



Partner with the Society of American Florists (SAF)

Welcome to the premier platform for connecting with the heart of the floral industry. Through partnerships with SAF, you position your brand directly in front of the industry's most influential leaders and innovators through our print, digital and event platforms.

2025





Business owners from every segment of the floral industry turn to SAF for trends, technology, products, and services.

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

84% | Retailers

2% | Suppliers

3% | Wholesalers and Importers

3% | Growers

5% | Students /Educators

Industry Worth

\$51.9B | Floriculture Sales

For sponsorship and advertising opportunities contact:
Maura Kenny, 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

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2025 Floral Management Magazine

January/February Issue

Ads Close: 11/14/24

Materials Due: 11/27/24

Flourish in Floral — Strategies for Success Issue

- » Pricing strategies for growth
- » Trendy designs for 2024
- » Better relationships with suppliers

Featured Products:

- » Business boosting add-ons
- » Spring's Sprightly Greens

March/April Issue

Ads Close:

Materials Due:

Floral's Future — Orchestrating Succession Issue

- » NextGen owners: Navigating Hurdles and Celebrating Successes
- » Unlocking Mentorship Excellence
- » Nurturing Future Leaders: Development, Events, Certifications

Featured Products:

- » Fabulous finds from spring market show
- » Pantone's Color of the Year in Full Bloom

May/June Issue

Ads Close:

Materials Due:

Bridal Bliss — Wedding & Event Magic Issue

- » Success Secrets: Unveiling High/Low end Approaches
- » Business Brilliance: Contracts 101
- » Reusing Blooms and Containers

Featured Products:

- » Favors for creative visions
- » Luminous Lilies

July/August Issue

Ads Close:

Materials Due:

TechTastic — AI Advantages/Challenges Issue

- » Harnessing AI for Customer Personas and Labor Shortage Solutions Marketing Magic — Success Secrets Revealed
- » Overcoming AI Roadblocks
- » Unlocking Breeding Chrysanthemums

Featured Products:

- » Future Ready Floral gadgets
- » Dashing Dahlias

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.

- » Cyber Security
- » Third Party Delivery: How to expand business deliver hours and elevate the customer service experience.

- » Insurance: What you didn't know, do you have enough coverage, what are the essentials
- » Wedding Contracts/Solutions
- » Fresh Flower Lifecycle



September/October Issue

Ads Close:

Materials Due:

Marketing Magic — Success Secrets Revealed

- » SAF Marketer of the Year winner
- » Tactics for Building Rewarding Customer Loyalty
- » Leveraging charitable giving to increase exposure

Featured Products:

- » Basket Bonanza Artfully Presenting Presents
- » Crazy About Chrysanthemums

November/December Issue

Ads Close:

Materials Due:

Fresh Flower Finesse Highlighting Outstanding Varieties

- » Outstanding Varieties Competition winners
- » 2025 floral trends forecast
- » Strategies for sustainable designs and practices

Featured Products:

- » **BONUS:** The 2025 Fresh Product Buyer's Guide
- » Chrysanthemums

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Floral Management's Sustainability Spotlight



BONUS: 2025 Sustainability Spotlight: Showcase yoursustainability practices

» Ads Close: TBD

» Materials Due: TBD

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. The Sustainability Spotlight will publish as an outsert with the Nov/Dec issue of Floral Management.

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



SHIPPING



WATER



WASTE MANAGEMENT



REFRIGERATION



PACKAGING

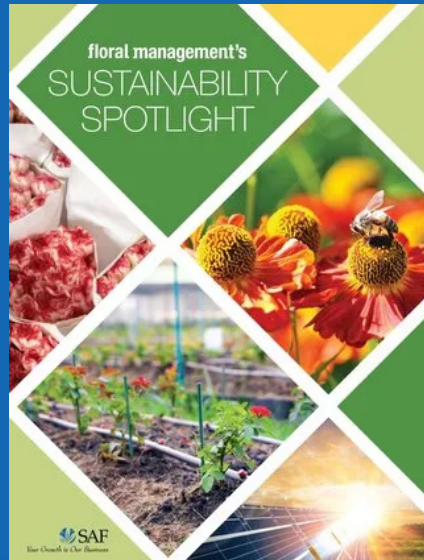


PESTICIDE



ELECTRICITY

For customized multi-channel options contact, **Maura Kenny**, Director of Development.



