

A Special Offer for Bloomnation Members

Thank you for attending Kate Penn’s presentation on the State of the Industry. We would like to extend a special membership offer to you! If you join before December 31 at our Premium, Premium Plus or Ultimate levels, you will receive a free membership through February 1, 2024.

Below is a summary of SAF’s Retail membership levels, which are available for all brick-and-mortar, online, event-only, and independent/individual florists. SAF Retailers can choose which membership level works best for their business based on the benefits offered.

SAF RETAIL MEMBERSHIP LEVELS	Premium	Premium Plus	Ultimate
Pricing Members can choose to pay in monthly installments or one annual payment.	\$63 monthly	\$107 monthly	\$212 monthly
	\$756 annually	\$1,284 annually	\$2,544 annually
BENEFITS			
SAF Event Discounts (includes Profit Blast, Annual Convention, Next Gen Live!)	Up to 10% Additional Savings	Up to 20% Additional Savings	Up to 30% Additional Savings
SAF News Now e-newsletter Valued at \$150	✓	✓	✓
Floral Management magazine: Digital Valued at \$29	✓	✓	✓
SAF Floral Education Hub	✓	✓	✓
Free Live Webinars Valued at \$150	✓	✓	✓
Free Library of On-Demand Webinar Recordings 40+ Webinars	✓	✓	✓
Marketing Graphics & PR Guidance Valued at \$200	✓	✓	✓
Business Listing in National Florist Directory Valued at \$100	✓	✓	✓
Floral Management magazine: Print Valued at \$59	✓	✓	✓
SAF Store Discounts Valued at \$200	✓	✓	✓
Petal It Forward Resources Valued at \$200	✓	✓	✓
Pricing Worksheets Valued at \$100	✓	✓	✓
SAF HR Toolbox: Employee Handbook, Job Descriptions Valued at \$200	✓	✓	✓
Details Flowers Software Discount 15% discount. Valued at \$259 avg.	✓	✓	✓
Free Legal Consultation Valued at \$200		✓	✓
Car/Fleet Discounts Valued at 25% savings		✓	✓
Original Research Valued at \$300			✓
Exclusive Networking Opportunities Priceless!			✓

*Membership benefit values are based on annual cost of product a la carte or from a third-party company.

Additional SAF Membership Levels

- **Standard Membership** – For retailers and event florists, includes a digital subscription to Floral Management only.
- **Limited Membership** - Includes limited access to SAF Now e-newsletter and receive emails from SAF about upcoming events and promotions.
- **Student/Educator/Emeritus Membership** - Includes limited access to SAF Now e-newsletter, Digital version of Floral Management Magazine, access to SAF industry research.