

2026

# SPONSOR AND EXHIBITOR PACKET



May 6-7

Viridian Event Center, West Jordan, UT

**ANCHORED & ABLE -**  
Securing Yourself,  
Guiding the Rest

**Annual Sponsorship Opportunities**

**Limited First-Come, First-Served Vendor Space Available**



Dear Valued Partner,

We are excited to announce our next Annual Convention for the Utah Funeral Directors Association (UFDA) to be **held May 6th and 7th, 2026 at the Viridian Event Center, in West Jordan, UT.** We are incredibly grateful for our generous sponsors. We appreciate your continued dedication and support of our association. Without your support we would not be where we are today. **We invite you to be among our sponsors and/or exhibitors this year!**

With outstanding feedback, we will return to The Viridian this year which will provide an outstanding venue that can help each of you display your products or services effectively, while networking to grow your business and increase your influence association wide. **This year's theme, "Anchored & Able - Securing Yourself, Guiding the Rest,"** invites vendors to share the resources, products, services, and innovations that strengthen funeral professionals in their mission and to serve others with confidence and care. To increase visibility, **Our Platinum and Gold Sponsors will be given time for a 5 min presentation to the entire group. New this year, our Platinum Sponsors will also have a full-page advertisement opportunity in our convention program.** Sponsoring puts your company front and center with all of our members throughout the year and especially at our Midwinter Meetings and Annual Convention. A full list of opportunities and benefits are included herein. As an exhibitor at the Convention, you will have direct contact with nearly 100 funeral home establishments and decision makers throughout Utah, Southern Idaho, and parts of Wyoming.

**Tabletop exhibits are available and will be assigned on a first-come, first-served basis, with preference given to top sponsors.** Exhibits will be open on both days during breakfast, lunch and all networking breaks. Meetings will adjourn at 4 p.m. on Thursday.

The UFDA Convention is an efficient and economical way to reach out to many of your clientele and introduce your products to loyal and new customers alike. **We require our association members to visit all sponsor exhibits and 90% of all other exhibits to be eligible for the grand prize.**

Please consider partnering as a sponsor and joining us as an exhibitor at our convention for the opportunity to:

- **Network to Gain Loyal Customers**
- **Build Brand Recognition**
- **Generate Immediate and Future Sales**
- **Increase Return on Investment**

We are looking forward to an exciting 2026 with your support. If you have questions, concerns or need clarification, please contact Melanie Braathen, UFDA Office Manager at [ufda.org@gmail.com](mailto:ufda.org@gmail.com) or at the phone or address printed below.

We look forward to seeing you in May!

Sincerely,

Tyler Morrison  
UFDA Vice-President  
2026 Convention Chair

**UFDA**  
**P.O. Box 95576, South Jordan, UT 84095**  
**Phone (801)263-3286**



# 2026 Annual Sponsorship Opportunities

## UFDA Convention & Midwinter Meetings

### Platinum Sponsorship - \$5750+

- Allied Membership with UFDA
- Platinum Sponsor Recognition all Year with Signage at Annual Convention & Midwinter Meetings
- Platinum Sponsor Thank You During Annual Convention & Midwinter Meetings
- Complimentary **Midwinter Registrations** and Banquet Tickets for up to Two **(2) Registrants** (CEUs included) – \$100 each additional registrant
- Complimentary **Vendor Booth at Annual Convention** Includes Meals and Breaks for Up to **Four (4) Exhibitors** (CEUs included) – \$100 each additional exhibitor
- Key Vendor – All Attendees Must Visit your Booth to Qualify for the Grand Prize
- Four (4) Complimentary Convention Banquet Tickets
- Twelve (12) Month ½ Page Sponsorship in the UFDA's E-newsletter - *The Post*
- Complimentary Membership List
- Name Badge Ribbon with Platinum Sponsor Recognition
- Vendor Booth Signage with Platinum Sponsor Recognition
- Exclusive Sponsorship Recognition for One of the Following Events:
  - Breakfast (Annual Convention)
  - Lunch (Annual Convention)
- Video CEU opportunity to educate and promote your services, business or products to our members
- Personalized letter of support from UFDA
- UFDA logo showing Platinum Sponsorship
- Full page Ad in Convention Programs