REACH
11,000
key influencers
and decision
makers in the
floral industry
in 11 countries.

Included in ALL print magazines, video spotlight in SAFnow digital newsletter—have your content reach thousands in print and online!

2025 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
2 page advertorial	\$2,900
18x 24 poster (bind in)	\$3,500
18 x 24 poster (polybagged)	\$4,200
7.5 " x 10" post card	\$3,250

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

BONUS!
listing in Floral
Management
digital included



For sponsorship and advertising opportunities contact: **Maura Kenny**, 703-838-5225 to start your program today!

Content Creation on the Floral Education Hub

Be a valued sponsor for SAF's floral education courses! Join us in advancing the floral industry by supporting education initiatives that empower professionals and enthusiasts alike.

Sponsorship Process:

1. Choose Your Course:

Select a course topic from our curated list or propose your own, tailored to your brand's expertise.

2. Course Collaboration:

Once you've selected a course provide SAF with the topic and speaker for approval or choose from our available content topics and we can find a speaker.

3. Content Coordination:

The chosen speaker will collaborate with SAF to develop the course content, script, visuals, and recordings.

Suggested Course Topics:

Business & Finance

- » Understanding Financial Statements

Sustainability

- » Creating a sustainable culture in your operation

Employee Recruitment & Retention

- » Employee Reviews

Operations

- » Holding Houseplants in your Greenhouse
- » Creating a Product Line

Sales & Marketing

- » Selling Emotion: Customer Service and Sales Techniques
- » DEI and your Customers

Consumer & Designer Trends

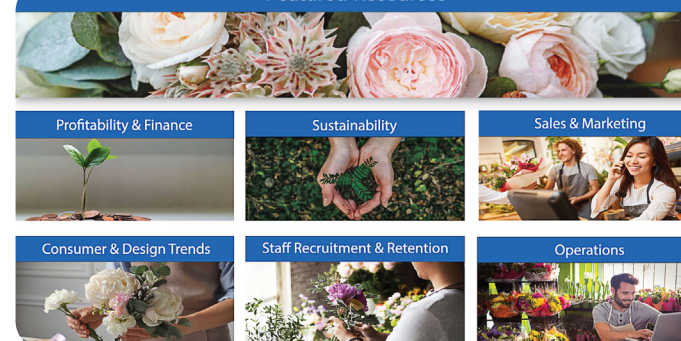
- » The Color Wheel / Color Theory

BONUS!
Print feature in the HUB section of Floral Management magazine on your course launch

SOCIETY of AMERICAN FLORISTS FLORAL EDUCATION HUB



Featured Resources



Sponsor Benefits:

As a sponsor, you'll enjoy prominent visibility and recognition within the Floral Education Hub:

- » Logo and link on the course registration page.
- » Slide recognition in the course introduction.
- » Mention in all marketing and communications surrounding course promotion.

Sponsorship Fee:

Is based on course duration.

- » **Option 1:**
Micro-Course (Under 30 Minutes)
\$1,500
- » **Option 2:**
Standard Course (45-90 Minutes)
\$2,000

Become a sponsor and contribute to the growth of the floral industry while gaining valuable exposure for your brand.

Virtual Event Sponsorship

\$875

Sponsor one of our monthly idea exchange well attended by SAF members. Includes opening and closing of session, option to be the featured speaker.

Design Contest Sponsorship

\$1200

Sponsor a design contest for SAF members to create and collaborate! You will create the contest guidelines, review the submissions and select the winner. SAF will promote via our Floral Education Hub and SAFnow newsletter.

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Give Your Brand a Boost with Digital

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

SAF Website

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

DIGITAL RATES AND SPECIFICATIONS

Top Leaderboard – \$1,000/monthly

- » 728 x 90 pixels
- » Supported files: .jpg or .gif
- » 3 rotations max per month
- » URL

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.

DIGITAL RATES AND SPECIFICATIONS

(Price is based on selected target list.)

