



# SAFPA INTERNATIONAL CONVENTION

24 - 27 | MAY 2026

DURBAN ICC, SOUTH AFRICA

## Exhibitor Prospectus

The South African Funeral Practitioners Association (SAFPA) invites exhibitors to participate in its inaugural International Convention, taking place from 24–27 May 2026 at the Durban International Convention Centre (ICC).

This prospectus outlines the available exhibition packages, benefits, and commercial opportunities designed to ensure strong return on investment, visibility, and direct engagement with ±1,500 local and international delegates.

## Exhibition Hall Opportunities

### Why Exhibit at SAFPA?

The SAFPA Convention Exhibition Hall is the heartbeat of the event. It is where decision-makers, funeral practitioners, suppliers, service providers, and industry leaders converge to connect, collaborate, and conduct business.

With over 1,500 delegates and industry stakeholders, the exhibition floor is designed to maximise visibility, engagement, and strategic positioning within the funeral and allied services sector.

Whether you are launching a new product, strengthening your footprint, or positioning your brand for future sponsorship elevation, there is a package tailored for you.





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## STANDARD EXHIBITOR PACKAGES

### 3m x 3m Stand

#### STANDARD EXHIBITOR

Price: **R15,000** | Available: **100 Stands**

#### Package Includes:

3m x 3m shell scheme (space + fascia board).  
1 table and 2 chairs.

**Company listing in the official exhibitor directory (print and digital).  
Access to exhibition floor networking sessions.**

#### Package Excludes:

No speaking opportunity.  
No branding on the main programme.  
No inclusion in official digital media streams.  
2 Exhibitor Badges

#### Ideal For:

Small to medium suppliers.  
First-time exhibitors.  
Brands testing market presence.

**This package provides solid exposure within a professionally curated exhibition environment at an accessible entry level.**







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## ENHANCED EXHIBITOR PACKAGES

### 6m × 3m Stand

#### ENHANCED EXHIBITOR

Price: **R20,000** | Available: **30 Stands**

#### Package Includes:

- Larger exhibition footprint.
- Priority aisle placement.
- Enhanced fascia branding.
- 2 Exhibitor Badges

#### Value-Add Opportunities:

**Option to upgrade into a Masterclass or Workshop session.**

#### Access to branding bolt-ons

(lanyards, programme ads, digital screens, etc.)

#### Ideal For:

- Growing brands seeking increased visibility.
- Product demonstrators.
- Companies preparing for future sponsorship positioning.

**This package offers expanded space, stronger brand presence, and upgrade flexibility.**





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## ANCHOR EXHIBITOR PACKAGES

### 10m x 6m Stand (Space Only)

#### ANCHOR EXHIBITOR

Price: **R50,000** | Available: **10 Stands**

#### Package Includes:

Prime exhibition location.  
Space-only allocation (custom build opportunity).

#### Logo placement on:

Exhibition hall entrance signage.  
Digital exhibitor map.  
4 Exhibitor Badges.

#### Ideal For:

Strategic Positioning.  
Positioned below Silver Sponsor but above standard exhibitors.  
Natural pipeline to Silver Partner (R500k).

**This tier provides premium visibility and strategic elevation within the exhibition hierarchy.**







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## PREMIER EXHIBITOR PACKAGES

### 10m × 10m Stand (Space Only)

#### PREMIER EXHIBITOR

Price: **R75,000** | Available: **10 Stands**

#### Package Includes:

Premium footprint.  
Corner or high-traffic placement.

#### Logo placement on:

Convention website (Exhibitors section).  
On-site digital screens (rotational display).  
4 Exhibitor Badges

#### Strategic Positioning

“Ideal platform before stepping into SAFPA Silver or Gold Sponsorship”

#### Ideal For:

Market leaders.  
Manufacturers.  
Corporate-level service providers.  
Brands planning long-term strategic partnership with SAFPA.

**This package is designed for maximum exhibition.  
Impact short of formal sponsorship.**





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DURBAN ICC  
INTERNATIONAL CONVENTION CENTRE  
SEA BREEZE CULTURAL ICC COMPLEX

### Elevate Your Exhibition Presence

These optional enhancements allow exhibitors and sponsors to amplify visibility, demonstrate thought leadership, and deepen delegate engagement.

### Thought Leadership Opportunities

**Price: R120,000**  
**Availability: Limited to 2**

30 Minute Branded Session

Inclusion in Official Programme

Pre-Registered Delegate Audience

Lead Capture Opportunity

Branded Session Room

Post-Event Delegate List (opt-in)



### Why Invest:

Position your organisation as an authority in the industry while engaging a focused, high-intent audience in a premium learning environment.







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### High-Visibility Branding Opportunities

**Lanyard Branding**  
**Price: R30 000**  
**Exclusive Opportunity: 1**

Worn by 1,500 Delegates

Visible Across 4 Days

Photographed in Media



### Why Invest:

Your brand becomes part of every interaction, every session, every handshake.





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## Programme Advertising.

| Placement                      | Price Suggestion |
|--------------------------------|------------------|
| Full Page (Inside Front Cover) | R50,000          |
| Full Page                      | R35,000          |
| 60–90 Minute Branded Session   | R20,000          |

### Why Invest:

Your brand remains visible from opening session to closing remarks.

## Direct Delegate Engagement

### Delegate Bag Inserts Price: R10 000

Physical Reach to 1,500 Delegates

One-Time Exposure

Printing Cost Borne By Advertiser



### Why Invest:

Guaranteed physical distribution ensures your material reaches every registered attendee.





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## VIP Lounge Branding

**Price: R15 000**  
**Exclusive Opportunity: 1**

Executive-Level Audience

Decision Makers

Controlled Environment

Strong Prestige Factor



### Why Invest:

Align your brand with influence, leadership, and executive-level engagement.

## Sponsored Networking Session (Gala Dinner Pre-Reception Sponsor)

**Price: R100 000 Availability: 2**

Verbal Acknowledgement

Short Welcome Address

Branding During Event

High Emotional | Relationship Moment



### Why Invest:

Own the moment where deals begin and partnerships form.



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## Catering Stations

### Availability: 3

Branding at high-traffic refreshment points

Strong lifestyle and dwell-time exposure



### Why Invest:

Your brand becomes part of the delegate experience at the exact moments they pause, ensures repeated, high-traffic exposure while aligning your brand with hospitality, generosity, and connection — the ingredients that naturally spark meaningful business conversations.

All exhibitor packages are structured to complement SAFPA's Platinum, Gold, and Silver Sponsorship tiers, while offering scalable commercial visibility. Exhibitors are encouraged to engage early to secure preferred locations and explore upgrade pathways into strategic sponsorship.

## Contact Information: SAFPA

### SAFPA National Office

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