

 SAF  *Amelia Island* 2019
SEPTEMBER 18-21, 2019 RITZ-CARLTON AMELIA ISLAND / 135TH ANNUAL CONVENTION



EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Convention Overview & Statistics

SAF 135th Annual Convention • September 18-21, 2019 • Ritz-Carlton, Amelia Island, FL



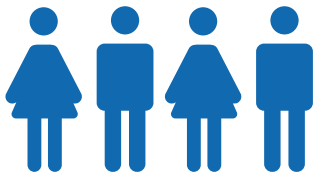
ABOUT AMELIA ISLAND

Located just off the coast of northeast Florida, Amelia Island is easy to reach, but hard to forget. With 13 miles of beautiful beaches, abundant native wildlife, and pristine waters, this barrier island has long been a beloved destination for visitors and residents alike.

[Learn more...](#)

WHY YOU NEED TO CONNECT WITH SAF CONVENTION ATTENDEES

The SAF Annual Convention is an opportune time to interact with florists, wholesalers, importers, growers and suppliers from around the globe. The attendees take action and have buying power.



450+ people attend annually!



Attendees have buying power, and they take action.



54% of retail attendees gross \$1 million+ annually.*



87% of retail attendees “met a supplier they plan to do business with.”*



* Based on SAF post-convention surveys, which are emailed to all attendees.

Sponsorship Packages

SAF 135th Annual Convention • September 18-21, 2019 • Ritz-Carlton, Amelia Island, FL

SPONSORSHIP PACKAGES AVAILABLE!

Bundle your sponsorship with additional deliverables from the table below and increase your ROI, sponsorship reach and value exponentially.

PLATINUM - \$45,000

- Recognition as the exclusive sponsor of one meal function
- One complimentary Supplier Expo tabletop
- Sponsorship of up to three Educational Programs
- Complimentary flyer/brochure inserted into the official convention tote
- Three complimentary convention registrations
- Twelve months of web banners on safnow.org
- One full page advertisement in the on site program
- One *Floral Management* new issue e-blast banner between August - November/December.
- Verbal recognition at the Business Session
- Special "Thank You" as a Platinum sponsor in the November/December issue of *Floral Management* magazine

GOLD - \$35,000

- Recognition as the exclusive sponsor of one meal function
- One complimentary Supplier Expo tabletop
- Sponsorship of up to two Educational Programs
- One complimentary Supplier Expo tabletop
- Six months of web banners on safnow.org
- Complimentary flyer/brochure inserted into the official convention tote
- Verbal recognition at the Business Session
- Special "Thank You" as a Gold sponsor in the November/December issue of *Floral Management* magazine

SILVER - \$25,000

- Recognition as the exclusive sponsor of one meal function (excluding Stars of the Industry Awards Dinner) or tote bag
- One complimentary Supplier Expo tabletop
- Sponsorship of one Educational Program
- Three months of web banners on safnow.org
- Verbal recognition at the Business Session
- Special "Thank You" as a Silver sponsor in the November/December issue of *Floral Management* magazine

BRONZE - \$18,000

- Recognition as the exclusive sponsor of one reception
- Sponsorship of one Educational Program
- One-month web banner on safnow.org
- Verbal recognition at the Business Session
- Special "Thank You" as a Bronze sponsor in the November/December issue of *Floral Management* magazine

MEAL FUNCTIONS

KICK-OFF BREAKFAST AND STATE OF THE INDUSTRY

THURSDAY, SEPTEMBER 19, 2019 | 7:00 A.M. – 9:00 A.M.
After the much-anticipated announcement of the winner of *Floral Management's* Annual Marketer of the Year Award, attendees will take a deep dive into key business trends affecting the floral industry and consumers today.

INNOVATION BREAKFAST AND KEYNOTE

FRIDAY, SEPTEMBER 20, 2019 | 7:00 A.M. – 9:00 A.M.
Attendees start the day with an inspiring and informative look at one of most critical aspects of operating a growing floral business today: Emerging E-Commerce Trends.