- » Fully designed, ready-to-send email in an HTML file. (Use a testing service such as litmus to confirm html validation and deliverability of code.)
- » All images and fonts need to be linked to the appropriate files hosted on your servers (no local files)
- » All hyperlinks need to be embedded
- » Subject line for the email

**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.*

SAF News Now eNewsletter

SAF's Bi-Weekly eNewsletter is a high-value advertising opportunity to reach industry decision makers. SAF NOW has impressive open rates averaging 36% and appealing click-through statistics.

DIGITAL RATES AND SPECIFICATIONS

Banner – 2 available \$600/monthly

- » 570 x 90 pixels
- » Supported files: .jpg or .gif
- » URL

Product Spotlight – 1 available \$600/monthly

- » 275 x 175 pixels
- » Subject line – 25 word description
- » Supported files: .jpg or .gif
- » URL

Spotlight Video \$750

- » Send your latest content to thousands of engaged viewers in the industry

Virtual Supplier Expo

Enhance your storytelling ability and get mass exposure for your company's unique value proposition, products and services with video.

DIGITAL RATES AND SPECIFICATIONS

\$2,000/yearly, \$1,000/6 months, \$500/3 months

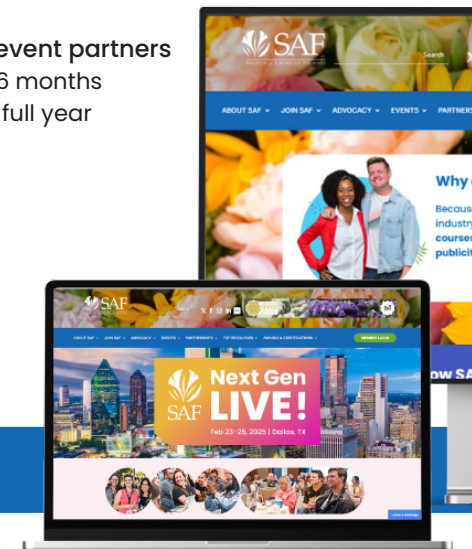
- » One Mp4 formatted 3 minutes or less video
- » Company logo
- » Company description (50 words or less)
- » Company contact information
- » One handout/marketing piece

this is included with all event sponsors and exhibitors.

Non-event partners

\$650 6 months


\$1000 full year



For sponsorship and advertising opportunities contact: **Maura Kenny**, 703-838-5225, to start your program today!



Be a part of the industry's most impactful event to spread the joy of flowers


PETAL IT FORWARD

Did you know?
 Flowers reduce stress and create a moment of calm.*

Please keep one bouquet and give the second to someone else.

Show us your smile at **#PedalItForward**

*The Impact of Flowers on Stress Study University of North Florida





Partnership Opportunities

Deadline: September 1, 2025

Be a part of the industry's TOP campaign to spread the love of flowers everywhere. For the past 9 years Petal It forward has brought together thousands of florists in an effort to illustrate the power of giving and receiving flowers.

Each year, in October florists pass out bouquets to unsuspecting strangers encouraging them to keep one and give one.

Supporting Sponsor
\$350

Have your logo be listed as a supporter of Petal It Forward on the web site which receives over 8K unique visitors during the months of Aug-Oct

Care Tag Sponsor
\$2500

Have your logo on the flip side of the print-on-demand care tags available for all Petal it Forward participants.

The floral industry knows that flowers make people happy, but SAF has groundbreaking research studies – in partnership with major universities and researchers in human emotion – that scientifically prove that flowers have a positive effect on our emotional well-being

For customized multi-channel options contact, **Maura Kenny**, Director of Development.

**Make connections
and network
at one of SAF's 4 in-person
events in 2024.**



2025 Sponsorship and Exhibitor 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.



[learn more](#)

2 All-Industry Convention Experience

SAF's Miami 2025 495 (+) industry leaders from all segments come together for three days of education, networking, competitions, awards, and a showcase of new floral and tech products.



[learn more](#)

3 Regional Events

At SAF's Profit Blast, 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 the supplier showcase with plenty of networking time.



[learn more](#)

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



Next Gen LIVE!

