

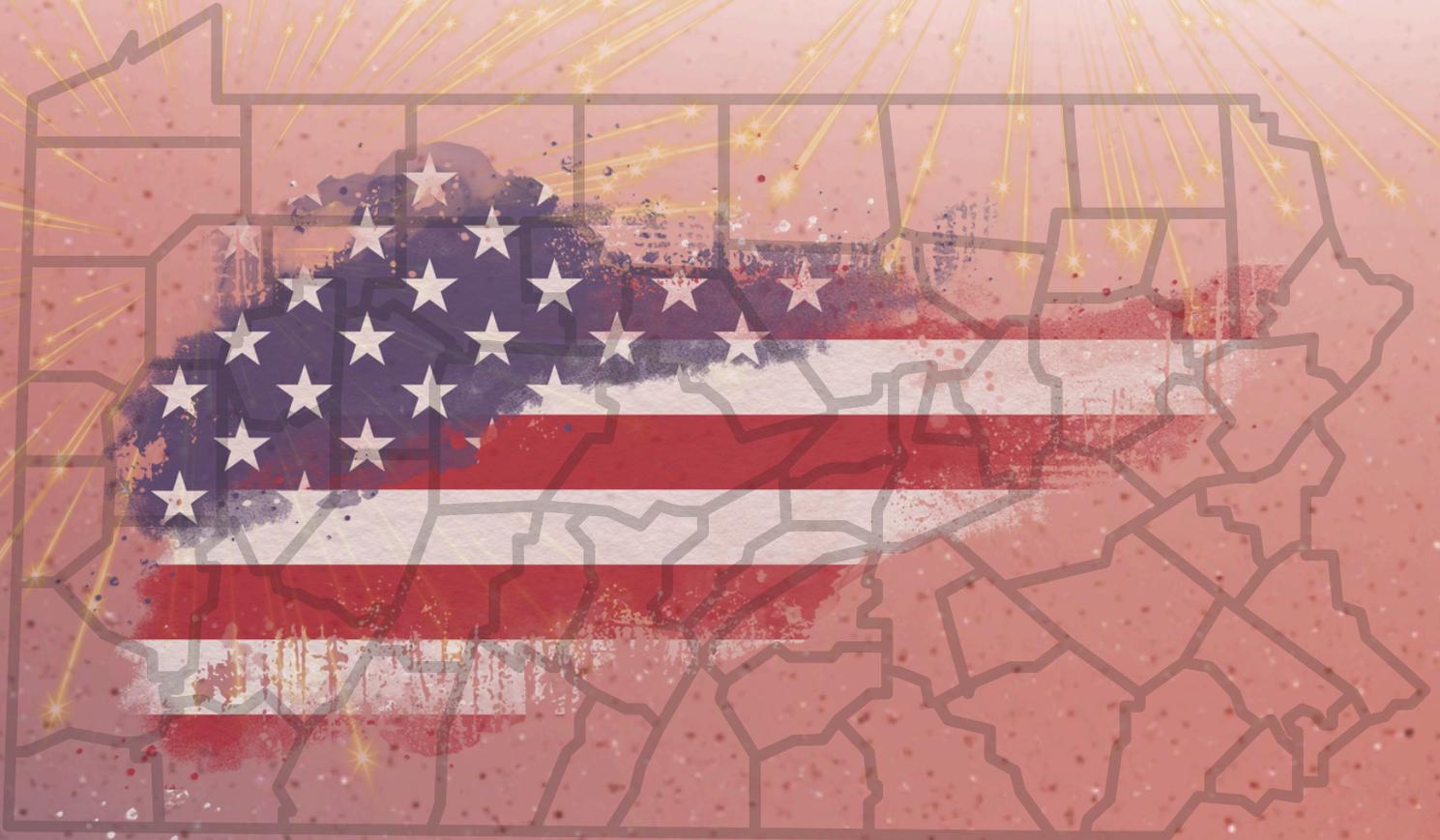
JUNE 7-10, 2026

2026

PENNSYLVANIA FUNERAL
DIRECTORS ASSOCIATION

**CONVENTION
& EXPO**

Kalahari Resorts | Pocono Manor, PA



PENNSYLVANIA FUNERAL DIRECTORS



A S S O C I A T I O N

EXHIBITOR PROSPECTUS

JOIN US **PFDA ANNUAL CONVENTION & EXPO**

JUNE 7-10, 2026

**KALAHARI RESORTS
250 KALAHARI BOULEVARD
POCONO MANOR, PA 18349**

We look forward to welcoming you to the PFDA Annual Convention & Expo taking place June 7th-10th, 2026.

We're excited to return to Kalahari - where learning, networking, and family fun come together!



The PFDA Annual Convention attendees return year after year for the quality educational offerings and to see new products and services. Based on the number of funeral firms who normally attend the PFDA Convention, your products and services have the potential to be offered to thousands of families annually in Pennsylvania.

This is your best opportunity to connect with hundreds of Pennsylvania funeral directors, and the owners and managers of funeral homes and crematories all at one event.

At the PFDA Expo Hall, convention attendees search the trade show floor for the products and services they need to support them in the funeral service profession. Be prepared to show them how you and your company can help.

PFDA develops its Convention & Expo Hall with you in mind. We work hard to attract the best prospective customers and to keep them in the hall. A significant percentage of our attendees have control over their companies' purchases. Our attendees represent many of the most successful funeral homes in the state.

FREE WITH YOUR BOOTH FEE:

- FREE ATTENDEE DIRECTORY
- LISTING ON PFDA WEBSITE
- LISTING IN PFDA NEWSLETTER
- ATTENDEES RECEIVE EXHIBITORS DIRECTORY
- LISTING IN FALL EDITION OF PFDA PRESS MAGAZINE



BOOTH AND EXHIBITOR INFORMATION

Registration for Exhibitor Personnel

Your company will receive two complimentary registrations per booth purchased.

