



PHOENIX

Aug 11-14 2025

140th Annual Convention

SAF 2025 Annual Convention A La Carte Pricing

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

Day 3: A La Carte Registration Options		
Wednesday, August 13 7:00 a.m. – 5:00 p.m.	Full Day (Educational Sessions only) Business Session and Keynote Breakfast and all Wednesday educational sessions. <i>Lunch and evening reception/meals not included.</i>	Member \$395 Non-member \$445
Wednesday, August 13 7:00 a.m. – 9:00 a.m.	Business Session and Keynote Breakfast Join fellow attendees for breakfast followed by SAF's annual business session and a keynote speaker presentation. <i>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
Wednesday, August 13 5:00 p.m. – 10:00 p.m.	Stars of the Industry Awards Experience Evening Join fellow attendees to honor the professional accomplishments of your peers. <i>Includes Dinner and Awards Presentation</i> <i>. 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		
Thursday, August 14 8:00 a.m. – 12:30 p.m.	Hands On Workshop: Master Your Social Media Strategy Take your social media from scattered to strategic. Florists Sarah LoBue, AIFD, PFCI, and Kelsey Thompson, AIFD, PFCI, share how to set goals, reach the right audience, plan content, and use AI tools to save time and boost results. Walk away with a clear, actionable plan to grow your brand online.	Members & Non-members \$199
Thursday, August 14 7:30 a.m. – 12:30 p.m.	Experience Tours of Phoenix Area Floral Operations Tour Arizona Family Flowers to see innovations driving growth in both retail and wholesale. Then, visit Metro Tech High School, where students run a fully operational flower shop and get hands-on training that's shaping the future of the floral industry. <i>Transportation included</i>	Members & Non-members \$119
Other Options		
Monday, August 11 – Wednesday, August 13 (events only)	The Child Package: Events Only includes entry for a child of a convention attendee (12 years and under) to attend the Kick-off lunch and Trends Session, 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