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ICCFA CONVENTION & EXPOSITION BRINGS PROFESSION TOGETHER IN THE BIG EASY

STERLING, VA (May 12, 2016)—The International Cemetery, Cremation and Funeral Association’s Annual Convention & Exposition, April 13-16 in New Orleans, Louisiana, drew 2,006 total attendees and 563 supplier booths. The convention also welcomed at least 436 first-time attendees.

The breakdown for the 2016 attendance numbers is as follows:

- Total cemetery, funeral home, crematory and allied business representatives: 959
 - 25 percent representing combination cemetery/funeral home operations
 - 21 percent representing stand-alone cemeteries
 - 32 percent representing stand-alone funeral homes
 - 5 percent representing stand-alone pet loss providers
 - 16 percent "other," including insurance agents, mortuary school faculty, representatives of industry associations and others
- Spouse/guest registrations: 155
- Exhibitor and supplier registrations: 1,074

Attendees classified their positions as follows:

- Owners: 35 percent
- Managers: 48 percent
- Staff: 17 percent
- Final purchasing authority: 54 percent
- Make purchasing recommendations: 40 percent
- No purchasing authority: 6 percent

The convention hosted 136 international attendees representing 17 countries outside of the United States.

Attendees rated the event highly, with 82 percent indicating their overall convention experience was “excellent” or “very good,” and 88 percent indicating they “definitely” or “probably” will attend the ICCFA 2017 Convention.

Among the comments:

- “As a first-time attendee, I gained a lot of helpful information. Great conference!”
Jacqueline Kreh, Stauffer Funeral Home, Frederick, Maryland
- “(Sessions I attended) were uplifting and encouraging and packed with information to take back to my business and apply immediately.” Lisa Goudy, Higgins Chapel & Oak View Memorial Park, Antioch, California
- “(I) needed to say how impressed I was overall by the convention. We were so impressed and pleased! Well done all round. Thank you!” Rick Walter, Missoula Funeral Homes, Missoula, Montana

More than 71 percent of exhibitors rated their overall exposition experience as favorable. Asked about their plans for the 2017 Convention & Exposition, 72 percent indicated they planned to exhibit.

Founded in 1887, the International Cemetery, Cremation and Funeral Association is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. Its membership is composed of more than 9,100 rooftop locations and 20,000 professionals in the cemetery, funeral home and crematory industries, as well as supplier and related businesses worldwide.

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