Registrations for all company representatives include; admission to the Expo Hall, Expo functions, lunch, and 4 complimentary drink tickets for Tuesday evenings event.

Sponsorship for this event is available. The booth rental fee does not include the ticketed function on Monday evening.

Draping & Signage

Your booth space will be framed with an 8 foot high back drape and 3 foot high side rails. A 6' draped table with two chairs and wastebasket will be in the booth. You will also receive a 7" x 44" booth identification sign showing your company name and booth number. Tabletop only exhibits will receive 6' draped table with two chairs and wastebasket.

We attract business minded owners and top managers, in other words, buyers. Our convention educational sessions are geared toward helping funeral directors, funeral home and crematory managers, and owners improve their businesses.

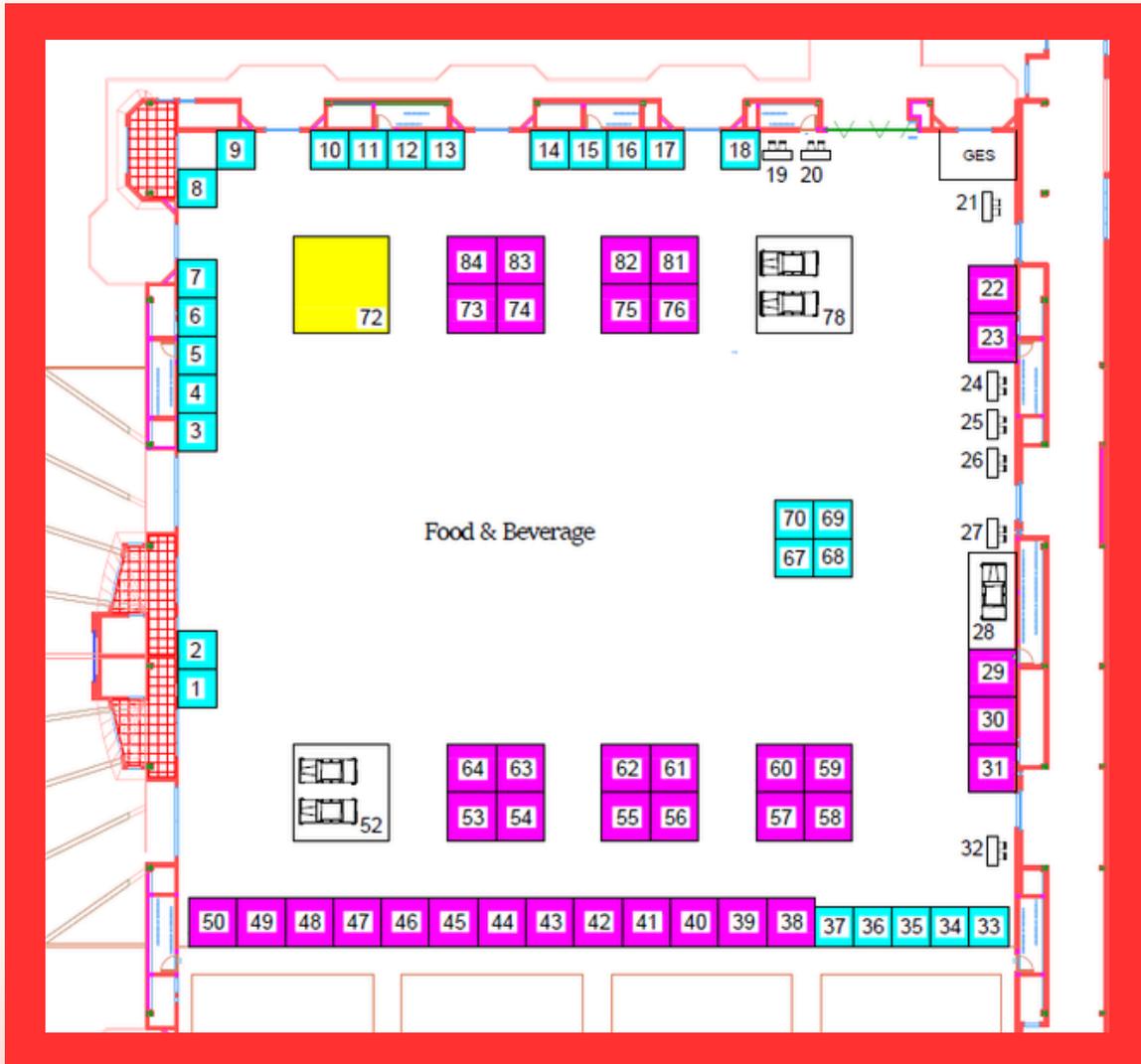
We hold no competing programming during Expo hours. Our show is designed to make the most of your time. No standing around waiting for sessions to break. No wondering where everyone is. They're in the hall ... with you! We believe in keeping buyers and sellers engaged and connected during show hours.

We provide exhibitors with pre-marketing tools. Such as the PFDA Newsletter and the PFDA Website. This is an excellent way to get free advertising and to let buyers know that you will be an exhibitor at our Convention.



2026 EXHIBIT HALL FLOOR PLAN

New floor plan this year to maximize visibility for everyone!



