



# **NYSFDA 2025 Annual Convention**

**August 18-20, 2025**

Saratoga Hilton & Saratoga Springs City Center | Saratoga, NY

## **Exhibitor & Sponsorship Information**

# Join Us!

**Exhibitor registration is open!** The NYSFDA Annual Convention is one of the industry's leading events nationwide, and the perfect opportunity to showcase your products and services. Gain access to more than 400 funeral service personnel and expand your reach to other business partners in the industry. Strengthen relationships with existing customers and forge strategic partnerships. Reserve your exhibit space today!

## Exhibitor Pricing

**10' x 10' booth space - \$900**

**40' x 20' Vehicle space - \$1,100**

*Please note, the vehicle space is in the exhibit hall.*

All booth spaces include signage and draping; carpeting is **NOT** included. Booth space will be assigned on a first come, first serve basis. Every effort will be made to accommodate your selection. A booth will not be assigned to your company until a contract has been received, which indicates your first three choices of space along with a check covering a minimum of 50% of the fee. **Prior to mailing in your contract, please double check that you have correctly filled in the "Name to Appear on Booth Sign" line.** We are unable to correct this the day of move-in.

## Exhibit Show Dates & Hours

### **Monday, August 18**

Exhibitor Move-in - 8:00 a.m. – 3:00 p.m.

Exhibits Open - 4:30 – 7:30 p.m.

Cocktail Party in Exhibit Hall - 5:00 – 7:00 p.m.

### **Tuesday, August 19**

Exhibits Open – 10:30 a.m. – 1:30 p.m.

Strolling Brunch in Exhibit Hall – 10:30 a.m. – 1:30 p.m.

Exhibitor Move-out – 1:30 – 7:00 p.m.

## Hotel & Travel

### **The Saratoga Hilton**

534 Broadway, Saratoga Springs, NY 12866

518.584.4000

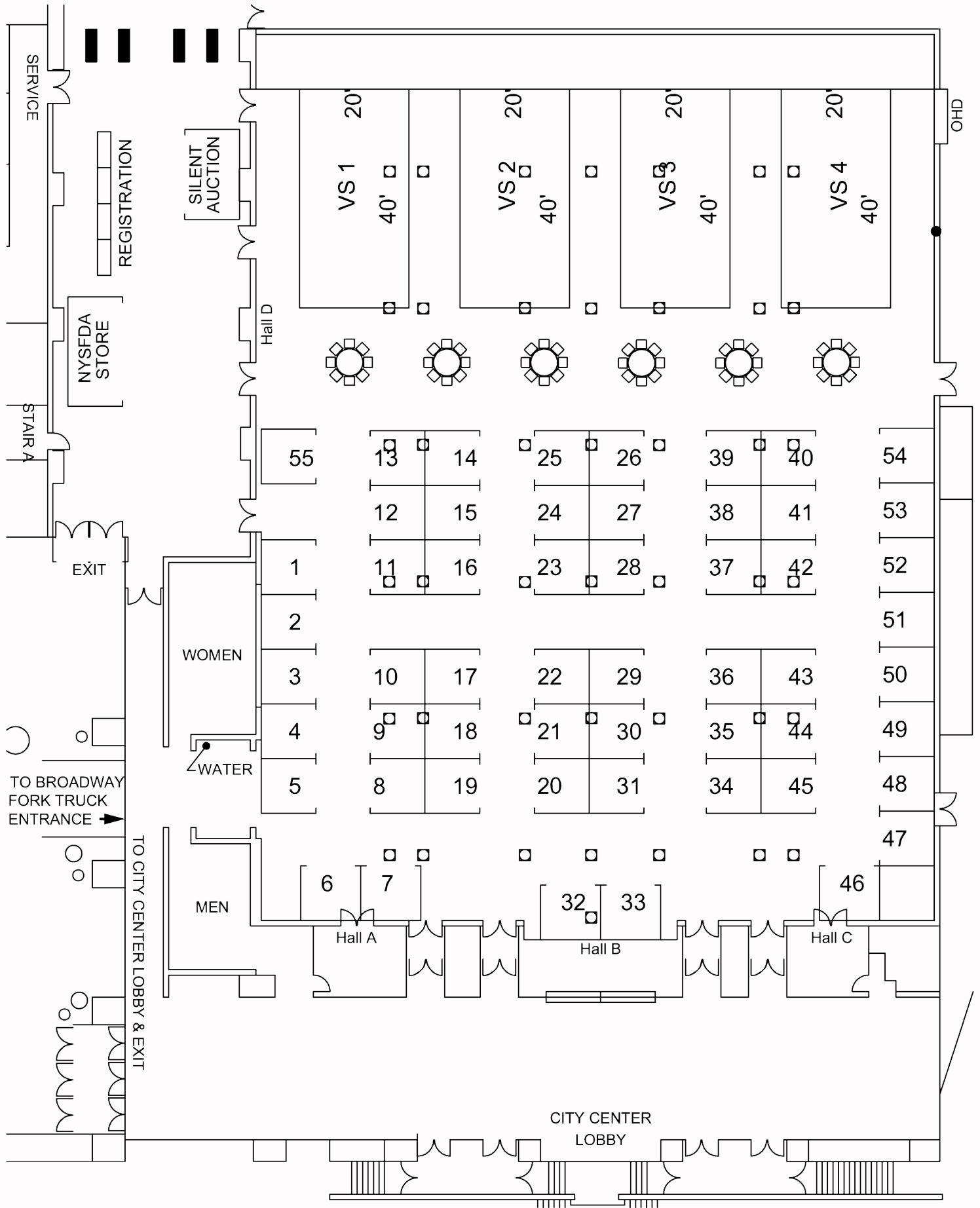
Nightly Room Rates for NYSFDA 2025 Attendees:

