



# PHOENIX

SEPTEMBER 6-9

2023

WESTIN KIERLAND  
RESORT & SPA

138th ANNUAL CONVENTION

## 2023 Annual Convention A La Carte Pricing

[Register Now](#)

Event	Description	Date/Time	Price
<b>Welcome Reception</b>	Join your peers for networking time at the official kick off for SAF's 138 <sup>th</sup> Annual Convention.	Wednesday, September 6 6:00 p.m. – 8:00 p.m.	\$125
<b>Kick Off Breakfast</b>	Join fellow attendees for the Kick off breakfast featuring a keynote speaker presentation.	Thursday, September 7 8:00 a.m. – 9:30 a.m.	\$130
<b>Supplier Expo Viewing and Lunch</b>	Meet and mingle with exhibitors at the Supplier Expo. Lunch included.	Thursday, September 7 12:15 p.m. – 5:30 p.m.	\$90
<b>The Future of Floriculture &amp; AFE Reception</b>  <i>Hosted by the American Floral Endowment</i>	The American Floral Endowment, the floral industry's leading charitable organization, invites you to join us in celebrating over 60 years of accomplishments while networking with peers and recognizing industry champions who have helped support AFE's research, scholarships, and other industry programs.  <i>Please RSVP on the SAF registration form.</i>	Thursday, September 7 6:00 p.m. – 7:30 p.m.	Complimentary
<b>Innovation Breakfast</b>	Join fellow attendees for breakfast followed by a keynote speaker presentation.	Friday, September 8 8:00 a.m. – 9:30 a.m.	\$130
<b>Experience Tour of Local Retail Operations</b>	Explore behind the scenes at a few large local retailers in the Phoenix area.  <i>Lunch and transportation included. Maximum 50 people</i>	Friday, September 8 12:30 p.m. – 3:00 p.m.	\$65

<b>Hands On Design Session</b>	Learn new skills to help you with your design work at this hands-on session.  <i>More details coming soon.</i>	Friday, September 8 3:15 p.m. – 4:30 p.m.	\$19.99
<b>Keynote and Business Session Breakfast</b>	Join fellow attendees for breakfast followed by SAF’s annual business session and a keynote speaker presentation	Saturday, September 9 8:00 a.m. – 9:30 a.m.	\$130
<b>Stars of the Industry Awards Evening</b>	Join fellow attendees to honor the professional accomplishments of your peers.  <i>Includes Dinner and Awards Evening.</i>	Saturday, September 9 6:00 p.m. – 9:00 p.m.	\$195
<b>Plus 1 Package (Events only)</b>	The Plus 1 package <b>includes entry for a GUEST of regular convention attendee</b> to attend Wednesday’s Welcome Reception, Thursday’s Kick Off Breakfast, Friday’s Innovation Breakfast, Saturday’s Business Session and the Keynote Breakfast, and Saturday’s Awards Evening.  <i>No educational sessions are included in this package, only networking events</i>	Wednesday, September 6 –Saturday, September 9	\$700
<b>Child Package (12 years and under/ Events only)</b>	The Child Package <b>includes entry for a child of a convention attendee</b> (12 years and under) to attend Wednesday’s Welcome Reception, Thursday’s Kick Off Breakfast, Friday Innovation Breakfast, Saturday’s Business Session and the Keynote Breakfast, and Saturday’s Awards Evening.  <i>No educational sessions are included in this package, only networking events.</i>	Wednesday, September 6 –Saturday, September 9	\$345
<b>Educational Sessions Thursday</b>	Thursday educational sessions only, plus Supplier Expo viewing.	Thursday, September 7 9:30 a.m. – 5:00 p.m.	Member \$325 Non-member \$425
<b>Educational Sessions Friday</b>	Friday educational sessions only.	Friday, September 8 9:30 a.m. – 5:00 p.m.	Member \$325 Non-member \$425
<b>Educational Sessions Saturday</b>	Saturday educational sessions only.	Saturday, September 9 9:30 a.m. – 5:00 p.m.	Member \$325 Non-member \$425

<b>Educational Sessions &amp; Meal Functions Thursday</b>	Thursday educational sessions, Supplier Expo viewing, and Kick Off Breakfast only.	Thursday, September 7 8:00 a.m. – 5:00 p.m.	Member \$545 Non-member \$645
<b>Educational Sessions &amp; Meal Functions Friday</b>	Friday educational sessions and Innovation Breakfast only.	Friday, September 8 8:00 a.m. – 5:00 p.m.	Member \$455 Non-member \$555
<b>Educational Sessions &amp; Meal Functions Saturday</b>	Saturday educational sessions, Business Session Breakfast and Awards Evening only.	Saturday, September 9 8:00 a.m. – 5:00 p.m.	Member \$650 Non-member \$750