



# PHOENIX

136th ANNUAL CONVENTION

# 2020



The Supplier Expo is the best way to connect with buyers searching for answers on how to grow their business. Showcase your product or service at this "can't miss" convention event by reserving your tabletop today!

# SUPPLIER EXPO

SEPTEMBER 10, 2020 | WESTIN KIERLAND | PHOENIX, ARIZONA





# CAN'T MISS OPPORTUNITY

**450+**

people attend\*

**84%**

of retail attendees "met a supplier they plan to do business with."\*

**54%**

of attendees gross \$1 million + annually.\*

\* Based on SAF 2019 Annual Convention registrations.

\* Based on SAF post-convention surveys, which are emailed to all attendees.



## THURSDAY, SEPTEMBER 10

<b>Set Up Hours</b>	11:30 a.m. – 2:15 p.m.
<b>Supplier Expo Exclusive Time</b>	2:30 p.m. – 5:00 p.m.
<b>Tear Down</b>	5:00 p.m. – 7:00 p.m.

	MEMBER RATE EARLY BIRD	MEMBER RATE AFTER MAY 1	NON- MEMBER
<b>Tabletop Only</b>	\$1,145	\$2,065	\$2,795
<b>Tabletop + 2 Wednesday/ Thursday Passes</b>	\$1,495	\$2,495	\$3,195
<b>Tabletop + 1 Full Convention Registration</b>	\$1,995	\$3,795	\$4,495
<b>ADDED SUPPLIER EXPO PARTICIPANT BONUS</b> The Demonstration Zone (two full days one low rate)			\$495



# DEMONSTRATION ZONE

ONLY  
**\$495\***

Feature the latest advancements of your product or service with this **extended supplier expo demonstration opportunity.**

Expand your brand as an innovator in the floral industry by showing attendees first-hand how your product or service works in the **NEW demonstration zone.**



RESERVE  
EARLY  
ONLY **5** tables  
available\*

\* **Must be a supplier expo participant**

	FRIDAY	SATURDAY
<b>Demonstration Zone hours</b>	9 a.m. – 5 p.m.	9 a.m. – 5 p.m.

## Why Participate in the Demonstration Zone?

### Product Demonstration

Give your potential clients hands-on access to your products and services.

### Exposure

Market your organization for two full days of brand exposure to the entire convention community.

### Network

Enhance relationships and elevate your exposure and make new industry contacts.

### Lead Generation

Increase your exposure to the leaders of the floral industry with significant purchasing power.



# SAF PHOENIX 2020

SEPTEMBER 9-12 | 136th ANNUAL CONVENTION | WESTIN KIERLAND PHOENIX, ARIZONA

## Supplier Expo application and contract

We, the tabletop exhibitor, hereby submit our application and contract to participate in the SAF Annual Convention Supplier Expo. In making this application and executing this contract, by our signature, we hereby agree to the Terms and Conditions named herein. (Complete the below information as you wish it to be published.)

I have read the terms of this application, contract, liability, terms and conditions for the tabletop display space and agree to them accordingly.

**MEMBERS:  
RESERVE BY  
MAY 1<sup>ST</sup>  
& SAVE**

### PLEASE RETURN FORM TO:

**Sheila Santiago**  
ssantiago@safnow.org  
703-838-5225  
Fax: 703-836-8705

### CONTACT INFORMATION

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

E-mail: \_\_\_\_\_

Company Contact onsite: \_\_\_\_\_

Email for onsite contact: \_\_\_\_\_

### SUPPLIER EXPO FEES

	MEMBER RATE EARLY BIRD	MEMBER RATE AFTER MAY 1	NON-MEMBER
<b>Tabletop Only</b>	<input type="checkbox"/> \$1,145	<input type="checkbox"/> \$2,065	<input type="checkbox"/> \$2,795
<b>Tabletop + 2 Wednesday/Thursday Passes</b>	<input type="checkbox"/> \$1,495	<input type="checkbox"/> \$2,495	<input type="checkbox"/> \$3,195
<b>Tabletop + 1 Full Convention Registration</b>	<input type="checkbox"/> \$1,995	<input type="checkbox"/> \$3,795	<input type="checkbox"/> \$4,495
<b>YES! Add The Demonstration Zone (two full days one low rate)</b>			<input type="checkbox"/> \$495

