

SAF Phoenix 2025 FAQ's

Do I have to wear my name badge the entire convention?

Yes. Your name badge gives you access to the SAF convention programs and events and encourages other participants to greet you.

What happens if I lose my name badge?

Stop by the SAF registration desk for a new one.

I've never been before — what if I don't know anyone?

For starters, even if you think you don't know anyone, you actually do— everyone on the SAF staff (easy to recognize — in royal blue SAF logo shirts). Consider them your new best friends, ready to chat and introduce you to other participants throughout the event.

There's a meet-up for first-time attendees on **Monday at 2:15 p.m.** This includes a special **early access tour of the Supplier Expo** — before it opens to the rest of the attendees. It's a great opportunity to meet vendors and connect with fellow first-timers in a smaller, more relaxed setting.

What should I wear?

In addition to your name badge, “resort casual” is the dress code:

- **Wear “resort casual” to all convention events:** Casual shirts, slacks, shorts, or dresses.
- **Wear “business or cocktail attire” to Wednesday's Stars of the Industry Awards Experience:** Collared shirts, ties and jackets, pantsuits, or dresses.

All convention events will be held inside the hotel. Bring a light jacket or sweater for cool air-conditioned ballrooms and meeting rooms.

Do I really have to show up for the breakfasts at the listed start times?

Breakfast opens at:

- 7:00 a.m. on Tuesday
- 7:00 a.m. on Wednesday

You don't have to show up right at the start time, but programming will start promptly 30 minutes after breakfast begins.

What meals are included with a full convention registration?

- **Monday:** Kick-off lunch and a light dinner at the President's Welcome Party.
- **Tuesday:** Buffet Breakfast
- **Wednesday:** Buffet Breakfast and seated dinner at Stars of the industry Awards Experience.

Is it OK to slip into educational sessions late?

Yes. You may go in and out of sessions as needed. Please enter and exit as quietly as possible and turn off your cell phone ringer.

How should I organize my time at the convention?

With so many scheduled sessions and events, you have many choices. If you are attending with more than one person from your company, "divide and conquer" might be the best approach. Check out the "agenda" section of the app to start planning your day and building your personal schedule.

To download the SAF Convention app:

- Search "Whova" and download from your app store.
- Sign in or create an account with the email you registered for convention with.
- Search "SAF Phoenix 2025" and join the event.
- ***If prompted or unable to get into the app, enter the event invitation code: SAFPHX2025***

Can I follow SAF's convention on social media?

Absolutely! Follow SAF at:

- [Facebook.com/SocietyofAmericanFlorists](https://www.facebook.com/SocietyofAmericanFlorists)
- [Instagram.com/SocietyofAmericanFlorists](https://www.instagram.com/SocietyofAmericanFlorists)

Please share your convention photos and experiences by **tagging @societyofamericanflorists and using hashtag #SAFCONV**. Post pictures in the photo section of the convention app, too!

Will SAF provide copies of the speaker handouts?

- **Session Handouts:** For sessions that include handouts, they will be provided in print during the session or electronically in the SAF Convention app. Presenters are welcome to add their documents to the app before their session so you may see some available before the convention.

- **Presentation Slides:** Slides from sessions will be posted on SAF's website as soon as possible after the convention. We'll send an email to all attendees once they're available.
- **Session Recordings:** SAF is recording several sessions this year (audio only). The recordings, along with their corresponding slides, will be available on the Floral Education Hub after the convention and shared via post-event email.

What is the SAFPAC Party?

Join your fellow industry members to support SAFPAC on Tuesday evening from 6:00-7:00 p.m.

Enjoy drinks and appetizers while watching a floral design competition filled with twists and turns. The audience will have the opportunity to influence the winners, and all money raised goes to SAFPAC. Who will emerge victorious? You need to be there to find out!

SAFPAC Party tickets are \$150, and 100 percent of your ticket cost is used to help elect floriculture-friendly members of Congress. Learn more and purchase here.

Click here to purchase your ticket: [2025 SAFPAC Party - safnow.org](https://safnow.org) (click donate then choose the SAFPAC party option).

What if I have a question or need help? Who can I ask?

Absolutely anyone on the SAF staff (in the blue shirts) — we are ready to resolve any issue that comes up.