

Create More Demand for Your Products at the Premier Products Showcase



“The Premier Products Showcase allows Design Master to present our products to an ‘all-industry’ audience with the creativity and professional presentation of an accomplished PFCI commentator. The third-party endorsement and creative vision with our products is powerful — much better than just having me say, ‘This is really great stuff!’”

— Dwight J. Larimer, AAF, PFCI, President, DESIGN MASTER color tool inc.



SAF's convention features an educational products demonstration — the Premier Products Showcase (PPS). Year after year, PPS is the most popular educational session at the convention! Expert product promoters from Professional Floral Communicators – International (PFCI) display your products and deliver your sales message to a captive convention audience. The promoters keep it fast and fun. In 2014, they presented it with a groovy '70s theme. In 2015, they went to the circus! This year, it's the college of cool at the University of PPS!

Why You Need to Exhibit in the Premier Products Showcase

- **It is the highest-attended educational session** at the convention.
- Your company and products get a **third-party endorsement** from a leading floral industry designer.
- **It's easy:** Complete the Exhibitor Form, provide talking points and images, and send the products to convention for us to show and talk about.
- **It's a bargain:** The exhibitor fee starts at \$300. In addition, **Supplier Expo exhibitors save \$150** on their PPS fee.
- **It's great PR:** You get post-event exposure when thousands of SAF Facebook fans and readers of Floral Management magazine see your products!

Why You Need to Connect with SAF Convention Attendees*

- **There are lots of them:** More than 450 attended the 2015 convention. SAF conventions in Hawaii have historically hit record-high attendance levels.
- **They take action:** 87% of retail attendees “met a supplier they plan to do business with.”
- **They have buying power:** 72% of retail attendees gross more than \$500,000 annually, and 54% gross more than \$1 million annually.

** Based on SAF Amelia Island 2015 post-convention survey, emailed to all attendees; 45% response rate.*

WHEN

Thursday, Sept. 22
at SAF Maui 2016

WHERE

Ritz-Carlton, Kapalua
Maui, Hawaii

EXHIBITOR DEADLINES

- **SUPPLIERS:** Return Exhibitor Form with payment by Aug. 3, 2016.
- **GROWERS:** Enter SAF's Outstanding Varieties Competition and return the Premier Products Showcase Exhibitor Form with payment by Aug. 26, 2016.

MORE INFORMATION

Visit: safnow.org/pps
Email: jscala@safnow.org
Call: SAF's Jenny Scala:
703-838-5216

Premier Products Showcase

The Floral Industry's Premier Products Demonstration
September 22, 2016 | Ritz-Carlton Kapalua, Maui, Hawaii
SAF's 132nd Annual Convention

EXHIBITOR FORM — SUPPLIER

Return to SAF with payment, product info and images by August 3, 2016.

MAIL: Society of American Florists, Attn: PPS
1001 N Fairfax St, #201, Alexandria, VA 22314

EMAIL: jscala@safnow.org | FAX: (703) 836-8705

CONTACT INFORMATION

Name _____

My Direct Phone _____

My Email _____

My Address _____

City _____ State _____ ZIP _____

COMPANY CONTACT INFORMATION FOR CUSTOMERS

Company Name _____

Website _____

Email _____

Phone _____

BUY Direct Via Wholesalers

COMPANY & PRODUCT INFORMATION & IMAGES

Please email all files to jscala@safnow.org

- Information and talking points about your company and each product.
- Company logo and one low-resolution image (3"x4" at 100 dpi) of each product for online and PowerPoint presentation.
- One high-resolution image (3"x4" at 300 dpi) of one product for placement in SAF's Floral Management magazine.

Exhibitor allows SAF the right to photograph products and use the photos at its discretion. Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising from exhibitor's participation and for injury or damage to exhibitor's displays, product, equipment and other property brought upon the premises of the hotel. Participation indicates that the exhibitor shall indemnify and hold harmless hotel agents and employees and the Society of American Florists' agents, employees, directors and membership from any and all such losses, damages and claims.