8'x8' Booths

1-18
33-37
67-70

10'x10' Booths

22 & 23
29 - 31
38 - 50
53 - 64
73 - 76
81 - 84

20'x20' Booth

72

Automobile Booths

28
52
78

6' Tabletops

19-21
24-27
32





EXPO HALL SCHEDULE & RATES

*ALL TIMES SUBJECT TO CHANGE

MOVE IN - SET UP

MONDAY, JUNE 8, 2026

7:30AM - 4:00PM

TUESDAY, JUNE 9, 2026

7:30AM - 10:00AM



SHOW MANAGEMENT INSPECTION

TUESDAY, JUNE 9, 2026

10:15 AM

EXPO HALL OPEN HOURS

TUESDAY, JUNE 9, 2026

11:00AM - 2:00PM

WEDNESDAY, JUNE 10, 2026

11:00AM - 2:00PM

TUESDAY, JUNE 9, 2026

RED, WHITE & BREW BASH 4:30-7:30

LIVE MUSIC BY SILVERFOX, LITE BITES,
AND DRINKS LOCATED INSIDE THE EXPO HALL.
EXHIBITORS RECEIVE 4 FREE DRINK TICKETS.
A GOOD TIME TO NETWORK AND HAVE FUN!

2026 EXHIBIT BOOTH RATES



PLEASE CALL PFDA IF YOU REQUIRE A SPECIFIC LAYOUT AND/OR RECONFIGURATION.

6' TABLETOP	\$650
8'x8' BOOTH	\$900
10'X10' BOOTH	\$1200
AUTOMOBILE SPACE	\$1600
20'x20' BOOTH	\$3500

BOOTH APPLICATIONS & ASSIGNMENTS

Exhibit booths are assigned to PFDA Convention Sponsors first, then on a first come, first serve basis. PFDA makes every effort to accommodate your booth choices. For the best chance at securing your desired location, send your contract with payment in full as soon as possible. Booth assignments may be changed by PFDA with prior approval of the exhibitor. If space is not available, a waiting list will be developed in the order contracts were received. PFDA will refund all monies received with the contract to any applicant for whom space is not available. PFDA reserves the right to refuse to rent space to any company whose display of goods or services or individual behavior is for any reason not compatible with the general character and objectives of the PFDA. A confirmation notice including booth assignment will be sent to the contact person listed on your Exhibitor Booth Space Application and Contract in early May. Directions to the convention site and unloading/loading information will be contained in your assignment packet.

HOTEL ACCOMODATIONS

Room rate: \$154.00 + tax per night. Reservations can be made by calling: 877-253-5466. You must mention **PA Funeral Directors 2026** to get the discounted room rate. Or book online at <https://book.passkey.com/e/51193767>
Rooms must be booked by May 5, 2026.

EXHIBITOR SERVICE KIT & ELECTRICAL/INTERNET ORDER FORMS

The Exhibitor Service Kit along with electrical and internet service order forms will be emailed to you along with your booth rental confirmation notice and booth assignment. This exhibitor kit contains information on extra show services available from the show's official drayage company, General Exposition Services. Your contact at General Exposition is Shereen O'Donel, (610) 495-8866 or sodonel@generalexposition.com. General Exposition's order form for additional show services should be completed and returned directly to Shereen.

GENERAL EXPOSITION SERVICE DESK

A company representative will be available at the service desk during move-in/move-out times, and during all show hours to address questions.

DRESS

Business casual attire is the norm at the Convention & Expo.



2026 SILENT AUCTION

The Silent Auction will be held during the PFDA Convention & Expo, we invite you to be part of making it the most successful yet. Thanks to the generosity of our donors, the auction has raised over \$5,000 annually, and with your support, we can continue that momentum. Every donation makes a meaningful impact, and together, we can make this year another outstanding success.

All proceeds benefit the PFDA Funeral Service Action Fund & Building Fund.

IDEAS FOR SILENT AUCTION DONATIONS:

- » Sports: Tickets for professional or college games, gift certificates for guided fishing tours, memorabilia signed by professional players
- » Just for Fun: Gift certificates for hotel/bed & breakfast stay, small getaway packages, theater & dining certificates
- » Spa Gift Certificates/Spa items
- » Home Decorative Items/Hobby items
- » Liquor/Wine/Beer Assortments
- » Artwork/Jewelry
- » Theme Baskets: Summer/Game Night/Beach/Camping
- » Gift Certificates for Favorite Shops/Restaurants
- » Children's Items

We ask that all donations have a retail value of \$100 or more.

Please complete the
Silent Auction Donation Form
BY MAY 13th.

Fax to PFDA at 717-545-7360 or email to
abby@pfda.org

**WE NEED YOUR HELP
TO MAKE THE 2026
SILENT AUCTION A
SUCCESS!**

2026 SILENT AUCTION DONATION FORM

PLEASE RETURN FORM BY MAY 13, 2026

General Information	
Name:	
Organization:	
Address:	
City/State/Zip:	
Daytime Phone:	
Email:	

Donation Description:
(Please be as detailed as possible)

Donation Estimated Value:
(Used to determine a minimum bid)

- We will bring the donated item to the Convention Registration Desk**
- We will mail the donated item to the PFDA office by May 20, 2026**
- We will hand deliver the donated item to the PFDA office by May 20, 2026**

MANY THANKS FOR YOUR SUPPORT!

