Partner with the Society of American Florists (SAF)

Enhance your company’s brand recognition, credibility, and sales by maximizing visibility in the lucrative $52 billion* floral market!
Why SAF?

Influence SAF connects the most progressive floral business owners.

Reach SAF’s membership includes 7,000 floral industry professionals and top decision makers.

Partner Value SAF creates industry connections that deliver on your investment and drive revenue year-round.

SAF Member Demographics

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retailers</td>
<td>84%</td>
</tr>
<tr>
<td>Suppliers</td>
<td>3%</td>
</tr>
<tr>
<td>Wholesalers and Importers</td>
<td>12%</td>
</tr>
<tr>
<td>Educators/Students</td>
<td>1%</td>
</tr>
</tbody>
</table>

Industry Worth

$51.9B Floriculture Sales

(*U.S. Bureau of Economic Analysis Personal Consumption Expenditures)

For sponsorship and advertising opportunities contact: Sheila Santiago, 703-838-5225, to start your program today!
The Power of Print

Each issue of Floral Management magazine — on average — reaches 11,000 people in the U.S. and 11 countries.

60% visited the website of an advertiser after viewing the company’s advertisement.

40% save advertisements for future reference.

Why Advertise in Print?

Visibility | Immediate brand exposure — stand out and be seen
Action | Print media drives readers beyond the page
Recognition | Brand recall is higher after seeing a print ad
Reach | Print helps your business reach potential customers and engage target audiences

For sponsorship and advertising opportunities contact: Sheila Santiago, 703-838-5225, to start your program today!
January/February
Ads Close: 12/9/22
Materials Due: 12/13/22
The Succession Issue
• Exit strategies to plan for the future of your shop
• Efforts to recruit the next generation of floral business owners through internships, community partnerships and industry organizations
• How to market to the next generation of customers
Featured Products:
• Outdoor garden and gifts
• Dreamy daffodils

March/April
Ads Close: 1/27/23
Materials Due: 2/3/23
The Customer Service Issue
• How florists are exceeding new customer service standards
• A luxury wedding flower buyer’s tips to find high quality product
• Tips to combat inflation and maintain your margin
Featured Products:
• Fabolous finds from spring market shows
• Pantone color of the year flowers

May/June
Ads Close: 3/22/23
Materials Due: 3/30/23
The Event Issue
• Growing corporate sales in a post-COVID environment
• Navigating the new world of sympathy work
• Popular wedding flowers: from farm to a bride’s bouquet
Featured Products:
• Bridal accents and accessories
• American grown flowers

July/August
Ads Close: 5/26/23
Materials Due: 6/2/23
The Innovation Issue
• Products and processes that are changing the industry
• Innovator profiles
• Must-have apps to run your business
Featured Products:
• Key technology vendors
• Fall accents

September/October
• Ads Close: 7/28/23
• Materials Due: 8/3/23
The Growth Issue
• SAF Marketer of the Year winner revealed
• Strategies to grow sales in uncertain economic times
Featured Products:
• Sustainable add-ons to boost business
• Alstroemeria

November/December
• Ads Close: 9/29/23
• Materials Due: 10/5/23
The Fresh Products Issue
• Outstanding Varieties Competition winners
• 2024 floral trends forecast
• Strategies for sustainable designs and practices
Featured Products:
• BONUS: The 2024 Fresh Product Buyer’s Guide
• Chrysanthemums

ATTENTION GETTER
SAF recognizes that industry thought leaders have insight and experience to share with members. Showcase your expertise as a sponsored content contributor in Floral Management. Sponsored content is offered in one-page or a two-page spread formats.

For sponsorship and advertising opportunities contact: Sheila Santiago, 703-838-5225,
Floral Management’s Sustainability Spotlight

For customized multi-channel options contact, Sheila Santiago, Director of Development.

BONUS: Sustainability Spotlight: Showcase your sustainability practices

• Ads Close: 6/2/23
• Materials Due: 6/9/23

Tell your sustainability story and highlight your company’s noteworthy practices in environmental protection, social equality, and economic sustainability. Sustainability stories demonstrate that the floriculture industry is proactively addressing our impact on a changing climate.