### PAYMENT

All payments are to be made in US dollars. Payment is due at time of signed contract and will be processed no later than August 1, 2020. Exhibitors canceling prior to August 15, 2020 will forfeit 50% of total charge. Requests for cancellations and refund must be made in writing prior to August 15, 2020. No refunds will be issued after August 15, 2020.

AMEX     Visa     Mastercard

Name on Credit Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Card Number: \_\_\_\_\_

Security Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_



# Supplier Expo Terms & Conditions



## Liability

The Society of American Florists shall not be responsible for any loss, damage, theft or injury that may come to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever, prior to, during or subsequent to the period covered by the exhibitor contract; and the Exhibitor, on signing, agrees to indemnify same against any and all claims for such loss, damage or injury. The Society of American Florists does not provide any security services or personnel for the exhibit area during or subsequent to the period covered by the exhibitor contract.

Any damage to the building due to carelessness of the Exhibitor must be paid for by the Exhibitor. Also, the Society of American Florists shall not be responsible for any damage to the Exhibitor's business for failure to provide space for the exhibit, for the removal of same, or for failure to hold the SAF Annual Convention.

The Exhibitor agrees to abide by the following rules and regulations for the SAF Annual Convention. Any deviation, without the express permission of SAF may result in removal from the show and loss of monies paid.

## Tabletop Schedule

Tabletops may be set up beginning at 11:30 a.m. on Thursday, September 10, 2020. All tabletops should be fully set up and ready for business by 2:15 p.m. Tabletop locations will be assigned ahead of time. Failure to occupy space contracted in no way relieves Exhibitor of the obligations to pay the full rental charge for such space.

The Convention may take possession of any unoccupied space and may, at its discretion, re-let it on such terms as it may deem advisable.

No part of the display will be packaged, pre-packed or removed, or any other form of display dismantling, done prior to 5:00 p.m. on Thursday, September 10, 2020.

Exhibitors will adhere to the opening and closing times of the display space throughout the course of the SAF Annual Convention. At least one person must be in attendance at the display space during all display hours.

## Cancellations

Cancellations received prior to August 15, 2020 are subject to a 50% cancellation service fee with the balance refunded. Cancellations after this date shall not be refunded.

## Displays

All displays must conform to the size of a 6 foot tabletop and must not be of such nature or arrangement as to obstruct the view or interfere with exhibits of others.

SAF reserves the right to move Exhibitors not complying with the above conditions.

## Behavior

Behavior in a disorderly, abusive or other manner not generally acceptable to the general public will not be permitted.

The company or individual whose name appears on this contract takes responsibility for any and all individuals representing the company or himself while at the SAF Annual Convention.

## Insurance

SAF will not procure or maintain any insurance and/or security to insure the property of any Exhibitor against damage, fire, theft or otherwise and further will not procure or maintain any insurance coverage to insure any Exhibitor against liability for injury or damage to any property or persons. Any Exhibitor wishing such insurance and/or security coverage shall procure the same of itself and its expense.

## Convention Management

SAF shall have the right, but not the obligation, to resolve disputes or disagreements between Exhibitors, or between Exhibitors and official contractors. In the event of a dispute or disagreement between an Exhibitor and an official contractor, or between two or more Exhibitors, action or decision by SAF intended to resolve the dispute or disagreement shall be binding on the Exhibitor.

SAF may from time to time issue such additional rules as it deems necessary for the orderly presentation of the display area. Any rule may be amended at any time by

SAF, provided that such amendment shall not substantially diminish the rights or increase the liability of the Exhibitor.