NETWORKING DINNER

FRIDAY, SEPTEMBER 20, 2019 | 6:00 P.M. – 8:00 P.M.
Your company will be the highlight of the evening where attendees will gather for great food and networking in a relaxed setting.

ALL SPONSOR PACKAGES INCLUDE:

- Logo recognition on event and/or item specific signage
- Logo recognition on official Convention App
- Logo recognition on the Annual Convention website
- Logo recognition in the onsite program
- Exclusive "sponsor only" offers on print and digital advertising to reach SAF members year-round.

Sponsorship Packages

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SAF BUSINESS SESSION AND KEYNOTE

SATURDAY, SEPTEMBER 21, 2019 | 7:00 A.M. – 9:00 A.M.
Attendees learn results of the SAF elections and People's Choice Outstanding Varieties, get an update on SAF's 2020 activities and hear from a keynote speaker.

STARS OF THE INDUSTRY AWARDS DINNER

SATURDAY, SEPTEMBER 21, 2019 | 6:30 P.M.–10:00 P.M.
As the grand finale of every Annual Convention, this highly anticipated event celebrates some of the most accomplished and dedicated people in the floral industry.

LUNCH AND LEARN

Fuel attendees while they soak in a mid-day educational session. Your company will be the sole sponsor of lunch. Sponsorship includes logo recognition on signage in the lunch area and on screens at the lunch.
+Cost of speaker

SAF PRESIDENT'S WELCOME PARTY

WEDNESDAY, SEPTEMBER 18, 2019 | 6:00 P.M. – 8:00 P.M.
Reconnect with friends and make new ones at the opening reception hosted by SAF President Bill LaFever, PFCI. Sponsor recognition includes verbal recognition at the beginning of the party, logo recognition on event-specific signage.

RECEPTIONS

FIRST-TIMERS RECEPTION

WEDNESDAY, SEPTEMBER 18, 2019 | 5:00 P.M. – 6:00P.M.
New to convention? This private happy hour will make you feel at home. You'll meet other first timers and members of the SAF Volunteer Leadership. Sponsor recognition includes verbal recognition at the beginning of the reception, logo recognition on event-specific signage.

NEXT-GEN RECEPTION

FRIDAY, SEPTEMBER 20, 2019 | 5:00 P.M. – 6:00 P.M.
The industry's Next-Gen members who are age 40 and under get some real face-time networking with each other at this special happy hour. Sponsor recognition includes verbal recognition at the beginning of the reception, logo recognition on event-specific signage.

AFTER GLOW PARTY

SATURDAY, SEPTEMBER 21, 2019 | 10:00 P.M.–MIDNIGHT
Continue the celebration with music and dancing — a fun finale for SAF's 135th Annual Convention. Sponsor recognition includes verbal recognition at the beginning of the party, logo recognition on event-specific signage and branded glow-sticks distributed to all attendees of the Saturday night event.



A LA CARTE SPONSORSHIP OPPORTUNITIES

SAF 135th Annual Convention • September 18-21, 2019 • Ritz-Carlton, Amelia Island, FL



SYLVIA CUP DESIGN COMPETITION

\$10,000

SATURDAY, SEPTEMBER 2, 2019 | 9:00 A.M. – 11:00 A.M.

Saturday, September 21, 2019

9 a.m.–11 a.m.

The 51st Annual Sylvia Cup Design Competition unites the nation's best floral designers as they are given the same flowers, foliage, design supplies and just two hours to create a beautiful arrangement.

CONVENTION APP

\$8,500

Attendees of SAF Amelia Island will use the official convention app as a resource to guide their 2019 journey. The sponsor will have the opportunity to submit artwork for the app's splash page, as well as one banner ad. Includes verbal recognition of sponsor support at the Business Session.

HOTEL WI-FI

\$8,500

Get connected! The sponsor of the official convention Wi-Fi will receive logo recognition on Wi-Fi signage, which lists the password to access the network. Includes verbal recognition of sponsor support at the Business Session.

ON SITE PROGRAM

\$8,000

Get your message in front of all attendees when you sponsor the on site program! Your company will receive a complimentary display ad in a premium cover position and verbal recognition of sponsor support at the Business Session.