Please complete the Silent Auction Donation Form

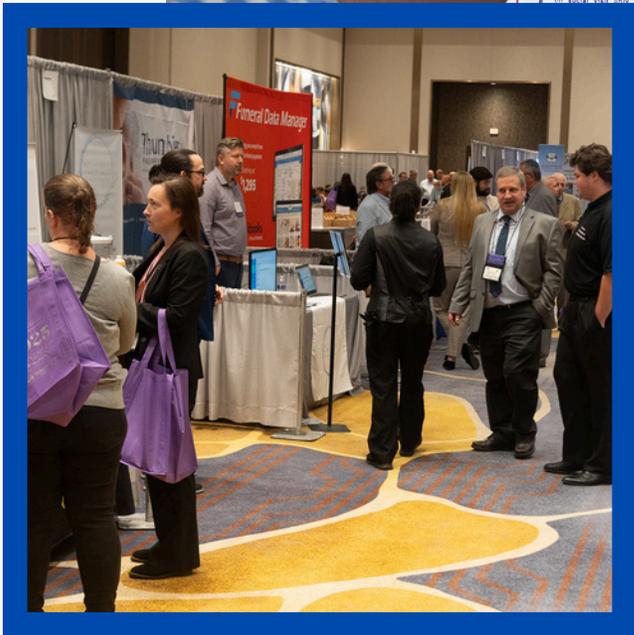
BY MAY 13th

Fax to PFDA at 717-545-7360

or email to abby@pfda.org



PASSPORT TO CASH



MAXIMIZE THE VOLUME OF TRAFFIC TO YOUR BOOTH!

Once again, we'll have our Passport to Cash! As a Passport to Cash Sponsor your company's name will be featured on a card that every attendee will need to complete in order to win \$1,000 cash. This sponsorship guarantees high foot traffic to your booth and ensures your company is seen by more people, more often, throughout the Expo Hall.

We encourage you to participate in this year's Passport game!

It's a smart, interactive way to drive engagement, create connections, and keep your company top of mind.

To be a part of the Passport to Cash, the fee is \$150.

Please complete the necessary area of the registration form to be included.

The rules are simple:

- Only licensed funeral directors are eligible to win.
- A Passport card will be included in each funeral director's registration bag.
- To be eligible for the Passport drawing, funeral directors must visit all the Exhibitors listed on their Passport card.
- At each participating booth, funeral directors will have their passport stickered.
- **A \$1,000 grand prize drawing will be held at the conclusion of the Convention.**

SPONSORSHIP OPPORTUNITIES

Food and Beverage Sponsorships:

Expo Hall Networking Lunch - \$2,500 (4 available)

TWO SPONSORS PER LUNCH FOR A MORE AFFORDABLE OPTION!

Stand out as an Expo Hall Networking Lunch Sponsor and treat PFDA Convention attendees to a memorable lunch experience in the exhibit hall on Tuesday, June 9th or Wednesday, June 10th. Sponsors will help fuel attendees with a hearty yet healthy American-themed buffet, and convenient walking food options designed to keep conversations and connections going. These lunches create the perfect setting for sponsors, exhibitors, and attendees to enjoy great food while building meaningful relationships. Lunch will be expertly catered by Kalahari Resort, ensuring quality at every meal. Sponsors will receive prominent recognition through on-site signage, and acknowledgment in all Convention materials and programs. This sponsorship also has the option to send in swag such as napkins with company logo and materials for lunch tables.

Tuesday Mimosa Bar - \$3,500 (exclusive)

INCLUDES 30 COMPLIMENTARY DRINK TICKETS TO HAND OUT!

Stand out as the Mimosa Bar Sponsor and add a splash of sparkle to the Expo Hall experience. This popular feature invites attendees to mix, mingle, and refresh while enjoying a custom mimosa during exhibit hours. As the sponsor of this **cash bar**, your name will be front and center in a relaxed, social setting that encourages conversation and connection. It's the perfect way to draw traffic, and leave attendees with a great taste! The sponsor will receive prominent recognition through on-site signage, and acknowledgment in all Convention materials and programs. This sponsorship provides the option to send in cocktail napkins with company logo as well as other swag.



Wednesday Bloody Mary Bar - \$3,500 (exclusive)

INCLUDES 30 COMPLIMENTARY DRINK TICKETS TO HAND OUT!

Make a strong impression as the Bloody Mary Bar Sponsor and bring excitement to the Expo Hall. This inviting feature allows attendees to order their perfect Bloody Mary with classic and creative garnishes while mixing and networking on the show floor. As the sponsor of this **cash bar**, your name takes center stage, drives exhibit hall traffic and sparks easy conversation. It's a flavorful way to stand out, while engaging attendees. The sponsor will receive prominent recognition through on-site signage, and acknowledgment in all Convention materials and programs. This sponsorship also provides option to supply cocktail napkins with company logo as well as other swag.

Coffee & Breakfast - \$2,500 (3 available)

Brighten PFDA Convention-goers' mornings with a freshly brewed array of coffees and teas and a lite breakfast to start their day off right. Beverages and breakfast will be provided by Kalahari Resorts each morning: Monday, Tuesday, and Wednesday. Sponsors will be recognized with signage onsite and acknowledgment in all Convention materials and programs.

SPONSORSHIP OPPORTUNITIES

Food and Beverage Sponsorships:

All Day Beverage Station - \$2,000 (3 available)

Stay top of mind all day long as the All-Day Beverage Station Sponsor. This high traffic station keeps convention attendees refreshed and energized with water and coffee readily available throughout each day. Positioned in a central location near the registration desk, the beverage station naturally draws consistent foot traffic, giving your company repeated exposure as attendees stop to recharge and refuel. It's a simple, effective way to support attendee comfort while keeping your company visible from morning to afternoon. Sponsors will be recognized with signage both onsite and in Convention long program recognition.

Session Sponsorships:

Keynote - \$3,500 (1 available)

General Session - \$2,500 (6 available)

Support the PDFA Convention at the heart of its function, the programming. With renowned speakers covering an array of topics, the 2026 speaker and session line-up are sure to be well received by the many funeral directors in attendance. This sponsorship includes event signage and Convention long program recognition as well as 5 minute mic time during the session you sponsor.