What’s your story?
• Conserving water and electricity, using renewable energy
• Creating less waste or sustainable packaging
• Reducing carbon emissions and/or footprint
• Using biological agents for pest and disease control
• Investing in employees and their well-being

All participants must submit:
• Headline
• 3 to 5 images of your efforts (images should be high-resolution, 300 dpi .eps or .jpeg)
• Company logo
• 50 word (or less) company description
• Company address, website, phone number, email

Rates:

Two-page spread: $2,000
500 – 700 word description of your sustainable efforts

One page: $1,500
300 – 500 word description of your sustainable efforts

For customized multi-channel options contact, Sheila Santiago, Director of Development.
Floral Management Magazine

Issue Rates and Specifications

Ad Specifications:

Publication Trim Size: 8.25" x 10.875"

Full Page: 8.5" x 11.125"

2/3 Vertical: 4.6" x 9.625"

1/3 Vertical: 2.2 x 9.625"

2-page spread: 16.75" x 11.125"

Print Rates:

Cover Position: $2,600

Full Page: $1,900

2/3 Vertical: $1,200

1/3 Vertical: $900

2-page spread/sponsored content: $2,900

Placement in Floral Management includes digital edition at no additional cost.

For sponsorship and advertising opportunities contact: Sheila Santiago, 703-838-5225,
Give Your Brand a *Boost* with Digital

Amplify your advertising efforts with digital marketing campaigns to reach your target audience.

**Digital Rates and Specifications**

**safnow.org website**
- **Top Leaderboard** - $1,000/monthly
  - 728 x 90 pixels
  - Supported files: .jpg or .gif
  - 3 rotations max per month

**SAF NOW eNewsletter**
- **Top leaderboard above the masthead** – 1 available, $1,200/monthly
  - 728 x 90 pixels
  - Supported files: .jpg or .gif
  - Url

- **Banner** – 3 available $1,000/monthly
  - 570 x 90 pixels
  - Supported files: .jpg or .gif
  - Url

- **Product Spotlight** – 2 available $1,000/monthly
  - 275 x 175 pixels
  - Supported files: .jpg or .gif
  - Url

- **Vendor Video Showcase** $2,000/yearly, $1,000/6 months, $500/3 months
  - One Mp4 formatted 5 minutes or less video
  - Company logo
  - Company description (50 words or less)
  - Company contact information
  - One handout/marketing piece

---

**SAF Website**
Make a lasting first impression by advertising at the top of the SAF homepage. Safnow.org, averages 30,000+ monthly pageviews.

**Promotional eBlasts**
Tell the industry about your company’s new products and services by letting SAF send an email blast to our members as sponsored content. Target marketing and segmentation available.

**Vendor Vendor Video Showcase**
Enhance your storytelling ability and get mass exposure for your company’s unique value proposition, products and services with video.

*All promotions are subject to approval by The Society of American Florists and can be discontinued for any reason at any time.

**These promotions are limited.”

For sponsorship and advertising opportunities contact: Sheila Santiago, 703-838-5225, to start your program today!
Make connections and network at one of SAF’s 5 in-person events in 2023.

2023 Sponsorship and Exhibitor Showcase Program

1. NextGen Gathering
   NextGen LIVE! Floral pros age 45 and under from all segments — retail, event, wholesale, importer, grower, and manufacturers — come together at an event designed for the next generation of industry leaders.

1. All-Industry Convention Experience
   SAF’s Phoenix 2023 475 (+) industry leaders from all segments come together for three days of education, networking, competitions, awards, and a showcase of new floral and tech products.

3. Regional Events
   At SAF’s Profit Blast events, florists and their teams get practical advice to boost their bottom line during a half-day program covering topics such as design profitability, digital strategies, customer service and financial management. Be part of a supplier showcase with plenty of networking time.

We happily work with companies to create a custom sponsorship package that fits your goals and objectives. Contact Sheila Santiago, Director of Development.
Connect with the industry’s rising stars as you build relationships and create top of mind awareness of your brand

Next Gen Live Supplier Showcase Info — Quick Glance

**Supplier Showcase** (20 spots available)

<table>
<thead>
<tr>
<th></th>
<th>Member: $1,295</th>
<th>Nonmember: $1,795</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes</td>
<td>one event registration</td>
<td></td>
</tr>
</tbody>
</table>

**Participation includes:**
- Listing in the on-site handout.
- Listing on safnow.org events page.
- Attendee list provided for post-event follow up.