Feb 23-25, 2025 | Dallas, TX

Join us in elevating the floral industry's future and igniting the passion of the next generation.

Sponsor NextGen LIVE! to empower future floral leaders and position your brand as a pioneer in this thrilling transformation.



180 attendees from all industry segments and representing 31 states, Canada, Colombia and Ecuador

75% report connecting with a supplier they will do business with

73% were retailers at the owner, manager level

96% rank the event "very good or higher" as a way to connect, network, collaborate with industry professionals

92% report learning a new process they plan to implement

Next Gen LIVE! Supplier Showcase Quick Glance

Enhanced Supplier Package for Maximum Exposure (Only 20 Spots Available)

Pricing: Fee includes — one attendee registration and the Farm Tour add-on.

- » Member Rate: \$1,795
- » Non-Member Rate: \$1,995

Participation Features:

- » Inclusion in the on-site handout
- » Listing posted in the interactive event app
- » Listing on the safnow.org event page
- » Access to the attendee list for post-event follow-up

NEW!

Introduce your brand with a 2 minute video or intro from the stage at Next Gen LIVE!

Required Items:

- » Name of Product/Service
- » One High-Resolution Image (300 DPI)
- » 50-word or less description
- » Company Logo

NEW FOR 2025!
Includes Virtual Supplier Showcase listing on SAF's Floral Education Hub

What Attendees Say

Fantastic event for networking with peers across the industry. It created an inclusive, forward-thinking environment I wish I had when entering the industry. Each seminar, breakout session, and panel discussion was well designed and covered the latest floral trends and innovations. Conversations flowed effortlessly, friendships were made, and professional relationships blossomed."

- Sarah LoBue, AIFD, Main Street Florist

NextGen LIVE! is by far one of my favorite events in the floral industry. The energy is unmatched among this group, who are excited and passionate about growing, developing, and supporting each other as we learn to navigate everything this industry offers. If you want to energize your team, look no further than NextGen LIVE! — our team came away from the event excited and full of ideas that we can apply to our current strategy."





- Megan Gerace, GravityFree

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Next Gen Live! – Pick Your Partnership

AVAILABLE SOLD

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

Get your brand front and center to young, dynamic professionals eager to shape the future of the floral industry

Educate

***All Industry Educational Sessions:** (6 available)

- Ed Session 1 coming soon!
- Ed Session 2 coming soon!
- Ed Session 3 coming soon!
- Ed Session 4 coming soon!
- Ed Session 5 coming soon!
- Ed Session 6 coming soon!

Educational Breakout Sessions: (2 available)

- Ed Session 1 coming soon!
- Ed Session 2 coming soon!

Nourish & Network

- Lunch: (X available)
- Breakfast(s): (X available)
- Networking Breaks (X available)
- Team Design Competition and Dinner

includes logo placement across digital and print signage, 1x branded item, recognition from podium

Tour Liasion

- Bus to/from events: (X available)

includes logo placement across digital and print signage, recognition from podium, reps from your company on each bus

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

Entertain

- Happy Hour Host (X available)
- *Off Site After Party (1 available)
- Conference Highlight Reel

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

Branded Items *(pricing depends on selection)*

- Charging Station
- Hotel Key Cards
- Lanyard
- Luggage Tags
- Notebook
- Pens
- Pop Sockets
- Stickers
- Totebag
- Water bottle

NEW for 2025!

Become to official sponsor of the one of our monthly virtual Next Gen Happy Hours! Open and close the event with the option to run a fund giveaway or contest. (3 months, 3 events total) \$1200

We happily work with companies to create a custom sponsorship packages that fits your goals and objectives. Contact **Maura Kenny**, Director of Development.

Next Gen Live! Dallas – Interactive Experiences

☐ AVAILABLE

☒ SOLD

☐ **Official Photobooth sponsor \$3500:**
Be prominently featured as the official photobooth of convention with dual branded printed photo strips for attendees. \$3500 **photobooth priced separately*

☐ **Floral Cocktail Lounge Sponsor \$2900:** Delight guests with a floral lounge co sponsored by an event furnishing company and decked to the nines in flowers. The lounge will be in the networking break area, perfect for selfies!

