

## Consumer Media Guidelines

### ***Welcome to the 2025 National Funeral Directors Association International Convention & Expo!***

*We're pleased to welcome members of the media to our annual event, the world's largest gathering of funeral service professionals. This event offers a powerful opportunity to tell the true story of funeral service – to showcase how funeral directors compassionately guide families through grief, honor lives in deeply meaningful ways and embrace evolving traditions in memorialization.*

*If I can assist you while you are onsite, please don't hesitate to contact me:*

*Jessica Koth, Director of Public Relations  
262-402-7764 – jkoth@nfda.org*

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***By attending the NFDA International Convention & Expo and related events, you agree to abide by the following media guidelines. NFDA reserves the right to revoke media credentials at any time if these guidelines are violated.***

#### **Media Credentials**

- NFDA welcomes members of the editorial staff from print, broadcast, digital and audio media outlets – including both consumer and funeral trade media – to attend the Convention at no charge.
- Press credentials are issued solely to working journalists with editorial responsibilities.
  - Freelance journalists may be asked to provide a letter of assignment from a recognized news outlet and/or recent bylined work.
  - NFDA may request official media ID or a business card.
- All requests for credentials are subject to the sole discretion of the NFDA Director of Public Relations.
- Upon arrival, please check in at the Convention Registration Desk to obtain your press badge.
- Press badges must be worn and visible at all times while onsite.

#### **Media Room**

- A dedicated press room is available in Room N231 of the McCormick Place Convention Center. You're welcome to use this space for interviews, filing stories, or taking a break between sessions.

#### **Interviews, Photography & Recording**

- Interviews with attendees are welcome and encouraged. However:
  - Please obtain consent before recording, photographing or filming any individual or booth of an exhibiting company.
  - Respect exhibitor and attendee privacy, and be mindful of sensitive conversations.
  - Audio or video recording of education sessions is strictly prohibited.
- Interviews with presenters may be arranged through NFDA.
- Media may not conduct formal surveys of attendees without prior approval from NFDA.

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## **Education Sessions**

- Most educational sessions are open to media coverage.
  - Exceptions: Embalming and restorative arts sessions are closed to the media due to the sensitive nature of the content. Only licensed funeral professionals may attend these. Prohibited workshops are:
    - Enhancing Open Casket Viewings: Techniques for Severe Trauma Cases (Sunday)
    - Navigating the First Solo Embalming: Bridging the Gap for Apprentices (Sunday)
    - Color Theory & Airbrush Cosmetics (Sunday)
    - The Value of Viewing – Marketta's Legacy (Monday)
    - Timely Preservation: Preparing Delayed Cases & Long Term Holds (Tuesday)
    - Preserving Legacy: Why We Embalm (Wednesday)
    - Uncommon Injection Points (Wednesday)
- While speakers are aware that media representatives may wish to cover their education session, please introduce yourself to the presenter before the session begins and request permission to cover the session.
- Please do not ask questions during the Q&A portion; follow-up interviews can be arranged.
- Workshop handouts may not be copied, photographed or shared.

## **Expo Hall Access**

- Members of the media may enter the Expo Hall only during official exhibit hours:
  - Monday, October 21: Noon – 5 p.m.
  - Tuesday, October 22: Noon – 5 p.m.
  - Wednesday, October 23: 9 a.m. – Noon
- Exhibitors should be asked for permission before recording or photographing booths, products, or staff.

## **Ticketed & Special Events**

- If you'd like to attend any ticketed events (i.e., Funeral Professionals – Young and New event, city tours/excursions), please contact Jessica Koth in advance. Media passes for these events are limited and not guaranteed.

## **Distribution of Publications**

- Media outlets may not distribute printed or promotional materials to attendees unless:
  - They have an exhibitor booth (distribution allowed only from the booth).
  - They are a sponsor of a specific event (distribution allowed only at that event).
- Distribution at NFDA-sponsored events or throughout the Convention Center is not permitted.

**We thank you for your professionalism and interest in covering the funeral service profession. We're proud to support your work in telling the powerful stories of service, compassion, innovation and community that define our members.**