What Attendees Say

“I feel so much better equipped for my career in the floral industry after Next Gen. I have better social media abilities and have a better working knowledge of the ins-and-outs of the industry. It was amazing meeting young professionals from all over the states, and meeting growers and owners of our supplies. I would without a doubt attend again.”

Grace Winters, George’s Flowers

“Next Gen Live was everything I had hoped for, and more. I met several new friends in all segments of the industry, learned new tips and tricks for buying and communicating with vendors, and was able to relate so much to other young members of our industry. It was one of the best SAF events I’ve attended.”

Cameron Pappas, Nortons Florist

We happily work with companies to create a custom sponsorship packages that fits your goals and objectives. Contact Sheila Santiago, Director of Development.
Next Gen Live! – Pick Your Partnership

Partnership Levels

- **Crown Mogul**
  - $7,500+

- **Bouquet Big Shot**
  - $5,000 – $7,499

- **Corsage Commander**
  - $2,500 - $4,999

- **Boutonniere Bud**
  - Up to $2,000

Tiered packages receive:
- logo recognition in on-site event signage, on-site presentation slides, conference web page, pre-event promotional emails
- company writeup in conference app
- verbal recognition from the podium during event

We happily work with companies to create a custom sponsorship package that fits your goals and objectives. Contact Sheila Santiago, Director of Development.

The Wow Factor

- *Exclusive Flower Partner*

Nourish & Hydrate

- Welcome Gathering: 45-minute informal gathering by the pool
- *Welcome Reception*
- Networking Break(s) with refreshments: (4 available) $4,000
- *Surprise Evening Event: (Monday night)*
- Lunch: (1 available) $5,000
- *Breakfast(s): (2 available)*

Entertain

- Early Morning Mindfulness (repeats)

Interactive Hallway Experience:

- Photo Station
- Flower Installation
- VR Flower Farm Experience

Have an idea for an interactive experience? Let us know!

Transport

**Bus to/from events:** (3 available) $3,500

- Miami Airport Tour
- Retail Tour Experience
- Monday Night Reception

Educate

*All Industry Educational Session: (7 available)

- Give Your Customers FOMO: How In Store Experiences Can Drive Sales
- How I Did It
- From Conception to Customer: The Journey of Floral Hard Goods
- 5 Star Customer Service
- Communications Master Class
- Foundations for Building Healthy Relationships
- A.I. For Dummies

Educational Breakout Sessions: $2,500/each

- Content Strategy, Planning and Posting (repeats)
- Short-Form Video Filming and Editing
- Influencers and Community Connections

Branded Items *(pricing depends on selection)*

- Lanyard
- Totebag
- Hotel Key Cards
- Notebook
- Conference Highlight Reel
- Charging Station
- Suntan Lotion
- Luggage Tags
- Water bottle

*Items reserved for Crown Mogul and Bouquet Big Shots sponsorship levels
What Attendees Say

I attribute a lot of our business growth from attending SAF Convention. I have met new vendors and suppliers to help our business. I always have a long list of business ideas from attending educational sessions. SAF Convention helps me stay ahead of the game!

Jen Barnard, Tillie’s Flowers

Keeping annually up to date with trends, new product/varieties, marketing and technology with workshops and presentations that help your floral business excel and prosper in this business environment. Networking with our industry’s top professionals with an eye and insight on the future with our next generations.

Brian J Wheat, Owner, Lafayette Florist Gift Shop and Garden Center

SAF convention is the only event I know of that joins the entire chain from grower to retailer - the whole chain participates, learns, and understands more from each part. The energy at the event is electric.