Regular: \$259 | Jr. Suite: \$349 | Luxury Suite: \$449

To reserve online, visit <https://book.passkey.com/go/NYSFuneralDir2025>

Please make your reservations directly with the hotel. The **RESERVATION DEADLINE** is July 18, 2025 for NYSFDA rates. A deposit of one night's stay is required.

# Exhibitor Map | Floor Plan



# Convention Schedule At-A-Glance\*

As an exhibitor, we invite you to join us for any of our educational sessions and special events throughout the Convention program. Visit the Convention webpage for up-to-date programming information.

## Monday, August 18

- 9:00 a.m. – 12:15 p.m. Educational Sessions
- 12:15 – 1:30 p.m. Lunch (*purchased ticket required*)
- 1:30 – 4:30 p.m. Educational Sessions
- 4:30 – 7:30 p.m. Exhibit Hall Preview, Cocktail Party & Silent Auction

## Tuesday, August 19

- 8:30 – 10:30 a.m. Educational Sessions
- 10:30 a.m. – 1:30 p.m. Exhibits Open, Strolling Brunch
- 1:30 – 3:30 p.m. Educational Sessions
- 6:00 – 10:00 p.m. President's Reception & Annual Banquet (*purchased ticket required*)  
Prime at Saratoga National Golf Club (*transportation included*)

## Wednesday, August 20

- 8:30 – 10:45 a.m. Educational Sessions
- 11:00 a.m. – 1:00 p.m. Closing Educational Session
- 12:00 p.m. Day At The Races (*purchased ticket required*)

*\*Schedule as of March 17, 2025; subject to change.*

## Don't forget the Tribute Foundation Cash Raffle!

\$100 per ticket | Drawing to be held August 19, 2025

**1st Prize: \$10,000**

**2nd Prize: \$2,500      3rd Prize: \$1,000**

To purchase a ticket, please call Kelly Deitz at 800.291.2629

# Sponsorship Information

Demonstrate your support of the funeral services industry and increase your exposure in front of decision makers and influencers. There are a number of sponsorship options to meet your marketing goals and budget. Become a Convention sponsor today!

