

# 2026 CONVENTION



## CULTIVATING EXCELLENCE

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### LEARN GROW THRIVE

## EXHIBITOR PROSPECTUS

APRIL 13- APRIL 16, 2026

PRAIRIE MEADOWS EVENT CENTER  
ALTOONA, IOWA

# Invitation from the President of IFDA



Hello IFDA Vendors & Partners,

Planning is well underway for the Iowa Funeral Directors Association 146th Annual Conference & Midwest Premier Expo in April of 2026. Our theme of Cultivating Excellence: Learn – Grow – Thrive will bring together funeral professionals from Iowa and surrounding states. We want you to be a part of this amazing opportunity to connect with decision makers from funeral homes of all sizes.

The expo opportunity will feature over 52 exhibitors in one convenient space. As always, we offer dedicated time and promise there won't be competing sessions drawing attendees away from your time. This year, we are the only state holding their convention that week so we anticipate a full house of funeral directors from Iowa and surrounding states. We are also working on some new things for ensuring quality engagement and fun on the expo floor.

Our easy-to-access location at Prairie Meadows Casino & Hotel keeps everything under one roof too. Restaurants, hotel accommodations, and entertainment options keep attendees from having to venture too far away. And free parking is plentiful around the venue.

In addition to the Expo, there are multiple sponsorships to further get your name in front of funeral directors and build your reach. Please reach out to our CEO, Danielle Knapp to create the best fit for your goals. Her email address is [danielle@iafda.org](mailto:danielle@iafda.org).

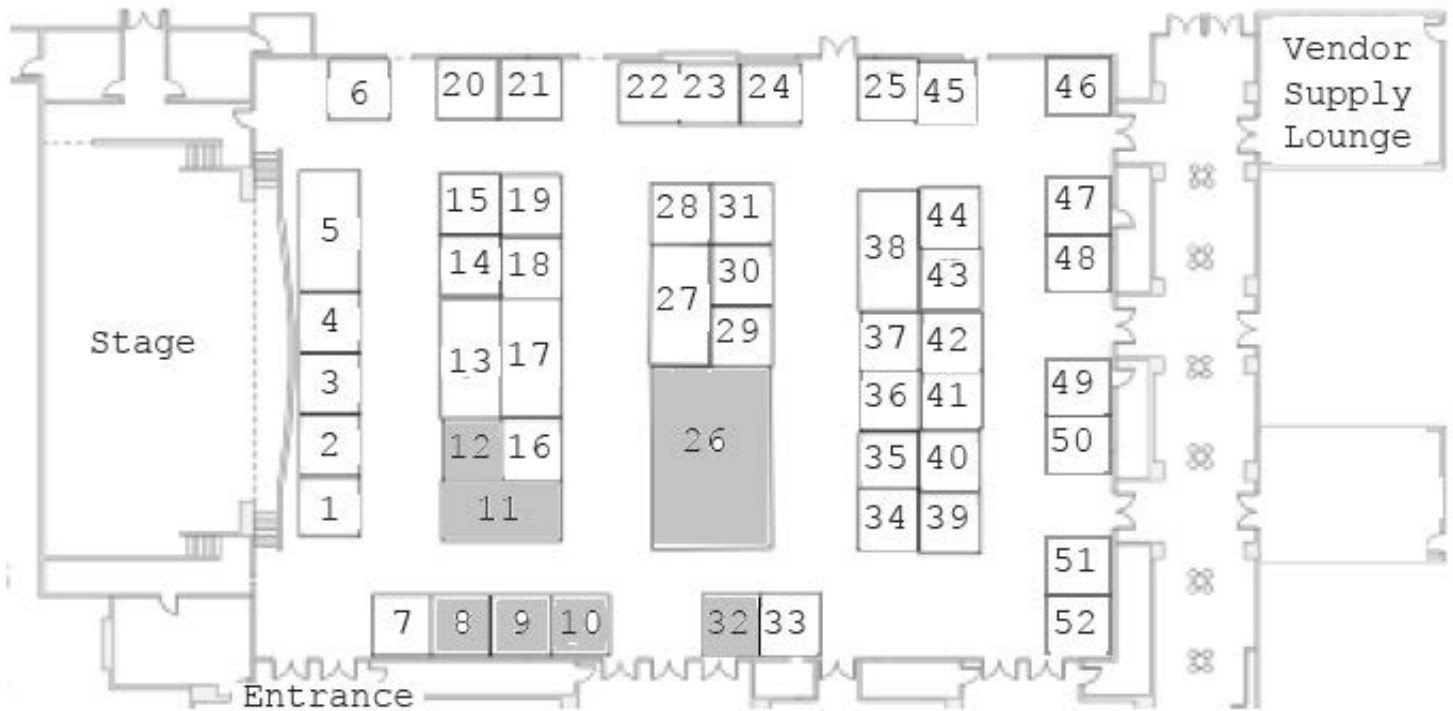
I look forward to welcoming you to our convention in April for one of the largest gatherings of funeral directors in the Midwest.