Amy Desperito, Natural Flowers
Pick Your Partnership

**PLATINUM $45,000**
- Choice of sole sponsorship of one main event
- 4 complimentary registrations
- 1 Interactive hallway experience area for duration of the event
- Show 2-minute promo video
- Convention mobile app advertisement banner
- 1 push notification during the event
- 1 marketing piece in the convention tote bag

**Pre-Event:**
- 1 pre-event standalone Tweet announcing your company as event sponsor
- Facebook post announcing your company as event sponsor
- 1 email to attendee list 5 days before event

---

**GOLD $35,000**
- Choice of sole sponsorship of one main event
- 3 complimentary registrations
- Convention mobile app advertisement banner
- 1 Supplier Expo Tabletop with priority placement

**Pre-Event:**
- 1 pre-event standalone Tweet announcing your company as event sponsor
- 1 email to attendee list 5 days before event

---

**SILVER $25,000**
- Choice between one all industry education session OR one reception and one brand awareness item
- 2 complimentary registrations
- 1 Supplier Expo Tabletop placement by SAF
- Attendee list supplied 5 days before event

---

**BRONZE $20,000**
- 1 education session
- 1 complimentary registration
- 2 months banner ad on safnow.org

---

**Tiered package level partners receive package (+):**
- logo recognition in on-site event signage, on-site presentation slides in relevant tier, convention app, convention web page, on-site program book, pre-event promotional emails
- company writeup in convention app
- recognition during Business Session
- Floral Management recognition “Thank You” ad in the Nov/Dec issue
- post-convention attendee mailing address and email list

We happily work with companies to create a custom sponsorship package that fits your goals and objectives. Contact Sheila Santiago, Director of Development.
Main Events

*SAF PRESIDENT’S WELCOME PARTY:* Enjoy a casual dinner and network during this opening reception.

*KICK-OFF BREAKFAST:* Exploring big-picture trends is the focus of this breakfast that highlights Outstanding Varieties winners.

*INNOVATION BREAKFAST:* Big picture consumer trends and the winner of Floral Management’s Marketer of the Year Award are spotlighted.

*BUSINESS SESSION & KEYNOTE BREAKFAST:* SAF announces the results of its elections and presents a keynote address.

*ALL-INDUSTRY SESSIONS (2 available):* 2024 Flower Trends Forecast and Big Picture Floral Industry Trends

*STARS OF THE INDUSTRY AWARDS EXPERIENCE* (revamped for 2023) The evening experience celebrates some of the most accomplished people in the floral industry.

Receptions

*FIRST-TIMERS RECEPTION* Your company can impress first-time attendees during this special event. Get a leg up on your competition and capitalize on connecting and cultivating relationships.

*NEXT-GEN RECEPTION* The industry’s Next-Gen members age 45 and under network during this special reception.

*SAF PAC PARTY (6 available)* $5,000/each The SAF PAC Party supports the only national political action committee dedicated to advocating for the floral industry. Support food, drinks, and a whole lot of fun as we raise money for this important initiative.

Work Shops

*HANDS-ON WORKSHOP (2 available)* $8,000 Hands-On Design Workshop (limited to 50 attendees) and Business Building Workshop.

Hand-On workshops will be a co-sponsor opportunity with up to three non-competing companies.

Completions

*OUTSTANDING VARIETIES* $4,000 More than 5,000 stems will be judged in one of the industry’s biggest flower and plant competitions. Sponsor provides all floral preservative for the competition.

*Sylvia Cup Design* $10,000 The 54th Annual Sylvia Cup Design Competition unites the nation’s best floral designers as they are given the same flowers, foliage, design supplies and two hours to create three arrangements.

*NEW! PRE-SESSION TRIVIA SPONSOR (2 available)* $3,500 (+) prize donation
Grab attention and entertain attendees with this series of six sponsored trivia questions that will rotate on big screens 10 minutes before the All-Industry Education Session as attendees arrive. Attendees will answer the trivia questions via their mobile device. One lucky winner will be randomly drawn from those that participate. The representative of the sponsoring company will announce the winner from the stage.