All sponsorship levels include the following core benefits:

- Recognition in all communications promoting the event
- Recognition on the NYSFDA website with a link to your company's website
- Booth recognition as a sponsor
- Sponsorship designation on name badges for all company attendees

| <b>Benefit</b>  | <b>Diamond<br/>\$7,500</b> | <b>Platinum<br/>\$5,000</b> | <b>Gold<br/>\$3,000</b> | <b>Silver<br/>\$2,000</b> | <b>Bronze<br/>\$1,000</b> | <b>Partner<br/>\$500</b> | <b>Friend<br/>\$250</b> |
|---|----------------------------|-----------------------------|-------------------------|---------------------------|---------------------------|--------------------------|-------------------------|
| Booth Signage identifying them as Convention Sponsor  | X                          | X                           | X                       | X                         | X                         | X                        | X                       |
| Sponsorship Ribbon on Exhibitor Name Badge(s)   | X                          | X                           | X                       | X                         | X                         | X                        | X                       |
| Sponsorship Recognition in all pre- and post-event communications, including a direct link to company website | X                          | X                           | X                       | X                         | X                         | X                        | X                       |
| Listed on Sponsorship Signs at all Convention Events  | X                          | X                           | X                       | X                         | X                         | X                        | X                       |
| Complimentary Tuesday banquet tickets with option to purchase additional tickets                              | 4                          | 2                           | 2                       |                           |                           |                          |                         |
| Complimentary full-page ad in Convention program  | X                          |                             |                         |                           |                           |                          |                         |
| Complimentary half-page ad in Convention program  |                            | X                           | X                       |                           |                           |                          |                         |

**Event Exclusivity Sponsor** - Call NYSFDA for details

# 2025 NYSFDA Annual Convention

## Exhibitor Rules

1. **NYSFDA** as used herein shall mean the New York State Funeral Directors Association, Inc., or its officers or agents or employees acting for it in the management of the Exhibit.
2. **Eligible Exhibits.** NYSFDA reserves the right to determine the eligibility of any company, individual or product for inclusion in the Exhibit as an Exhibitor.
3. **Limitation of Liability.** The Exhibitor agrees to make no claim for any reason whatsoever, including negligence, against the Exhibit or NYSFDA, its members, agents, or employees, for loss, theft, damage or destruction of merchandise, nor for any injury to himself or employees while in the Exhibit quarters.
4. **Defacing of Building.** Exhibitors are liable for any damage caused by fastening displays or fixtures to the building floors, walls, or to the standard booth equipment, or for damage caused in any other manner. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building walls and floors or to standard booth equipment. Exhibitors agree to hold NYSFDA harmless from any claims for such damages including the payment to NYSFDA of reasonable attorneys fees insured to defend against such claims.
5. **Display Heights.** See detailed information on floor plan. No exhibit material will be placed in such a manner so as to block or detract from exhibits in the surrounding vicinity.
6. **Sound Devices.** The use of loud devices for mechanical reproduction of sound or music shall be restricted. In general, the employment of any method to project sound beyond the confines of any exhibit booth is prohibited.
7. **Rejected Displays.** The Exhibitor agrees that his exhibit shall be admitted and shall remain from day to day solely on strict compliance with the rules herein laid down. NYSFDA reserves the right to reject, eject or prohibit any exhibit in whole or in part, or any exhibitor or his representatives, with or without giving cause. If cause is not given, liability shall not exceed the return to the exhibitor of the amount rental unearned at the time of ejection. If an exhibit or Exhibitor is ejected for violation of these rules or for any other stated reason, no return of rental shall be made.
8. **Insurance.** Fire and theft insurance, if so desired must be taken out by each Exhibitor at his own expense.
9. **Excused Non-Performance.** If for any reasons beyond its control, including but not limited to strikes, labor disputes, accidents, government requisition, or regulation on travel, hotel operation, commodities or suppliers acts of war or acts of God, NYSFDA is unable to perform its obligation under this Agreement such non-performance is excused and NYSFDA may terminate this Agreement without further liability of any nature upon return of Patron's deposit in no event shall be liable for consequential damages of any nature for any reason whatsoever.
10. **Exhibitor Representatives' Responsibility.** Each Exhibitor must name at least one person to be its representative in connection with installation, operation and removal of exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the Exhibitor shall be responsible.
11. **Exhibit Hours.** The exhibit hours are shown on the agenda. Exhibitors will be required to comply strictly.
12. **Shipment of Exhibit Material and Electrical Requirements.** Each Exhibitor will receive a notice from the official decorator designated by the NYSFDA. This notice will include the prices for the rental furniture, draperies, special construction, etc. This information will reach each signed exhibitor in ample time for advance planning of merchandise shipments and electrical requirements.
13. **Attendance.** Admission to the meetings and exhibits shall be limited to registered convention attendees.
14. **Sub-Leasing.** Exhibitors may not sub-let their space, nor any part thereof. One company per booth.
15. **Cancellation of Exhibit Space.** If any Exhibitor cancels their contracted space after the deadline for full payment, the following is the refund policy:
  - Refunds would only be considered if NYSFDA has received full payment for the booth space.
  - If NYSFDA is able to re-sell said space up to 30 days prior to the Exhibitor move-in date, 25% of the payment would be refunded.
  - If cancellation is made with less than 30 days prior to the Exhibitor move-in date, or if space is not re-sold, there will be no refund.
16. **Amendment to Rules.** Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subjected solely to the decision of the NYSFDA. These rules and regulations may be amended at any time by the NYSFDA and all amendments so made shall be binding on exhibitors equally with the foregoing rules and regulations.

