



**PHOENIX**  
 Aug 11-14 2025  
 140th Annual Convention

**SAF 2025  
 Annual Convention  
 A La Carte Pricing**

Date and Time	Event/Description	Price
<b>Day 1: A La Carte Registration Options</b>		
<b>Monday, August 11</b> 12:30 p.m. – 2:00 p.m.	<b>Lunch &amp; 2025 Trends Forecast All Industry Session</b> Enjoy lunch while discussing the industry's most pressing trends and challenges with peers from across industry segments.  <i>FOR GUESTS OF FULL REGISTRATION ATTENDEES ONLY. If you have registered for SAF Phoenix, the Lunch and Trends Forecast is included in your full registration.</i>	Member \$150 Non-member \$200
<b>Monday, August 11</b> 2:15 p.m. – 6:00 p.m.	<b>Supplier Expo Viewing</b> Meet and mingle with exhibitors at the Supplier Expo.  <i>FOR GUESTS OF FULL REGISTRATION ATTENDEES ONLY or SUPPLIER EXPO EXHIBITOR ADDITIONAL STAFF. If you have registered for SAF Phoenix, the Supplier Expo is included in your full registration.</i>	Member \$85 Non-member \$135
<b>Monday, August 11</b> 6:00 p.m. – 8:00 p.m.	<b>President's Welcome Reception</b> Join your peers for networking time at the official kick off for SAF's 140 <sup>th</sup> Annual Convention.  <i>FOR GUESTS OF FULL REGISTRATION ATTENDEES ONLY. If you have registered for SAF Phoenix, the President's Welcome Party is included in your full registration.</i>	Member \$135 Non-member \$185
<b>Day 2: A La Carte Registration Options</b>		
<b>Tuesday, August 12</b> 7:00 a.m. – 5:00 p.m.	<b>Full Day (Educational Sessions only)</b> Kick-Off Breakfast and all educational sessions on Tuesday.  <i>Lunch and evening reception/meals not included.</i>	Member \$395 Non-member \$445
<b>Tuesday, August 12</b> 7:00 a.m. – 9:00 a.m.	<b>Kick-Off Breakfast</b> Join fellow attendees for the Kick-off breakfast featuring a keynote speaker presentation.  <i>FOR GUESTS OF FULL REGISTRATION ATTENDEES ONLY. If you have registered for SAF Phoenix, the Kickoff Breakfast is included in your full registration.</i>	Member \$135 Non-member \$185

Day 3: A La Carte Registration Options		
<b>Wednesday, August 13</b> 7:00 a.m. – 5:00 p.m.	<b>Full Day (Educational Sessions only)</b> Business Session and Keynote Breakfast and all Wednesday educational sessions.  <i>Lunch and evening reception/meals not included.</i>	Member \$395 Non-member \$445
<b>Wednesday, August 13</b> 7:00 a.m. – 9:00 a.m.	<b>Business Session and Keynote Breakfast</b> Join fellow attendees for breakfast followed by SAF's annual business session and a keynote speaker presentation.  <i>FOR GUESTS OF FULL REGISTRATION ATTENDEES ONLY. If you have registered for SAF Phoenix, the Business Session and Keynote Breakfast is included in your full registration.</i>	Member \$135 Non-member \$185
<b>Wednesday, August 13</b> 5:00 p.m. – 10:00 p.m.	<b>Stars of the Industry Awards Experience Evening</b> Join fellow attendees to honor the professional accomplishments of your peers.  <i>Includes Dinner and Awards Presentation</i>  <i>FOR GUESTS OF FULL REGISTRATION ATTENDEES ONLY, AWARD WINNERS. If you have registered for SAF Phoenix, the Stars of the Industry Awards Evening is included in your full registration.</i>	Members: \$200 Non-Members: \$250
Day 4: A La Carte Registration Options		
<b>Thursday, August 14</b> 8:00 a.m. – 12:30 p.m.	<b>In-Depth Social Media Workshop</b> At this in-depth social media workshop, you will learn the how to's of creating social media, what to post for content and why it's important to have a social media program in place. This workshop will be hands on – attendees will be using their laptops, phones to formulate, create, edit their own content.	Members & Non-members \$199
<b>Thursday, August 14</b> 7:30 a.m. – 12:30 p.m.	<b>Experience Tours of Phoenix Area Floral Operations</b> Explore a behind the scenes look at some of Phoenix's top retail operations.  <i>Transportation included</i>	Members & Non-members \$119
Other Options		
<b>Monday, August 11 – Wednesday, August 13</b>	<b>The Child Package: Events Only</b> includes entry for a child of a convention attendee (12 years and under) to attend Trends Lunch, Welcome Reception, Kick Off Breakfast, Business Session and Keynote Breakfast and Awards Dinner.  <i>No educational sessions are included in this package.</i>	Members: \$449 Non-Members: \$549