

New Products Showcase Application & Contract

SAF 135th Annual Convention • September 19, 2019 • 1:30p.m. - 2:30 p.m. • Ritz-Carlton, Amelia Island, FL

WHY YOU NEED TO EXHIBIT IN THE NEW PRODUCTS SHOWCASE

- **YOUR COMPANY AND PRODUCTS** get a third-party endorsement from a leading floral industry designer.
- **IT TAKES PLACE IMMEDIATELY BEFORE THE SUPPLIER EXPO**, making it a great way to introduce you, your products and your services to convention-goers.
- **IT'S EASY:** complete the Exhibitor Form, provide talking points and images, and send the products to the convention for SAF to show and talk about.
- **IT'S A BARGAIN:** The exhibitor fee starts at \$300. In addition, Supplier Expo exhibitors save \$150 on their entry fee.
- **IT'S GREAT PR:** You get post-event exposure when thousands of SAF Facebook fans and readers of *Floral Management* magazine see your products.

INTERNAL CONTACT INFORMATION

Please list the information for internal use.

Company Name

Contact Name

Contact Phone

Contact Email

COMPANY CONTACT INFORMATION

Please list the information as you would like it to appear on any printed New Products Showcase materials.

Company Name

Website

E-mail

Phone

Buy: Direct Via Wholesalers

PRODUCTS

SAF will display and demonstrate these products, and list them on handouts and online. SAF selects one of these products to include in the New Products Showcase article in *Floral Management* magazine; denote your choice with an *asterisk.*

1. _____
2. _____
3. _____

COMPANY & PRODUCT INFORMATION & IMAGES

Please email the information below to premierproductsshowcase@safnow.org.

- Company logo
- Information and talking points about your company and each product
- One high-resolution (3"x4", 300 dpi) image per product for use online and PowerPoint presentation
- One high-resolution (3"x4", 300 dpi) image of one product for placement in *Floral Management* magazine
- Choice of presenter ranked 1 (first choice) through 4 (last choice):
 - ___ JENNY BEHLINGS, AAF, AIFD, PFCI, SDCF
 - ___ D DAMON SAMUEL, AAF, AIFD, NAFD, NMF, PFCI
 - ___ JENNY THOMASSON, AIFD, PFCI
 - ___ MARLIN HARGROVE, AAF, AIFD, PFCI

*To be considered for the new product showcase, product must be new to the floral industry or the product would have needed to be new to market in 2018 or forward.

NEW PRODUCTS SHOWCASE FEES*

Supplier Expo Participant \$150 each

SAF Member \$300 each

Non-Member \$600 each

TOTAL: \$_____ (Maximum 3 entries)

Exhibitor allows SAF the right to photograph products and use the photos at its discretion. Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising from exhibitor's participation and for injury or damage to exhibitor's displays, product, equipment and other property brought upon the premises of the hotel. Participation indicates that the exhibitor shall indemnify and hold harmless hotel agents and employees and the Society of American Florists' agents, employees, directors and membership from any and all such losses, damages and claims.

Signature

Title

Date

PAYMENT

All payments are to be made in US dollars. Payment must be made no later than August 9, 2019. Cancellation requests must be received in writing. There will be no refunds after August 9, 2019.

- Checkpayable to The YGS Group
 Visa Mastercard AmEx Discover

Name on Credit Card

Bill Address

State

Zip

Phone

Card Number

CVV

Exp. Date

Authorized Signature

Print Name

PLEASE RETURN TO:

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