

2027 OFDA SPONSORSHIP OPPORTUNITIES



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

	PREMIER	PLATINUM	GOLD	SILVER	BRONZE	COPPER
BENEFITS / INVESTMENT	\$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 Sustaining Sponsor at ALL 2027 OFDA Educational Events outside of Convention (in-person and webinar)	Logo ★	Logo ●	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 ★	Logo ●	Logo ●	Logo ●	Logo ●	Name ●
Convention Hotel Keycards Sponsor (one company logo per keycard, limited to first 5 PLATINUM sponsors)		Logo ●				
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, 2027** will have corresponding points applied to their total points for booth assignment purposes.

*Submit a high-resolution logo to Amy Zanetos @ amy@ofdaonline.org no later than **January 15, 2027** to guarantee inclusion in all 2027 materials.



147th OFDA CONVENTION & EXHIBITION

EVENT OVERVIEW

BUILDING MOMENTUM: FROM FOUNDATION TO FUTURE recognizes that the future of funeral service is shaped by the actions you take today. Rooted in the profession's enduring foundation of compassion, service, and tradition, the 2027 OFDA Convention & Exhibition will bring professionals together to share knowledge, explore emerging trends, strengthen best practices, and inspire innovation. Through engaging education, meaningful connections, and practical ideas, attendees will gain the tools and confidence to adapt to changing expectations, elevate their organizations, serve families in new ways, and build lasting momentum for the future of funeral service.

DATE

April 27 - April 29, 2027
Pre-Convention Seminars - April 26

EXHIBITION

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

CONNECT

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

BUILDING



AUDIENCE

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

SURVEY SAYS...

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

MOMENTUM

FROM FOUNDATION TO FUTURE

ATTENDEES SAY...

"It was just a smoothly run, well-oiled machine that was enjoyable and beneficial to those that attended...inclusive, informative and an amazing number of exhibitors"

ATTENDEES

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

SPONSORSHIP

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