Special Event Sponsorship:

An Evening Soirée - \$4,500 (exclusive)

Join us for an elegant evening featuring an incredible buffet, perfectly mixed cocktails, smooth music, and inspiring remarks from PFDA leadership. Enjoy the opportunity to mix and mingle with board members while celebrating tradition, service, and the future of our profession. This is a ticketed event. This sponsorship includes two tickets to the event, event signage and Convention long program recognition as well as 5 minute mic time during event with a table available for swag.

Red, White & Brew Bash - \$4,000 w/cash bar (exclusive) \$6,500 w/open bar

A FUN & POPULAR EVENT WITH SILVERFOX BACK ON STAGE!

To cap off the opening day of the PFDA Expo Hall, enjoy live music by SilverFox from 4:30-7:30pm in the Expo Hall. Join PFDA Members for an all-American evening of great music, light bites, and cocktails while connecting with colleagues and vendors in a spirited, patriotic atmosphere. Wear your best red, white and blue! This sponsorship includes 30 additional drink tickets if the cash bar option is selected, event signage and Convention long program recognition as well as 5 minute mic time during event and the option to supply swag for the event. The sponsor has the option to fully cover the bar tab at this member favorite event.



SPONSORSHIP OPPORTUNITIES

Convention-wide Sponsorships:

**THESE SPONSORSHIPS GO FAST!
MAXIMUM EXPOSURE.
ALL WEEK LONG.**

Name Badge Holder - \$3,000 (exclusive)

Elevate your presence at the PFDA Convention, your logo will be prominently featured on every attendee's badge holder placing your company at the center of every introduction, handshake, and conversation. Because badges are required for access to all sessions, events, and the exhibit hall, your brand receives nonstop exposure from morning to night. If you're looking for continuous visibility all week long, this is it. You will also receive Convention long program recognition.

Registration Bags - \$3,000 (exclusive)

Maximize your company's reach as the official PFDA Convention Registration Bag Sponsor, a sponsorship that quite literally goes wherever attendees go! Each registrant will receive this bag upon arrival, putting your logo directly into the hands of every attendee from day one. Throughout the Convention, attendees rely on these lightweight totes to carry materials, and exhibitor information, giving your company continuous exposure across sessions, networking events, and the exhibit hall. All designs will be reviewed and approved prior to production. You will also receive Convention long program recognition.

Therapy Puppy Booth - \$3,000 (exclusive)

One of the most beloved features of the Convention, attendees ask year after year if the puppies are coming back. By sponsoring this favorite stop, your name will be associated with creating feel good moments that attendees won't forget! Your sponsorship includes prominent signage and Convention long recognition, ensuring your company is front and center at one of the most photographed and visited spots of the Expo Hall.



The Big Balloon- \$3,000 (exclusive)

Put your company on display, literally! As the official Balloon Sponsor of the Convention. Positioned throughout the event space during the entire three day Convention, these eye-catching balloons provide continuous visibility and serve as natural landmarks attendees will see again and again. It's a simple yet powerful way to keep your company in sight from the moment guests arrive until the event wraps up. There will be signage with your logo at each spot balloons appear and Convention long program recognition.

Floor Decals - \$3,000 (exclusive)

LOCATED IN HIGH TRAFFIC AREAS THROUGHOUT KALAHARI'S LARGE SPACE!



Help PFDA Convention attendees find their way to the important places they need to be at the 2026 Convention, while displaying your company's logo with custom made floor decals. These large, highly visible decals will be used throughout the hotel and Expo Hall to help guide attendees, while at the same time featuring your company's name. Designs will be reviewed by sponsor prior to manufacturing.

EXHIBITOR APPLICATION & CONTRACT

2026 PFDA CONVENTION & EXPO

COMPANY INFORMATION	
Exhibiting Company Name:	
Address:	
City/State/Zip:	
Daytime Phone:	
Email:	
Website:	
Person Completing Form:	

Each exhibit booth package includes two (2) complimentary registrations for onsite company representatives to attend the Expo, all Expo food functions, education sessions, and non-ticketed social activities.

Additional badges for company employees may be purchased for \$185.00 each.

Spouse/Guest Registration Fee: \$185.00 each.

Guests are persons outside of funeral service, cemetery and related professions who are accompanying a registrant.

ALL REPRESENTATIVES AND SPOUSE/GUESTS MUST WEAR A NAME BADGE TO ENTER THE EXHIBIT AREAS.

If any of the below registrants have any special needs due to a disability, please attach a statement of their needs.

COMPANY REPRESENTATIVE BADGE REQUESTS	
Print Name Exactly as it is to appear on badge	REGISTRATION FEE
1.	COMPLIMENTARY
2.	COMPLIMENTARY
3.	\$185
4.	\$185
5.	\$185
6.	\$185

SPOUSE/GUEST REGISTRATION	
Print Name Exactly as it is to appear on badge	REGISTRATION FEE
1.	\$185
2.	\$185

EXHIBITOR APPLICATION & CONTRACT

2026 PFDA CONVENTION & EXPO

BOOTH SELECTION & FEES

All booth space contracts received will be assigned on a first come, first serve basis after sponsors. Please indicate preferred booth selections: (see Expo Floor plan)

Booth Size:

1st Choice:

2nd Choice:

3rd Choice:

4th Choice:

Exhibit Fee Selection:

- | | |
|---|---------|
| <input type="checkbox"/> 20'x20' Booth | \$3,500 |
| <input type="checkbox"/> Automotive Space | \$1,600 |
| <input type="checkbox"/> 10'x10' Booth | \$1,200 |
| <input type="checkbox"/> 8'x8' Booth | \$900 |
| <input type="checkbox"/> 6' Tabletop | \$650 |

PASSPORT TO CASH SPONSORSHIP

Passport to Cash Sponsorship:

