promoted continuing education events. Each year, it offers a comprehensive range of courses, networking, and camaraderie in a convenient location with nearby lodging and entertainment."

