

Create More Demand for Your Products at the Premier Products Showcase



What Convention Attendees Say:

“One of the most exciting programs at convention”

“One of my favorite programs”

“Great job by all speakers”

“Always a great presentation”

“Fun and entertaining”

“My favorite session, loved it”

What Suppliers Say:

“The third-party endorsement and creative vision with our products are powerful — much better than just having me say, ‘This is really great stuff!’”
— Dwight J. Larimer, AAF, PFCI, President, DESIGN MASTER color tool inc.

“The bonus was after the PPS — convention attendees came over to our Supplier Expo table to see what was presented! That was a direct result of the PPS!” — Vonda LaFever AIFD, CFD, PFCI, TeamFloral

“The PPS presentation is a perk. PPS exposure shows that you have something new and interesting to offer.” — Ryan Freeman, Strider Search Marketing

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.

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 takes place immediately before the Supplier Expo**, making it a great way to introduce you and your products and services to convention-goers.
- **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 people attend annually.
- **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 post-convention surveys, emailed to all attendees.*

WHEN

Thursday, Sept. 7, 2017
at Palm Beach 2017

WHERE

The Breakers
Palm Beach, Florida

EXHIBITOR DEADLINES

- **SUPPLIERS:** Return Exhibitor Form with payment by July 27, 2017
- **GROWERS:** Enter SAF's Outstanding Varieties Competition and return the PPS Exhibitor Form with payment by Aug. 18, 2017

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 7, 2017 | The Breakers, Palm Beach Florida
SAF's 133rd Annual Convention

EXHIBITOR FORM — SUPPLIER

Return to SAF with payment, product info and images by July 27, 2017

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

I am participating in the Supplier Expo.

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 Aug. 21. There will be no refunds after Aug. 21.

RANK THE PRESENTERS FROM 1-4, WITH 1 AS YOUR TOP CHOICE AND 4 AS YOUR LAST.

We will do our best to accommodate your request.

____ Jenny Behlings ____ Marlin Hargrove

____ Robbin Yelverton ____ Susan Wilke

Premier Products Showcase

The Floral Industry's Premier Products Demonstration
September 7, 2017 | The Breakers, Palm Beach Florida
SAF's 133rd 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 2017 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 #1: 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.
- Tip #2: This year's PPS theme is "In Living Color." If you have a color-oriented giveaway item (such as a color wheel, coloring book, etc.) please send for our swag bag.

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 7, 2017, 1:15 - 2:30 p.m.
SAF Palm Beach 2017
SAF's 133rd Annual Convention
The Breakers
Palm Beach, Florida

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 late August.

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 July 27, 2017:

1. Return Exhibitor Form with payment to SAF.
2. Email info/images to: jscala@safnow.org.
 - 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 for SAF Palm Beach 2017.
4. Ship product samples and promotional literature to the PPS following the mailing instructions and the mailing labels SAF sends you.

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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.



Marlin Hargrove, AAF, AIFD, PFCI

With over 35 years experience, Marlin has established himself as an influential leader in the floral industry. He is a graduate of Georgia Southern University, with a B.B.A. in marketing and received formal design training through completing the curriculum of both Shelton School of Floral Design and Phil Rulloda's advanced studies.

In addition to his years in the retail sector, his career is well rounded having held management and design positions on both the wholesale and manufacturing levels of the industry. This exposure led to many opportunities from personnel management to visual merchandising and product promotion.

Currently, he is a design consultant for the Pete Garcia Co., working in product development and showroom display. Capitalizing on his varied experience he brings to the table a realistic perspective balancing the constantly changing world market with the challenges that face today's floral artisans. As an active member of AIFD and member of the PFCI Board of Trustees, Marlin maintains a busy schedule traveling and sharing his passion for flowers through his unique style and candor.



Susan Wilke, AAF, PFCI, WCF

Susan Wilke with Karthaus and Sons Wholesale Florist in Germantown, Wisconsin champions florists as spokesperson for the Wisconsin Floral Marketing Council. She presents programs for the Wisconsin Realtors Home and Garden Show to promote the floral industry. Each year, Susan donates her design talent and serves as ringleader for horticulture speakers at the Wisconsin State Fair. Her tireless energy has helped keep the 11-day event in the news and also brought the Grand Champion Floral Challenge to Wisconsin. She brings a floral design contest to the event showcasing Wisconsin's AIFD members and Wisconsin Upper Michigan Florist Association (WUMFA) Academy winners to promote flower awareness. In 2014, Susan was inducted into the WUMFA Hall of Fame, as she was honored with the Special Service Award.

Viewers of the local Fox affiliate know they can count on her decor and gift-giving advice at all the major holidays and local high school students get to see her live performances at career days. Even when she's clowning around, she's helping others and promoting flowers. For parades and community events, Susan's alter ego, Primrose the Gardening Clown, is a natural joy-dispenser — handing out flowers and making a difference in the lives of everyone around her.



J. Robbin Yelverton, AAF, AIFD, PFCI, CF

Robbin is co-owner of Blumz by...JRDesigns Floral & Event Professionals in metro Detroit as well as a floral designer and educator. The National Alliance of Floral Associations, Mississippi Florist Association and Michigan Floral Association have recognized Robbin with Designer of the Year accolades.

Robbin shares his business and social media advice and award-winning design talents through the AIFD National Symposium, regional and state floral trade associations as well as wholesale and retail audiences, and consumers through SAF's aboutflowersblog.com.

He serves on the PFCI Board of Trustees, and is a member of the American Institute of Floral Designers and is a Michigan Certified Florist. A Southern gentleman, Robbin holds a Masters of Science degree in Ornamental Horticulture from Mississippi State University, but his first teachers were his grandmothers, who shared their love of African violets and planted the seeds for a career that continues to bloom.