\$150

EXHIBIT SPECIFICATIONS

Height at highest point:

Dimensions (depth x width):

Weight (max.):

COMPETITION PROXIMITY

The PFDA will make every effort to comply with your request to be close or separated from specific companies. However, this may not always be possible. The PFDA will have final authority on booth assignments. Please list names of specific companies:

We wish to be CLOSE to:

We wish to be SEPARATED from:

Products you will be exhibiting:

EXHIBITOR APPLICATION & CONTRACT

2026 PFDA CONVENTION & EXPO

PAYMENT INFORMATION	
Booth Total:	\$
Additional Badge Total:	\$
Passport to Cash Sponsorship Total:	\$
TOTAL ENCLOSED:	\$
<input type="checkbox"/> Check	Please make checks payable to PFDA
<input type="checkbox"/> Credit Card	Credit Card Number:
Name as it appears on card:	
Expiration Date:	
Security ID:	
Credit Card billing address:	
Authorized Signature:	

AUTHORIZED REPRESENTATIVE	
<p>The following individual will serve as the authorized representative of the company listed above regarding the 2026 PFDA Convention & Expo. This person will receive all exhibit related mailings regarding the Expo. I have read the rules and regulations pertaining to the 2026 PFDA Convention and Expo (see Rules of Expo), and agree that all representatives and exhibiting personnel from my company will comply with them.</p>	
Print Name of Authorized Representative:	
Address (if different from company):	
Email Address:	
Signature of Authorized Representative:	

Submit completed Exhibitor Application & Contract to:
PFDA Convention Exhibitor
7441 Allentown Boulevard | Harrisburg, PA 17112
Email: abby@pfda.org | Fax: (717) 545-7360
Questions: Please call 717-545-7215 (option 1)

SPONSORSHIP APPLICATION & CONTRACT

2026 PFDA CONVENTION & EXPO

COMPANY INFORMATION

Sponsoring Company Name:	
Address:	
City/State/Zip:	
Daytime Phone:	
Email:	
Website:	
Person Completing Form:	

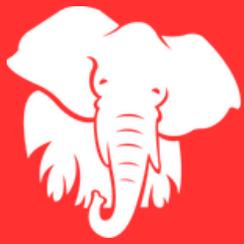
SPONSORSHIP SELECTION (Please Circle)

Sponsorship Type:	Cost:	Sponsorship Type:	Cost:
An Evening Soirée (exclusive)	\$4,500	Red, White & Brew Bash (exclusive)	\$4,000 Cash Bar \$6,500 Open Bar
The Big Balloon (exclusive)	\$3,000	Mimosa Bar (exclusive)	\$3,500
Puppy/Dog Booth (exclusive)	\$3,000	Bloody Mary Bar (exclusive)	\$3,500
Expo Hall Networking Lunch (4 available)	\$2,500	Keynote Speaker (exclusive)	\$3,500
Name Badge Holder (exclusive)	\$3,000	General Session (6 available)	\$2,500
Floor Decals (exclusive)	\$3,000	Coffee & Breakfast (3 available)	\$2,500
Registration Bags (exclusive)	\$3,000	All Day Beverage (3 available)	\$2,000

PAYMENT INFORMATION

TOTAL ENCLOSED:	
<input type="checkbox"/> Check	Please make checks payable to PFDA
<input type="checkbox"/> Credit Card	Credit Card Number:
Name as it appears on card:	
Expiration Date:	
Security ID:	
Credit Card billing address:	
Authorized Signature:	

Submit completed Sponsorship Application & Contract to: PFDA Convention Sponsor
7441 Allentown Boulevard Harrisburg, PA 17112
Email: abby@pfda.org | Fax: (717) 545-7360



Kalahari
RESORTS & CONVENTIONS

Why Kalahari?

From dynamic meeting spaces to exceptional accommodations, everything you need is under one roof ensuring a seamless event from start to finish.

Kalahari Resorts & Conventions – Pocono Mountains, PA, is located immediately off I-380 at Pocono exit 3, ideally placed for the Tristate area in the Pocono Mountains; less than 4 hours from Washington DC Metro Area, about 2 hours from New York, 2 hours from Philadelphia, 2 hours from Harrisburg, and 30 minutes from Scranton.

HOTEL AMENITIES

- America's Largest Indoor Waterpark
- Outdoor Waterpark
- 40,000 sq. ft. interactive arcade featuring black light mini golf, XD Dark Ride, mini bowling, escape room, arcade games, & more
- Spa Kalahari & Salon
- Dedicated loading dock
- Full-service business center
- Complimentary Wi-Fi throughout
- 10-hour ergonomic convention chairs
- Enhanced load-in & load-out capabilities
- Gorilla Grove Treetop Adventures featuring ropes courses, ziplining, & mini golf
- Multiple and varied retail shops

DINING & DRINKS

- Double Cut Steak House
- Sortino's Italian Kitchen
- B-LUX Grill & Bar
- Great Karoo Marketplace Buffet
- Cinco Niños
- The Last Bite
- Marrakesh Market
- Java Manjaro
- MACS
- Redd's Piano Bar and Lounge
- Waterpark Dining & Libations