SAF CODE 50539-0-36-02-0

PRODUCTS (UP TO FIVE)

SAF will display and demonstrate these products, and list them on handouts and online. SAF selects one of these products to include in the Premier Products Showcase article in Floral Management magazine; denote your choice with an *asterisk.*

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

PREMIER PRODUCTS EXHIBITOR FEE

No. Products	SAF Member	Non Member
First 2	\$300	\$500
3	\$350	\$550
4	\$400	\$600
5	\$450	\$650

Supplier Expo exhibitors subtract \$150 from the Premier Products Showcase exhibitor fee.

ENTRY PAYMENT

- Check enclosed payable to SAF
- Call for my Credit Card Information
 - AMEX MasterCard Visa

CC # _____

Name on Card _____

Exp. Date _____ CVC code _____

Signature _____

REFUND POLICY Cancellation must be received in writing by Sept. 2. There will be no refunds after Sept. 2.

RANK THE PRESENTERS FROM 1-4, WITH 1 AS YOUR TOP CHOICE AND 4 AS YOUR LAST CHOICE. We will do our best to accommodate your request.

_____ Jenny Behlings _____ D Damon Samuel

_____ Jerome Raska _____ Lisa Weddel

Premier Products Showcase

The Floral Industry's Premier Products Demonstration
September 22, 2016 | Ritz-Carlton Kapalua, Maui, Hawaii
SAF's 132nd Annual Convention

FREQUENTLY ASKED QUESTIONS

What is the Premier Products Showcase (PPS)?

It is a demonstration of products presented as an educational session at the Society of American Florists' annual convention. Members of SAF's Professional Floral Communicators-International (PFCI), an organization of floral industry speakers, conduct the demonstrations.

What does my company get for exhibiting?

- A professional floral presenter from PFCI displays your product and delivers your sales message during the most popular educational session at the SAF convention. It is attended by some of the industry's top retail and wholesale floral business owners.
- Your product literature and samples will be given to attendees.
- Your company and product information is listed in a Showcase handout given to attendees. See last year's program handout at safnow.org/pps.
- Your product information will be posted in the 2016 Premier Products Showcase Photo Album on [Facebook.com/SocietyofAmericanFlorists](https://www.facebook.com/SocietyofAmericanFlorists).
- SAF's Floral Management magazine will feature one of your products in an article about the Premier Products Showcase after the event. See last year's article at safnow.org/pps.

How will my products be displayed? Will my products be shown with flowers?

Depending on the number of products in the PPS, each product will be displayed on a 6-ft table with up to three other products. Products will be shown with flowers.

How many samples of each product do I send?

You only need to send one sample. However, some PPS exhibitors send three samples so one can be shown with flowers, one without, and one just in case something happens in shipping. Convention-goers tell us they like to take home samples. We invite you to send 200 samples to be given to each audience member.

Will product samples be returned?

No. SAF does not return Showcase materials. You are welcome to pack and return ship your products and any display items you sent after the demonstration.

May I send promotional literature?

Yes. Send 200 pieces of promotional literature, and they will be given to the audience.

Tip: Send business cards! One comment we received from a past attendee is, "my wholesaler doesn't carry this item." If we have your business card, we can tell attendees to give their wholesalers your card.

Where do I send product samples and promotional materials?

SAF will send you shipping instructions and special mailing labels to use. Do not send products or handouts without using the special labels. Do not send products to SAF Headquarters.

When and where is the demonstration?

Thursday, September 22, 2016, 1:15 - 2:30 p.m.
SAF Maui 2016
SAF's 132nd Annual Convention
The Ritz-Carlton, Kapalua
Maui, Hawaii

Do I need to attend the Premier Products Showcase?

PFCI sets up all product displays and delivers all product messages, so it is not necessary. However, a representative should attend. It's a great opportunity to network with potential and current customers! Plus, you'll be surprised by what you'll learn from the PFCI presenter about your products.