☐ **Give Back Booth Sponsor \$1500:** Featured prominently in the hallway, invite attendees to take part in a project for a charity such as making bouquets for area hospitals- promote your brand while giving back!

☐ **AI Head Shot Bar Sponsor \$2900:**
Put on your best business attire and strike a pose! Then using the power of AI, adjust the background on your new headshot. **photography priced seperately*

☐ **Virtual Reality Experience Sponsor \$2500:** Dive into a new world where you can virtually design the garden of your dreams. **VR priced separately*

☐ **Video/Photo Contest Sponsor \$2500:** Encourage attendees to take creative pictures around a hash tage of your choosing. The contest is up to you! The bigger the prize, the better! Think a floral trip, all expense paid convention 2025, etc. Promoted in app, signage and from podium.

☐ **Hands on Workshop Sponsor \$5500:**
Put attendees to work in a fun, interactive workshop designed to ignite their creatibe spark. SAF will work with you on the workshop teacher and logistics. \$5,500

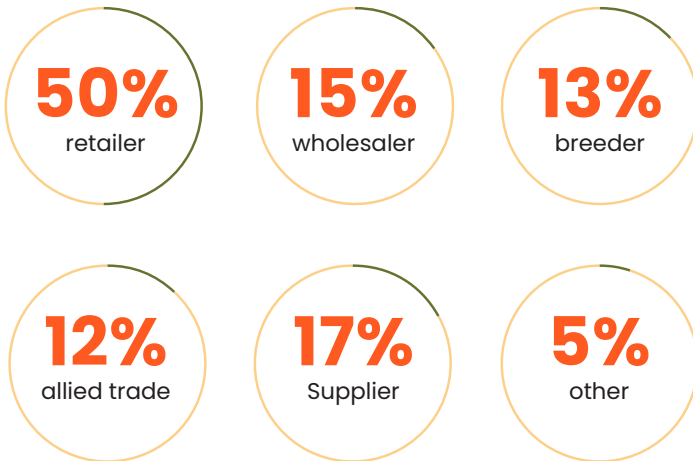


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Three Thrilling Days.

20+ education sessions, 3 experience zones, 8 networking functions and hundreds of the floral industry's top decision makers.

2023 Convention Attendee Demographics



32%

of attendees report gross annual earnings between \$1-5 million and 35% report \$5 million+

82%

met new suppliers they will do business with in the future

92%

attendees report learning a new process they will implement

86%

rank SAF's convention as a way to connect with new vendors, business partners and customers

* Based on SAF post-convention survey emailed to all attendees.

SAF Phoenix Supplier Showcase Quick Glance

Secure your space early

Single Space 6' L X 4' W
\$2,695

» **Includes:** One complimentary full event registration

Double Space X' L x X' W
\$4,995

» **Includes:** One complimentary full event registrations and one supplier expo registration

All supplier expo booth fees include:

- » logo placement on all digital and printed event signage
- » **Virtual Supplier Expo:** SAF is extending your impact beyond Phoenix with a Virtual Supplier Expo from August to October 2024 with the flexibility to extend your virtual presence.



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SAF Phoenix 2025 – 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:

- » Facebook post announcing your company as event sponsor
- » 1 email to attendee list 5 days before event
- » one high top table with option for one pull up banner in hallway right outside of main education sessions

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 email to attendee list 5 days before event
- » listing on SAF instagram highlight reel 6 months
- » listing on SAFnow Virtual Supplier Showcase
- » 1 flat marketing piece in convention tote bag
- » one high top table with option for one pull up banner in hallway right outside of main education sessions

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
- » listing on SAF instagram highlight reel 6 months
- » listing on SAFnow Virtual Supplier Showcase
- » 1 flat marketing piece in convention tote bag

BRONZE

\$20,000

- » 1 education session
- » 1 refreshment break
- » 1 complimentary registration
- » 3 months banner ad on safnow.org. Attendee list supplied after the event.
- » listing on SAF instagram highlight reel 6 months
- » listing on SAFnow Virtual Supplier Showcase
- » 1 flat marketing piece in convention tote bag

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.
- *BUSINESS SESSION & KEYNOTE BREAKFAST:** SAF announces the results of its elections and presents a keynote address.
- *ALL-INDUSTRY SESSIONS (2 available):** Immerse your brand in the heart of floral industry innovation with diverse topics and strategic overviews, where influential presenters share strategic synopses that impact every facet of our vibrant community.
- *STARS OF THE INDUSTRY AWARDS EXPERIENCE** Shine as the exclusive partner where the magic of the floral world comes to life during this enchanting experience – complete with dinner and dancing – that celebrates the industry's most accomplished individuals during a night to remember.