See you there!

Jacob L. Wittrock

A handwritten signature in black ink that reads "Jacob L. Wittrock". The signature is fluid and cursive, written in a professional style.

If you have any questions, please contact the IFDA staff at 515.270.0130 or via email at [admin@iafda.org](mailto:admin@iafda.org).



**All booths are 10' x 10'\*\***

Additional booths will be adjacent to the first booth

## Standard Exhibitor Package

- » Pipe and draping:  
8' backdrop, 3' side walls
- » Skirted table
- » Two chairs
- » Waste basket
- » Electricity
- » Two exhibitor badges
- » General perimeter security

## Provided at expense of the Exhibitors:

- » Inbound/Outbound shipping and freight handling costs
- » Audiovisual/computer equipment
- » Additional furniture

## IFDA Member Exhibitor Rates\*

- » First booth: \$700.00
- » Second booth: \$600.00

## Regular Exhibitor Rates\*

- » First booth: \$850.00
- » Second booth: \$750.00

**\*\* Grayed out booths are reserved in advance.**

**\* Add \$100.00 per booth for any contracts submitted after the deadline of March 15, 2026.**



# Sponsorship Opportunities

<b>Platinum Sponsor</b> Presidential Banquet and Awards	\$2,500.00
<b>Tuesday Keynote Speaker</b> <i>Bob Pacanovsky, Black Tie Experience</i> <i>Certificate of Appreciation</i>	\$1,500.00
<b>Wednesday Keynote Speaker</b> <i>TBD</i> <i>Opportunity for Sponsor to present challenge coin and certificate of Appreciation</i>	\$1,500.00
<b>TBD Entertainment</b> <i>Post Banquet Entertainment</i>	\$1,000.00
<b>Golf Outing</b>	\$1,000.00
<b>Service of Remembrance</b> <i>Opportunity for Sponsor to present a gift to family members</i>	\$600.00
<b>Past Presidents' Luncheon</b>	\$500.00
<b>Tuesday Breakfast</b>	\$500.00
<b>Wednesday Breakfast</b>	\$500.00
<b>Tuesday Lunch</b>	\$750.00
<b>Wednesday Lunch</b>	\$750.00
<b>General Sponsorships</b>	\$500.00

Please note your sponsorship choice on the registration page.

All sponsorships include signage and recognition.

Reach out to us at 515.270.0130 or email the IFDA office at [admin@iafda.org](mailto:admin@iafda.org) if you have any questions.

# Exhibitor and Sponsor Policies

## Expo Hall Sponsorship and Objectives

The Iowa Funeral Directors Association (henceforth referred to as IFDA) Expo Hall is produced by and is the property of the IFDA. The Expo Hall is an adjunct to the professional and educational meetings held during the IFDA Annual Convention. The Expo Hall is meant to supplement the educational sessions by providing attendees with various products, services, and information available to them. Exhibitors are expected to display the products and/or discuss their services with an awareness of the professional and practical needs of IFDA Convention attendees.

## Eligibility for Participation

IFDA determines the eligibility of any company or product(s) for exhibition in the IFDA Expo Hall. Until an Exhibitor's application has been accepted by IFDA in writing, no rights to exhibit are granted. IFDA may refuse acceptance, installation or order dismantling of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the character or purpose of the IFDA Annual Convention.

IFDA reserves the right to refuse to rent space to any company whose display of goods or services is not compatible with the general character and objectives of the IFDA Expo Hall. To that end, IFDA reserves the right to prohibit any Exhibitor which:

- » In IFDA's judgment may detract from the general character of the event.
- » Does not uphold the character and manner represented upon the time of this Agreement, by which the Exhibitor at the time of making this Agreement is not in keeping with the traditions or character of the Convention.
- » Has been determined as entering to exhibit under false pretenses.
- » Is in violation of any of the conditions outlined in this Agreement.