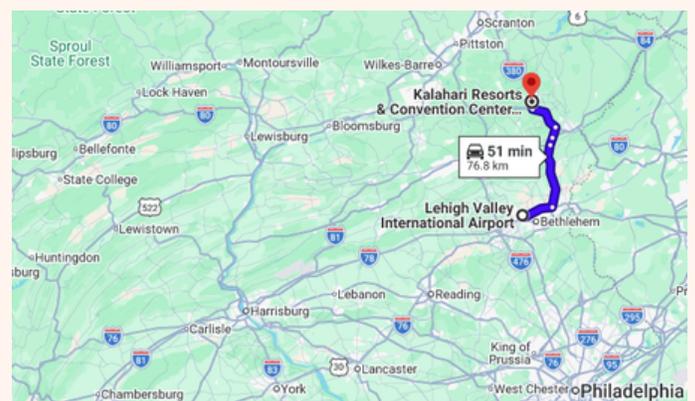
GUEST ROOMS

- 977 Guest Rooms & Suites
- All rooms include: a microwave, coffee maker, refrigerator, iron, ironing board, in-room safe, complimentary Wi-Fi, remote control television with cable, alarm clock, voicemail system, hair dryer, & luxurious bath amenities

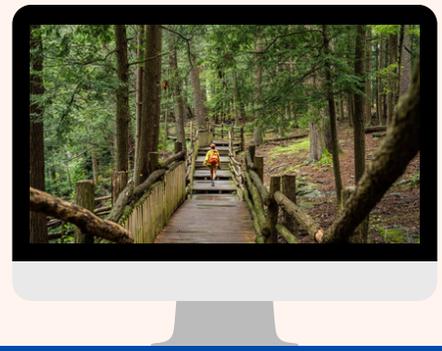


Airport

The nearest major airport is Lehigh Valley International Airport, located at 3311 Airport Road in Allentown, Pennsylvania, approximately 45 minutes away. There is also the smaller Wilkes-Barre Scranton International Airport that is 30 minutes away.



THINGS TO DO NEAR *Kalahari Resorts*



Pocono Manor, Pennsylvania is a scenic community in the Pocono Mountains known for its outdoor recreation, historic charm, and year-round activities. Golfers can enjoy rolling fairways and mountain vistas at courses such as Pocono Manor Golf Course, an 18-hole layout with a long local history and challenging yet fun design touched by early architects William Flynn and Donald Ross. The surrounding region also offers other great golf options nearby, including Buck Hill Golf Club and Jack Frost, giving players of all skill levels variety and beautiful scenery to explore.

Just a short drive from Kalahari is Mount Airy Casino Resort in Mount Pocono, a premier destination for adults offering an expansive casino floor with slots, table games, a poker room and sportsbook alongside luxury hotel accommodations, multiple dining venues, and spa services.



Beyond golf and casino fun, the Pocono region has plenty to keep visitors entertained including scenic hiking, boating, and outdoor adventures throughout the mountains and nearby lakes. With natural beauty, recreational variety, and both leisurely and high-energy activities like the Pocono Premium Outlets close at hand, Pocono Manor and the surrounding area offer something for golfers, casino visitors, families, and outdoor lovers alike.

Top Golf Spots

Perfect for golfers of all skill levels — from scenic mountain courses to historic fairways:

- Pocono Manor Golf Course – Classic 18-hole course with history and charm.
- Mount Airy Golf Club – Play famous holes tied to the neighboring casino resort experience.
- Buck Hill Golf Club – Historic course set in rolling forested terrain.
- Pinecrest Lake Golf & Country Club – A scenic round with lake views.
- The Shawnee Inn and Golf Resort – Legacy golf plus riverside views.
- Jack Frost National Golf Club – Great for swing practice or casual play.

RULES OF THE EXPO

The following Rules & Regulations pertaining to the 2026 Pennsylvania Funeral Directors Association Convention & Expo have been set forth herein for the interest of Exhibitors and their cooperation is requested. They are not considered all-inclusive, nor are they deemed or considered to be exclusive of such other reasonable rules and regulations that may or might become necessary to properly conduct this exposition. Such timely regulations and decisions as shall be necessary in addition to the following shall be at the discretion and judgment of the Pennsylvania Funeral Directors Association ("PFDA") Executive Director & General Counsel, whose decisions and rulings shall be final in all cases, in addition to those explicitly enumerated herein. By signing the Booth Space Application & Contract, the exhibitor agrees for itself and its representatives to abide by all such rules and regulations contained in the contract the company has entered into as well as the decision of the exposition management and the PFDA Executive Director & General Counsel in interpreting the same.

Exhibitor Personnel and Badges

Exhibitors will be provided identification badges in accordance with exhibitor convention registration policy. **Badges ARE NOT transferable to anyone and will be required for admittance to the exhibit halls.** To be permitted entrance to the exhibit halls, an organization or person(s) supplying goods and services to funeral service, cremation, memorialization and cemetery industry must have contracted for booth space. Unregistered booth personnel not appearing on the exhibitor personnel list will not be permitted entry to the exhibit halls. Two (2) complimentary badges for exhibiting company employees are provided with each booth space. Additional badges for booth personnel may be purchased. Exhibitors pre-registered will be issued badges at the convention registration desk. Any exhibitor not pre-registered prior to the convention must show proper company identification at the registration desk in order to obtain and pay for the badge.

Badge Requirements

All Exhibitors are required to wear exhibitor badges issued by PFDA for the company under which they are registered on the exhibit floors and at all convention activities/functions. Exhibitors may enter the exhibit halls on show days, a half hour prior to the scheduled opening of exhibit activities. At all other times, access to the exhibit areas when the exhibit areas are closed must be approved by the convention coordinator.

Exhibitor Representatives

Each exhibiting company shall assign at least one person to be its representative in connection with the installation, operation and removal of its exhibit. The representative shall be the agent of the Exhibitor and shall have the authority to enter into this agreement and such service contracts as may be necessary, on behalf of the exhibitor. All business between the PFDA and the exhibitor will be conducted only through the company's designated representative and no other person. Exhibitors desiring to change representatives must notify the Association in writing.