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** Your support matters! Help ramp up the party with food/beverage as we embark on bringing awareness to SAF's advocacy initiatives for our industry, all while having a blast with like-minded individuals who share our passion.

Work Shops

- HANDS-ON WORKSHOP (2 available) \$5,000**
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.

Competitions

- OUTSTANDING VARIETIES \$5,000** 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 55th 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.

→ **Brand Awareness continues on next page**



SAF Phoenix 2025 – Opportunities at-a-glance

□ AVAILABLE

☒ SOLD

Brand Awareness

□ LANYARDS

\$5,000

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. +cost of lanyards

□ CONVENTION APP

\$7,500

SAF attendees will use the official convention app as a resource to guide their 2024 journey. The sponsor will have the opportunity to submit artwork for the app's splash page, as well as one banner ad.

□ OFFICIAL CONVENTION TOTE BAG

\$5,000+

One of our highest profile sponsorships, your company logo will be co-branded with SAF.

+Cost of bag.

□ HOTEL KEY CARDS

\$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.

□ NOTEBOOKS

\$5,000

Quality notebooks co-branded with SAF and your company logo will be placed in the official conference tote.

□ CONVENTION HIGHLIGHTS

\$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. (2 breakfasts, 2 all-industry educational sessions and on the slider at registration)

□ REFRESHMENT BREAK

3 available

\$5,000/per break:

Be the host with the most! Surprise and delight attendees with tasty snacks.

□ EXPERIENCE ZONE

3 available

\$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.

□ INDIVIDUAL EDUCATIONAL PROGRAM

\$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.

□ PENS

\$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.*

□ TOTE BAG INSERT

\$850*

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.*



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SAF Phoenix 2025 – Interactive Experiences

AVAILABLE SOLD

NEW
for
2025!

Official Photobooth sponsor \$3500

Be prominently featured as the official photobooth of convention with dual branded printed photo strips for attendees.

**photobooth priced separately*

Floral Lounge Sponsor \$3500 :

Delight guests with a floral lounge co sponsored by an event furnishing company and decked to the nines in flowers. The lounge will be in the networking break area, perfect for selfies!

Give Back Booth Sponsor \$1500:

Featured prominently in the hallway, invite attendees to take part in a project for a charity such as making bouquets for area hospitals- promote your brand while giving back!

AI Head Shot Bar Sponsor \$3500:

Put on your best business attire and strike a pose! Then using the power of AI, adjust the background on your new headshot. **photography priced separately*

Virtual Reality Experience Sponsor \$3500:

Dive into a new world where you can virtually design the garden of your dreams. \$3,500*

**VR priced separately*

Video/Photo Contest Sponsor

\$2900: Encourage attendees to take creative pictures around a hash tag of your choice. The contest is up to you! The bigger the prize, the better! Think a floral trip, all expense paid convention 2025, etc. Promoted in app, signage and from podium.



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SAF 1 DAY PROFIT BLAST



Are you a supplier or grower that works with a Profit Blast host company?

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

2025 location and dates coming soon!



Profit Blast Exhibitor *Quick Glance*

**Tabletop Display/\$949
includes one event
registration**

- » 2 minutes of podium time to introduce your company/competitive advantage.
- » Listed in the on-site handout.
- » Listed on safnow.org Profit Blast page.
- » Attendee list for after event follow-up.
- » Listing in Floral Education Hub Virtual Supplier Showcase

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



For sponsorship and advertising opportunities contact:

Maura Kenny

703-838-5225

**START YOUR
PROGRAM TODAY!**