If an exhibit is prohibited under the terms of the former or because of a violation of any of the following:

- » IFDA shall have the right, but no obligation, to remove the exhibit or any banner, advertising matter, or other property of the Exhibitor situated within or about the assigned exhibit space. Such removal shall in any event be at the cost and expense of the Exhibitor and the Exhibitor shall immediately reimburse IFDA for any cost or expense of the Convention incurred in so removing the Exhibitor's exhibit or portions thereof. Under such circumstances, Exhibitor shall not be entitled to a refund of moneys paid to IFDA under the terms of this agreement.

## Agreement to Conditions

Each Exhibitor, and all employees, agrees to abide by these conditions. The Exhibitor acknowledges and agrees that the sole control of the exhibit area rests with the IFDA.

## Assignment of Space

Classification of exhibits and assignments of space will be determined by the character of the proposed exhibits and individual requirements. Assignment of space will be made on a first-come, first-served basis.

## Payment and Cancellation

The full fee (\$200 of which is non-refundable) must accompany each Application for Exhibit Space. Should the Exhibitor be unable to occupy and use the exhibit space contracted for and should they notify the Association prior to March 15, 2026, all sums paid by the Exhibitor (less the deposit of \$200.00 per booth) will be refunded. No refund will be made if notice of cancellation is received after March 15, 2026, unless the space has been resold by IFDA, in which case the Exhibitor will be entitled to a refund, less the deposit stated above.



# Exhibitor and Sponsor Policies cont...

## Liability

The IFDA does not assume liability or responsibility for the protection and safety of the Exhibitor, their officials, agents, or employees, or the protection of the property of the Exhibitor or his representatives, or of property used in connection with the exhibit, from the theft or damage or destruction by fire, accident or other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the Exhibitor. Any protection exercised, in fact, by the IFDA shall be deemed purely gratuitous on its part and shall in no way be construed to involve it in liability by the Exhibitor. The Exhibitor agrees to indemnify and hold the IFDA harmless from all such claims and from all liability of any nature whatsoever arising from the activities of the Exhibitor or any of their representatives from the property of the Exhibitor. The IFDA shall not be liable for the fulfillment of this agreement as to delivery of space, if non-delivery is due to any one of the following causes:

- » Destruction of or damage to the building or the exhibit area by fire or act of God.
- » Acts of public enemy.
- » Labor Strikes.
- » The authority of the law or any cause beyond its control.

The IFDA will, however, in the event it is not able to hold an exhibit for any of the above-named causes, reimburse Exhibitors pro-rata on any rental fee paid, less any and all legitimate expenses incurred by the IFDA for advertising, administration, etc.

## Insurance and Protection

In all cases, Exhibitors wishing to insure their goods must do so at their own expense. Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the Convention Hall exhibit area without permission from the proper building authority. Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibits Manager, or Convention Hall manager or their assistants.

## Default Occupancy

Any Exhibitor failing to occupy space contracted for is not relieved of the obligation of paying for such space at the full rental price, and the IFDA shall have the right to use such space as it sees fit to eliminate blank space in the Expo Hall, provided such booth space is not occupied by one hour before the official show opening.

## Personnel

All people participating in the exhibit area of the IFDA convention are expected to use special care whenever they deem it necessary to hire temporary help to assist in their exhibit or hospitality activities, so that personnel selected by the Exhibitor will be of a caliber in keeping with the high standards of the exhibition and the meeting.

## Use of Space

Exhibits shall be shown only in the official area established by the IFDA. Neither the Exhibitor nor non-exhibitors shall be permitted to display articles, equipment, or information concerning services, or movies of such articles, equipment or services in private suites or rooms during the Convention, in accordance with prior agreements between the IFDA and officials of hotels and the convention bureau in the locale of the convention.

No Exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to him nor shall he display articles not manufactured or sold normally by him. Co-participation by any other corporation or firm or its representative in space assigned to the original applicant must be by written permission of the IFDA, only, and shall be subject to an additional charge of \$75 per day per additional participant for the run of Convention.

# Exhibitor and Sponsor Policies cont...

## Conflicting Meetings and Social Activities

In the interest of the success of the entire Convention and Exposition, the Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of members or Exhibitors during the official hours of the Convention and Exposition. ***This includes invitations during the Presidential Banquet.*** We ask that during active expo times, Exhibitor participants refrain from using their cell phones and are fully present to answer questions and engage with Convention participants.

## Installation & Dismantling

The specific requirements as to time for installation and dismantling of exhibits shall be supplied to each Exhibitor for the Convention for which license has been granted. Such requirements shall be binding upon the IFDA as fully set forth herein. All displays must be in place and set up by the time of the official opening of the exhibit. Space not occupied or set up by that time may be reassigned for other purposes by the IFDA. Exhibitors will be expected to set up and tear down according to the IFDA's schedule of events.