### Silver Sponsorship - \$2500

- Allied Membership with UFDA
- Silver Sponsor Recognition All Year with Signage at Annual Convention & Midwinter Meetings
- Silver Sponsor Thank You During Annual Convention & Midwinter Meetings\*
- Complimentary **Vendor Booth at Annual Convention** Includes Meals and Breaks for Up to **Two (2) Exhibitors** – \$100 each additional exhibitor
- One (1) Complimentary Convention Banquet Ticket
- Complimentary Annual Convention Registrants' List
- Name Badge Ribbon with Silver Sponsor Recognition
- Vendor Booth Signage with Silver Sponsor Recognition
- Video CEU opportunity to educate and promote your services, business or products to our members
- UFDA logo showing Silver Sponsorship

\*This sponsorship does not include Midwinter Registration

### Gold Sponsorship - \$3750

- Allied Membership with UFDA
- Gold Sponsor Recognition all Year with Signage at Annual Convention & Midwinter Meetings
- Gold Sponsor Thank You During Annual Convention & Midwinter Meetings
- Complimentary **Midwinter Registration** and Banquet Ticket for up to One **(1) Registrant** (CEUs included) – \$100 each additional registrant
- Complimentary **Vendor Booth at Annual Convention** Includes Meals and Breaks for Up to **Three (3) Exhibitors** (CEUs included) – \$100 each additional exhibitor
- Two (2) Complimentary Convention Banquet Tickets
- Six (6) Month ¼ Page Sponsorship in the UFDA's E-Newsletter – *The Post*
- Complimentary Annual Conventions Registrants' List
- Name Badge Ribbon with Gold Sponsor Recognition
- Vendor Booth Signage with Gold Sponsor Recognition
- Exclusive Sponsorship Recognition for One of the Following Events:
  - Networking Break (Annual Convention)
  - Networking Break (Midwinter Meetings)
- Video CEU opportunity to educate and promote your services, business or products to our members
- UFDA logo showing Gold Sponsorship

### Bronze Sponsorship - \$1200

- Allied Membership with UFDA
- Bronze Sponsor Recognition All Year with Signage at Annual Convention & Midwinter Meetings\*
- Bronze Sponsorship Thank You During Annual Convention & Midwinter Meetings
- Video CEU opportunity to educate and promote your services, business or products to our members
- UFDA logo showing Bronze Sponsorship

\*This sponsorship does not include an Annual Convention booth or Midwinter Registration.

### Convention Vendor Booth - \$1300

- Includes Meals and Breaks for Up to **Two (2) Exhibitors**
- One (1) Complimentary Convention Banquet Ticket

### Allied Membership - \$450 - \$1150



Utah Funeral Directors Association  
P.O. Box 95576, South Jordan, UT 84095  
Phone 801-263-3286  
Email [ufda.org@gmail.com](mailto:ufda.org@gmail.com)

## HOTEL RESERVATIONS

Residence Inn by Marriott Salt Lake City-West Jordan  
7558 South Plaza Center Drive, West Jordan, UT 84084  
(2.6 miles to the Viridian Event Center, 5-to-6-minute drive)

[ReservationCounter.com](http://ReservationCounter.com): 833-372-4978

UFDA Rate: \$159/night plus tax if reserved by April 15th, 2026

## IMPORTANT DATES

January 14	Sponsorship commitment due for full benefits
Ongoing	Preferred placement for vendor booth space with \$500 deposit
March 6	Full payment due for vendor spaces
April 15	Final exhibitor space assignments will be made
May 6-7	114th Annual UFDA Convention
May 6	6:30am booth setup begins with 8:30am deadline for booth set up
May 7	5:00pm deadline to remove exhibitor items, 6:00pm Banquet

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