



AMELIA 26  
ISLAND 26  
141st Annual Convention  
Aug.18-20, 2026

# 2026 Annual Convention A La Carte Options

DATE AND TIME	EVENT/DESCRIPTION	PRICE
<b>Day 1: A La Carte Registration Options</b>		
<b>Tuesday, August 18</b> 12:00 p.m. – 2:00 p.m.	<b>Lunch &amp; 2027 Flower Trends Forecast Keynote Presentation</b> Enjoy lunch and kick off convention with a look at the trends shaping floral in the year ahead.  <i>FOR GUESTS OR EVENT ONLY attendees. If you have registered for SAF Amelia Island, the Lunch and Trends Forecast IS INCLUDED in your full registration.</i>	\$155.00
<b>Tuesday, August 18</b> 2:15 p.m. – 5:15 p.m.	<b>Supplier Expo Viewing</b> Meet and mingle with exhibitors at the Supplier Expo.  <i>FOR GUESTS OR EVENT ONLY attendees or SUPPLIER EXPO exhibitor ADDITIONAL staff. If you have registered for SAF Amelia Island, the Supplier Expo IS INCLUDED in your full registration.</i>	\$99.00
<b>Tuesday, August 18</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 141 <sup>st</sup> Annual Convention.  <i>FOR GUESTS OR EVENT ONLY attendees. If you have registered for SAF Amelia Island, the President's Welcome Party IS INCLUDED in your full registration.</i>	\$155.00
<b>Day 2: A La Carte Registration Options</b>		
<b>Wednesday, August 19</b> 7:00 a.m. – 5:00 p.m.	<b>Full Day (Educational Sessions &amp; Breakfast only)</b> Breakfast and all educational sessions on Wednesday.  <i>Lunch and evening receptions/meals not included.</i>	\$415.00
<b>Wednesday, August 19</b> 7:00 a.m. – 9:00 a.m.	<b>Breakfast &amp; State of the Industry Keynote</b> Join fellow attendees for breakfast featuring a keynote presentation.	\$155.00

	<i>FOR GUESTS OR EVENT ONLY attendees. If you have registered for SAF Amelia Island, the Kickoff Breakfast IS INCLUDED in your full registration.</i>	
<b>Day 3: A La Carte Registration Options</b>		
<b>Thursday, August 20</b> 7:00 a.m. – 3:45 p.m.	<b>Full Day (Educational Sessions &amp; Breakfast only)</b> Keynote Breakfast and all Thursday educational sessions.  <i>Lunch and evening reception/meals not included.</i>	\$415.00
<b>Thursday, August 20</b> 7:00 a.m. – 9:00 a.m.	<b>Business Session &amp; Keynote Breakfast</b> Join fellow attendees for breakfast followed by SAF’s annual business session and a keynote presentation.  <i>FOR GUESTS OR EVENT ONLY attendees. If you have registered for SAF Amelia Island, the Business Session and Keynote Breakfast IS INCLUDED in your full registration.</i>	\$155.00
<b>Thursday, August 20</b> 5:30 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.  Includes Dinner and Awards Presentation  <i>FOR GUESTS OR EVENT ONLY attendees, or AWARD WINNERS. If you have registered for SAF Amelia Island, the Stars of the Industry Awards Evening IS INCLUDED in your full registration.</i>	\$210.00
<b>Day 4: A La Carte Registration Options</b>		
<b>Friday, August 21</b> 6:15 a.m. – 4:00 p.m.	<b>Behind the Scenes: A Rare Look Inside Two Premier Foliage Growers – Off-site Tour</b> Step into the heart of foliage production with an exclusive, behind-the-scenes tour of two highly respected growers—Albin Hagstrom & Son and FernTrust.  This immersive experience pulls back the curtain on the artistry and precision that bring lush greenery to life. Attendees will explore expansive growing ranges, propagation areas, and finishing houses, gaining firsthand insight into the full lifecycle of foliage—from cutting to cultivation to market-ready plants.  <i>Continental breakfast, picnic BBQ lunch and transportation provided.</i>	\$169.00

## Other Options

<p><b>Tuesday, August 18 – Thursday, August 20 (Friday tour not included)</b></p>	<p><b>The Child Package: Events Only</b> The Child Package 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.</p> <p><i>No educational sessions are included in this package. Only networking events.</i></p>	<p>\$459.00</p>
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