*Brand Awareness* continues on next page

We happily work with companies to create a custom sponsorship package that fits your goals and objectives. Contact Sheila Santiago, Director of Development.
<table>
<thead>
<tr>
<th>SAF Phoenix – Opportunities at-a-glance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Awareness</strong></td>
</tr>
<tr>
<td>- <strong>LANYARDS</strong> $8,000 Showcase your logo co-branded with SAF on every attendee. Logo size, color, and placement will be based on the lanyard design and are subject to SAF approval.</td>
</tr>
<tr>
<td>- <strong>CONVENTION APP</strong> $7,500 SAF attendees will use the official convention app as a resource to guide their 2023 journey. The sponsor will have the opportunity to submit artwork for the app’s splash page, as well as one banner ad.</td>
</tr>
<tr>
<td>- <strong>OFFICIAL CONVENTION TOTE BAG</strong> $5,000+ One of our highest profile sponsorships, your company logo will be co-branded with SAF. +Cost of bag.</td>
</tr>
<tr>
<td>- <strong>HOTEL KEY CARDS</strong> $5,000 Be the first to welcome attendees with sponsor-branded key cards to access their hotel rooms. Sponsor will receive exposure on the front of each card, opposite SAF’s branding on the back.</td>
</tr>
<tr>
<td>- <strong>NOTEBOOKS</strong> $5,000 Quality notebooks co-branded with SAF and your company logo will be placed in the official conference tote.</td>
</tr>
<tr>
<td>- <strong>CONVENTION HIGHLIGHTS</strong> $5,000 Align your brand with the most notable moments of your branded promotional slides are featured in the attendee slide show presented before and after each all-industry session and on the slider in the registration area. (3 breakfasts, 2 all-industry educational sessions and on the slider at registration)</td>
</tr>
<tr>
<td>- <strong>REFRESHMENT BREAK (3 available)</strong> $5,000/per break: Be the host with the most! Surprise and delight attendees with tasty snacks.</td>
</tr>
<tr>
<td>- <strong>EXPERIENCE ZONE (4 available)</strong> $3,500/per presentation: Experience Zones are informal presentations where attendees can interact with presenters to learn a new skill. Your company representative introduces the speaker.</td>
</tr>
<tr>
<td>- <strong>INDIVIDUAL EDUCATIONAL PROGRAM</strong> $2,800 Top-notch education on a range of topics covering issues impacting every aspect of running a floral business. Your representative will open the session with 2 minutes of podium time and close the session at its conclusion. <strong>NEW 2023</strong>, company representative can opt to moderate the session if it’s a panel discussion.</td>
</tr>
<tr>
<td>- <strong>SUNTAN LOTION</strong> $2,000* SAF Phoenix 2023 boasts an excellent location — add to the experience with branded suntan lotion that will be included in the official conference tote. *sponsor provides suntan lotion.</td>
</tr>
<tr>
<td>- <strong>LIP BALM</strong> $2,000* Branded lip balm will be inserted into the official conference tote. *sponsor provides lip balm.</td>
</tr>
<tr>
<td>- <strong>FLORAL DISPLAY in Main Hall</strong> $2,000(+) Show off your best varieties, latest design accessories and/or container in a show-stopping floral design, on display, featuring your company name and logo, for the duration of the convention. + Cost of providing and shipping product, designer and logistics to set up and display product, hard goods associated with set up. Sponsor is responsible for display upkeep throughout convention.</td>
</tr>
<tr>
<td>- <strong>HOTEL ROOM DROP</strong> $1,500(+) Deliver your flyer or promotional item to all attendees who have booked rooms at the Westin Kierland on Thursday, Friday or Saturday night. +Cost of room drop fee.</td>
</tr>
<tr>
<td>- <strong>PENS</strong> $1,200* Be assured that your organization makes an impression on all attendees by providing a customized pen with your company logo in each convention tote bag. *sponsor provided pens.</td>
</tr>
<tr>
<td>- <strong>TOTE BAG INSERT</strong> $700* Your company’s flyer or pamphlet will be placed into the official convention tote bags, available for all attendees to pick up in the registration area. *sponsor provides marketing piece to convention hotel.</td>
</tr>
</tbody>
</table>

We happily work with companies to create a custom sponsorship package that fits your goals and objectives. Contact [Sheila Santiago](mailto:santiago@safevents.com), Director of Development.
Are you a supplier or grower that works with a Profit Blast host company?

If so, contact Sheila Santiago for an exclusive invitation to network with customers one-on-one at one of the regional events.

- Jacobson Floral and Flower Shop Network
  Boston, July 23
- Frank Adams Wholesale Florist
  Portland, Oct. 8
- Bill Doran Company
  Chicago, Nov. 5

We happily work with companies to create a custom sponsorship package that fits your goals and objectives. Contact Sheila Santiago, Director of Development.