Soliciting by Non-Exhibitors

Prohibited soliciting in any manner within the exhibit areas or anywhere on the hotel premises, including rooms, suites, restaurants, bars, and parking lots during the Annual Convention and Exposition by any supplier, individual, group, company or firm, within or outside the industry, is strictly forbidden unless said person, group or firm has contracted for rental of booth space with the PFDA. Anyone violating this policy will be escorted from the Exposition Areas and/or from the Hotel property and their registration credentials revoked.

Restrictions on Exhibiting

No company or individual is permitted to exhibit, if found guilty of fraudulent, criminal or illegal activity.

Outside Expo and Activities

The exhibitor agrees, subject to expulsion from the show and its firm from convention functions and activities, not to exhibit its products or services or to directly promote or otherwise exploit its company, products or services outside the exhibit areas, including on the outside premises of the host hotel and in the parking areas. Exhibitors also agree not to entertain convention attendees during the expo and convention program hours in a rental function room, hospitality suite or other rented facility, or otherwise induce attendees away from the show or scheduled convention events.

Spanning Aisle

Aisle space is to be kept open at all times and may not be used by exhibitors as paid space, even if that exhibitor has a row of booths on each side of an aisle. Exhibitors are to use only the space they have paid for as part of their booth.

RULES OF THE EXPO

Booth Guidelines

If an exhibitor is using its rental space in a manner that is detrimental to the Association, convention or expo, or infringes on the rental of space by other exhibitors (including sight observation, soliciting products or services outside of the booths assigned, excessive noise, heat, light or pollution emanating from exhibits, or if an exhibitor's display is not in keeping with the character and purpose of the show) the Association through its Executive Director & General Counsel reserves the right to request corrective action. Exhibitors are not permitted to solicit business in booths other than their own or in the aisles. If an exhibitor is unable or refuses to comply with this request, the Association reserves the right to cancel the use for that space, or bar from the Expo Hall(s) that exhibit or any part of that exhibit, person or thing, and to remove the exhibit from the Expo Hall. In the event that such action is necessary, the exhibitors shall forfeit all money paid or due the Association for rental of the booth space.

Cancellation of Booth Space

The exhibitor shall give the PFDA written notice of intention to cancel or withdraw from the exposition. In the event that notice is received by **April 30, 2026** the exhibitor will receive a refund. If notice is received after **April 30, 2026**, no refunds will be made and the canceling party will be liable for the entire rental fee in the event that the Association is unable to resell the space(s).

Subletting Space

No exhibitor shall assign, subject or apportion the whole or any part of the space allotted to it, nor exhibit therein, nor permit any other person or party to exhibit therein, any goods other than those manufactured or handled by the exhibitor in the regular course of its business.

Unoccupied Space

The PFDA reserves the right to rent to any other exhibitor previously rented but unoccupied space after 9:30am on the opening date of the exhibition. Moreover, this clause shall not relieve the exhibitor who contracted for the booth space of the financial obligations to pay the full amount, or any portion thereof, of said rental fee, in the event that the PFDA is unable to rent the space at the same rental rate as agreed to by the entity originally assigned the space.

Warranties or Guarantees

The PFDA makes no warranties or guarantees with respect to the quality of service or products marketed by any vendor or exhibitor at this convention and exposition.

Protection of the Public

Exhibitors must protect machinery and exhibits to ensure that no injury will result to the public, visitors, guests, employees or any other person or property. Exhibitors agree to indemnify and hold harmless the PFDA and its officers, directors and employees for any and all claims which may result on account of injury, loss or damage sustained upon the space occupied by the exhibitors respectively, or on account of machinery and property under the control of such exhibitors or on account of negligence of exhibitors, their representatives, employees or agents.

Acts of God

The performance of this agreement by either the PFDA or the exhibitor is subject to Acts of God, war, terrorism, government regulation, disaster, strikes, civil disorder, and curtailment of transportation facilities or other emergencies making it inadvisable, illegal or impractical to provide the facilities or to hold the Annual Convention & Expo. It is provided that this agreement may be terminated for any one or more such reasons by written notice from one party to the other without liability. The Exhibitor shall waive any claim for damages or compensation, except of the pro rata return of amounts paid for space, after the deduction of actual expenses incurred in connection with the Exhibit, and there shall be no further liability on the part of either party

Liability

Neither the PFDA nor Kalahari Resorts shall be responsible for any loss, damage, or injury that may occur to the Exhibitor or the Exhibitor's agents or property from any cause whatsoever, prior to, during, or subsequent to the period covered by the exhibit contract; and, the Exhibitor, on signing the contract, expressly releases PFDA from and agrees to indemnify same against any and all claims, fees, penalties, costs, fines, including reasonable attorney's fees, for such loss, damage, or injury. Any damage to the building due to acts or omissions of the Exhibitor must be paid for by the Exhibitor causing same. PFDA shall not be responsible for any damage to the exhibitor's business for failure to provide space for the exhibit, for the removal of same, or for failure to hold meetings as scheduled. Exhibitor's sole remedy for breach of any obligation on the part of PFDA is a pro rata refund of any monies paid by exhibitor for exhibit lease space or other assessments. The Exhibitor agrees to abide by the above rules and regulations for the convention. Any deviation, without the permission of PFDA, may result in removal from the show and forfeiture of any monies paid. The Exhibitor whose name appears on this contract takes responsibility for and shall indemnify the PFDA for any liabilities incurred by any and all individuals representing the Exhibitor while at the convention or exhibits. It is recommended that exhibitors obtain adequate insurance coverage at their own expense for property loss or damage and liability for personal injury.

2026 CONVENTION & EXPO

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PENNSYLVANIA FUNERAL DIRECTORS



A S S O C I A T I O N