# Application for Exhibit Space & Sponsorship

I agree to pay 50% of the total rental charge either by check (made payable to NYSFDA) or credit card. It is hereby agreed that the undersigned agrees to and will abide by the Rules and Regulations printed within this booklet and that those Rules and Regulations are a part of this agreement. It is understood that deposits will not be refunded after Friday, June 20, 2025 and that acceptance of our application by NYSFDA shall constitute a contract.

## Company Information

Firm Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_

Website: \_\_\_\_\_

Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_

Email: \_\_\_\_\_

Company Name to appear on booth sign:  
\_\_\_\_\_

## Booth Selection

1st Choice: \_\_\_\_\_

2nd Choice: \_\_\_\_\_

3rd Choice: \_\_\_\_\_

In the case those 3 booth spaces are not available, state preference, if any, about locating your booth near or removed from those of similar interest:  
\_\_\_\_\_  
\_\_\_\_\_

Indicate type of merchandise/service your company provides:  
\_\_\_\_\_  
\_\_\_\_\_

## Payment Information

Check     Credit Card:     Visa     MasterCard     Discover     American Express

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_ Billing Zip: \_\_\_\_\_

## Return completed form to:

New York State Funeral Directors Association  
Attn: Kelly Deitz, Senior Director of Association and Tribute  
1 South Family Drive, Albany, NY 12205  
info@nysfda.org | Fax: 518.452.8667

## Sponsorship

- Diamond (\$7,500)
- Platinum (\$5,000)
- Gold (\$3,000)
- Silver (\$2,000)
- Bronze (\$1,000)
- Partner (\$500)
- Friend (\$250)
- Exclusive Event Sponsorship (*call NYSFDA Headquarters*)

## Sponsor Contact *(if different from exhibit contact)*

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

## Registration Total

Booth Rate: \_\_\_\_\_  
(10' x 10' booth space \$900 / 40' x 20' Vehicle space \$1,100)

Sponsorship Contribution: \_\_\_\_\_

**TOTAL: \$** \_\_\_\_\_

Accepted by: \_\_\_\_\_

Deposit Received: \$ \_\_\_\_\_

Date: \_\_\_\_\_



1 South Family Drive  
Albany, NY 12205



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