Deadline for sponsorship is July 15, 2019.

HEADSHOT LOUNGE

\$6,000 PER DAY

Boost attendees' professional development skills at the headshot lounge, where a professional photographer and makeup artist will be on-site to snap photos for attendees. The sponsor will have the opportunity to place literature in the lounge during hours of operation and will receive logo recognition on headshot lounge signage.

HOTEL KEY CARDS

\$4,000

Be the first to welcome attendees to their home away from home as they travel to Amelia Island with sponsor-branded key cards to access their hotel rooms. Sponsor will receive exposure on the front of each card, opposite SAF's branding on the back.

CONVENTION NOTEBOOKS

\$4,000

There will be 450 quality notebooks with your company logo placed in the registration area for attendees to pick up when checking in.

CONVENTION HIGHLIGHTS

\$4,000

Align your brand with the most notable moments of the Annual Convention when your provided photos are included in the presentation to be shown before and after each of the morning breakfast programs.

EXPERIENCE ZONE DEMO POD

\$3,500

Experience zones are informal presentation areas where attendees can interact with presenters to learn a new skill. The sponsor will have the opportunity to have a company representative introduce or provide presenter.

RELAXATION MASSAGE AREA

\$3,000 PER DAY

Take a deep breath and relax! A masseuse will be on-site to provide complimentary massages to attendees in the registration area during session breaks. The sponsor will have the opportunity to have company representatives present in the relaxation massage area and will receive logo recognition on relaxation massage area signage.

INDIVIDUAL EDUCATIONAL PROGRAM

\$2,800

The SAF Convention offers top-notch education on a range of topics covering issues impacting every aspect of running a floral business. Your company will receive logo recognition with the online listing of your sponsored session. One company representative will be given the opportunity to provide opening remarks (two minutes or less) at one pre-determined educational session.

ALL SPONSOR PACKAGES INCLUDE:

- Logo recognition on event and/or item specific signage
- Logo recognition on official Convention App
- Logo recognition on the Annual Convention website
- Logo recognition in the onsite program
- Exclusive "sponsor only" offers on print and digital advertising to reach SAF members year-round.

A LA CARTE SPONSORSHIP OPPORTUNITIES (CONT.)

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SUNTAN LOTION

\$2,100

One of the best parts of SAF Amelia Island—location, location, location! The sponsor will receive recognition on signage in the registration area. 450 quantity branded suntan lotion bottles will be inserted into the official conference tote, which is distributed to all attendees at registration upon check-in.

FLORAL DISPLAY

\$2,000+

Display your fresh cut/live blooms outside the exhibit area when you participate in the all new Floral Display! Greenery, blooms or other live/potted arrangements will be set out for attendees to view (along with a small sign indicating your company name) for the duration of the Annual Convention.

+ *Cost of providing and shipping product, designer and logistics to set up and display product, hard goods associated with set up. Sponsor is responsible for display upkeep throughout the convention.*

CONVENTION PENS

\$1,200+

There will be 450 quality pens with your company logo placed in the official convention tote.

+ *Cost of pens. Alternatively, sponsor may provide pens.*

CONVENTION TOTE BAG INSERT

\$500+

Your company's flyer or pamphlet will be placed into the official Convention Tote Bags, available for all attendees to pick up in the registration area.

+ *Production, shipping and labor costs for inserts are the responsibility of the sponsor.*

HOTEL ROOM DROP

\$500+

Deliver your flyer or promotional item to all attendees who have booked rooms at the Ritz-Carlton Amelia Island on Thursday, Friday or Saturday night.

+ *Cost of room drop. Contact us for rates.*



MAXIMIZE YOUR EXPOSURE!

Don't miss your opportunity to receive sponsor recognition in these printed pieces!

Deadline for on site program: July 15, 2019

ALL SPONSOR PACKAGES INCLUDE:

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- Logo recognition on official Convention App
- Logo recognition on the Annual Convention website
- Logo recognition in the onsite program
- Exclusive "sponsor only" offers on print and digital advertising to reach SAF members year-round.