Do I need to attend the SAF Convention?

The SAF convention is the place to network with the movers and shakers in all segments of the floral industry — retailers, wholesalers, growers, suppliers, wire service reps, trade groups, publications, designers and educators. Along with networking, educational business-building programs and inspiring motivational presentations are offered.

Please consider registering and attending the SAF convention. **For details, visit safnow.org/annual-convention.**

May I talk to the commentator who will demonstrate my products before the Showcase?

Yes. The speaker will contact you in early September.

What is the fee to exhibit?

The first two products are \$300 for SAF member companies; \$500 for non-member companies. \$50 for each additional product. Limit five products. If you also exhibit in SAF's Supplier Expo, you may deduct \$150 from your PPS fee.

What do I have to do?

By Aug. 3, 2016:

1. Return Exhibitor Form with payment to SAF.
2. Email info/images to: jscala@safnow.org.
 - Information for each product. For each product, list five bullet points that you would like projected on the PowerPoint slideshow to the audience and listed on the program handout.
 - Company logo and low-resolution images (3"x4" at 100 dpi) of each product for us to show in the PowerPoint slideshow and online.
 - A high-resolution image (3"x4" at 300 dpi) of the product you want shown in Floral Management magazine.
3. Consider registering to attend Maui 2016.
4. Ship product samples and promotional literature to the PPS following the mailing instructions and the mailing labels SAF sends you.

MEET THE PRODUCT PRESENTERS



Jenny Behlings, AAF, AIFD, PFCI, SDCF

Jenny Behlings opened her shop, Jenny's Floral, in 1987 in the heart of Custer, South Dakota. She is a member of SAF's PFCI Board of Trustees. At the state level, Behlings is active in the South Dakota Florists Association. In 2009, the South Dakota Center for Enterprise Opportunity named her SBA Women in Business Champion. Her business was named the Black Hills Small Business of the Year in 2010. She served several terms on the Custer Chamber of Commerce board, which named her the 1999 Individual of the Year. Behlings received formal floral design training at the University of Minnesota-Waseca.



Lerome Raska, AAF, AIFD, PFCI, CAFA

Jerome Raska is co-owner of Blumz by...JRDesigns, two retail floral and event operations in metro Detroit, and previously was general manager of a high volume multi-location floral operation. With more than 30 years of floral industry experience, Raska is a sought-after speaker who shares his design and business experience with florists, suppliers and the general public as a consultant and Teleflora Education Specialist.

Raska is past PFCI chairman and a recipient of its Tommy Bright Award. He is extremely involved in the Metro Detroit chapter of the International Special Events Society (ISES), National Association of Catering Directors (NACE), and his local Chamber of Commerce. He has served as President of the Michigan Unit of Teleflora as well as President of the North Central Chapter of the American Institute of Floral Designers and the Michigan Floral Association. He is serving on the product development teams for several companies.



D Damon Samuel, AAF, AIFD, PFCI, NAFD, NMF

D Damon Samuel is the in-house floral designer for the Bill Doran Company in Omaha, Nebraska, and owner of Design Expressions by D, an independent design consultation and event company. Samuel does presentations for regional and state floral conventions on floral design and new products. He is chairman of the PFCI Board of Trustees, and has served on many other industry boards and committees throughout his 30-year career including acting as president of the Nebraska Florists Society and president of the South Central region of the American Institute of Floral Designers. He also conducts advanced floral design classes for the Metropolitan Community College Horticulture Department in Omaha, Nebraska.



Lisa Weddel, AAF, AIFD, PFCI

Lisa Weddel owns L. Weddel Design in Highlands Ranch, Colorado, and has worked as a wedding consultant and head floral designer in various shops including her own. Her design work has been recognized in *Architectural Digest*, *Colorado Lifestyles and Homes* and *The Knot*. Weddel has presented at seminars and conventions throughout the industry as well as in the Denver community. Weddel is past PFCI chairman and is vice president of the American Institute of Floral Designers South Central Chapter.