Exhibitors who do not conform to IFDA schedules, especially tear-down times, will not be invited to participate in future IFDA's Conventions.

## Exhibit Hours\*

Tuesday, April 14

» 12:00 p.m. to 3:30 p.m.

Wednesday, April 15

» 10:00 a.m. to 12:00 p.m.

*\*Exhibitors are not allowed to tear down early. No Exhibitor shall engage in tear down activities prior to 12:00 p.m. on Wednesday, or they will be subject to a \$50.00 penalty and will not be, per the above policy, invited to return for future events.*





# Registration and Payment

## Registration and Payment

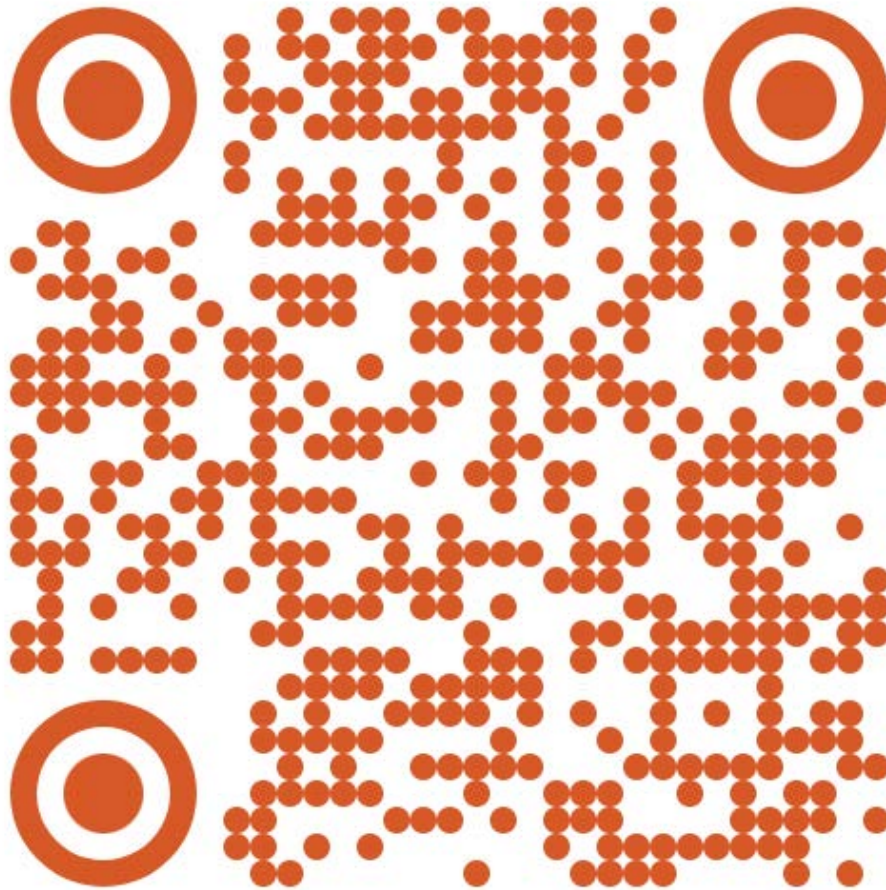
You will be able to make a payment directly through the registration page. Should you choose to pay by credit or debit, a 3% processing fee will be added to your total. You may also send in a check upon completing registration if you so choose.

## Payment Deadline

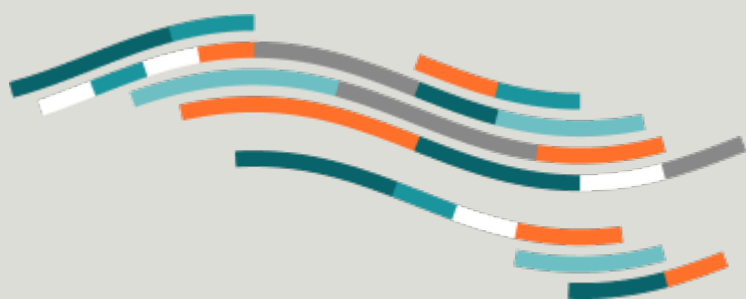
Deadline for payment is February 28, 2026. Absolute deadline (extra fee applied) is March 15, 2026.

## [Register for Convention EXPO here](#)

Scan the QR Code to Visit our 2026 IFDA Convention Page and Access Registration Forms







**WE HOPE  
TO SEE  
YOU THERE**