



NYSFDA 2026 Annual Convention

August 17-19, 2026

Saratoga Hilton & Saratoga Springs City Center
Saratoga Springs, 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 300 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 - \$950

40' x 20' Vehicle space - \$1,150

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

All booth spaces include signage and draping; carpeting in **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.

Convention Dates & Hours

Monday, August 17

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

Exhibits Open - 4:30 – 7 p.m.

Tuesday, August 18

Exhibits Open - 10:30 a.m. – 1 p.m.

Exhibitor Move-out - 1:00 – 7:00 p.m.

Hotel & Travel

The Saratoga Hilton

534 Broadway, Saratoga Springs, NY 12866

518.584.4000

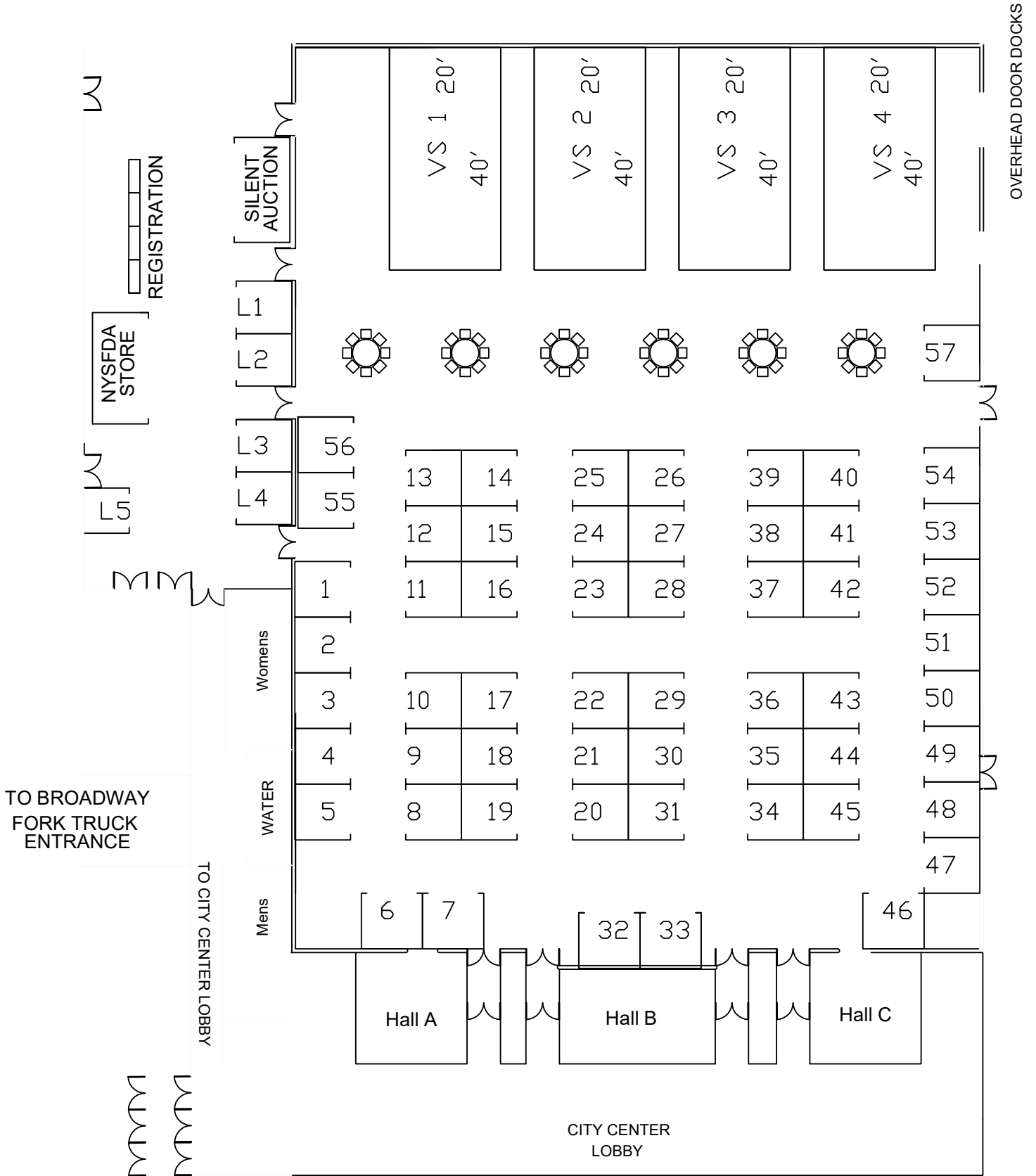
Nightly Room Rates for NYSFDA 2026 Attendees:

Regular: \$259 | Jr. Suite: \$359 | Luxury Suite: \$459

To reserve online, visit <https://book.passkey.com/go/NYSFDA2026>

Please make your reservations directly with the Hotel. The **RESERVATION DEADLINE** is July 17, 2026 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 17

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

Tuesday, August 18

8:30 – 10:30 a.m.	Educational Sessions
10:30 a.m. – 1:00 p.m.	Exhibits Open, Strolling Brunch & Silent Auction
1:00 – 3:00 p.m.	Educational Sessions
6:00 – 10:00 p.m.	President's Reception & Annual Banquet Canfield Casino, Saratoga Springs

Wednesday, August 19

8:30 – 10:45 a.m.	Educational Session
11:00 a.m. – 1:00 p.m.	Closing Session

**Schedule as of March 1, 2026; subject to change.*

Don't forget the Tribute Foundation Cash Raffle!

\$100 per ticket | Drawing to be held August 18, 2026

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. 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
- Sponsor 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

Benefit	Diamond \$7,500+	Platinum \$5,000	Gold \$3,000	Silver \$2,000	Bronze \$1,000	Partner \$500	Friend \$250
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

NYS Tribute Foundation Silent Auction

Support Our Mission to Advance Funeral Service through Education, Research, Policy

From local specialties to unique finds, the 2026 Tribute Silent Auction will have something for everyone. You'll have the opportunity to place bids during Trade Show Hours:

Monday, August 17, 4:30 – 7:00 p.m. & Tuesday, August 18, 10:30 a.m. – 1:00 p.m.

Want to donate an item? Contact Kelly Deitz at kelly@nysfda.org.

2026 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 of 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 26, 2026 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:

Sponsorship

Platinum (\$7,500+)

Diamond (\$5,000)

Gold (\$3,000)

Silver (\$2,000)

Bronze (\$1,000)

Partner (\$500)

Friend (\$250)

Exclusive Event Sponsorship (call NYSFDA Headquarters)

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:

Sponsor Contact *(if different from exhibit contact)*

Name: _____

Email: _____

Phone: _____

Registration Total

Booth Rate: _____

(10' x 10' booth space \$950 / 40' x 20' Vehicle space \$1,150)

Sponsorship Contribution: _____

TOTAL: \$ _____

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, Association & Tribute
1 South Family Drive, Albany, NY 12205
info@nysfda.org | Fax: 518.452.8667

Accepted by: _____

Deposit Received: \$ _____

Date: _____



1 South Family Drive
Albany, NY 12205



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