Sponsorship Application and Contract

SAF 135th Annual Convention • September 18-21, 2019 • Ritz-Carlton, Amelia Island, FL

PLATINUM PACKAGE - \$45,000

GOLD PACKAGE - \$35,000

SILVER PACKAGE - \$25,000

BRONZE PACKAGE - \$18,000

A LA CARTE

Sylvia Cup Design Competition - \$10,000

Convention App - \$8,500

Hotel WI-FI - \$8,500

On Site Program - \$8,000

Headshot Lounge - \$6,000/day

Hotel Key Cards - \$4,000

Convention Notebooks - \$4,000

Experience Zone Demo Pod - \$3,500

Convention Highlights - \$3,500

Relaxation Massage Area - \$3,000/day

Individual Educational Program - \$2,800

Suntan Lotion - \$2,100

Floral Display - \$2,000+

Convention Pens - \$1,200+

Convention Tote Bag Insert - \$500+

Hotel Room Drop - \$500+

We, the sponsor, hereby submit our application and contract to participate in the SAF Annual Convention. In making this application and executing this contract, by our signature, we hereby agree to the Rules and Regulations named herein. (Complete the below information as you wish it to be published.)

CONTACT INFORMATION:

Company Name

Address

City

State

Zip

Email

Company Contact for Sponsorship (ON SITE)

Email for on site contact

PAYMENT INFORMATION

All payments are to be made in US dollars. The final payment must be made no later than August 30, 2019. Exhibitors canceling prior to August 30, 2019 will forfeit 50% of total charge. Requests for cancellations and refund must be made in writing prior to August 30, 2019. No refunds will be issued after August 30, 2019.

Check payable to The YGS Group

American Express VISA MasterCard Discover

Name on Credit Card

Billing Address

State

Zip

Phone

Card Number

Security Code

Exp. Date

Authorized Signature

Print Name

TOTAL: \$ _____

PLEASE RETURN TO:

Heather Macaluso

heather@safnow.org

(717) 430-2224

Laura Gaenzle

laura@safnow.org

(717) 430-2351

Supplier Expo Information

SAF 135th Annual Convention • September 18-21, 2019 • Ritz-Carlton, Amelia Island, FL

Connect with buyers one-on-one from your own tabletop exhibit during this stand-alone, can't-miss convention event. The supplier expo attracts both exhibitors and attendees internationally to learn about the best and brightest products and services in the floral industry!

THURSDAY, SEPTEMBER 19TH

Setup Hours.....	11:30 a.m. – 2:15 p.m.
New Products Showcase	1:30 p.m. – 2:30 p.m.
Supplier Expo Exclusive Time	2:30 p.m. – 5:00 p.m.
Tear Down	5:00 p.m. – 7:00 p.m.

	EARLY BIRD	AFTER JULY 1	NON-MEMBER
Tabletop Only	\$1,145	\$2,065	\$2,795
Tabletop + 2 Wednesday/Thursday Passes	\$1,495	\$2,495	\$3,195
Tabletop + 1 Full Convention Registration	\$1,995	\$3,795	\$4,495

DID YOU KNOW?
 Participants in the Supplier Expo are eligible for discounted rates to be a part of the New Products Showcase!* Receive two products for an additional \$150 and three products for \$200!



*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.

PLEASE RETURN TO:

Heather Macaluso
 heather@safnow.org
 (717) 430-2224

Laura Gaenzle
 laura@safnow.org
 (717) 430-2351

Supplier Expo Application and Contract

SAF 135th Annual Convention • September 18-21, 2019 • Ritz-Carlton, Amelia Island, FL

We, the tabletop exhibitor, hereby submit our application and contract to participate in the SAF Annual Convention Supplier Showcase. In making this application and executing this contract, by our signature, we hereby agree to the Rules and Regulations named herein. (Complete the below information as you wish it to be published.)

I have read the terms of this application, contract, liability, rules and regulations for display space and agree to them accordingly.

CONTACT INFORMATION:

Company Name

Address

City State Zip

Phone Fax

Company Contact for Sponsorship (ON SITE)

Email for on site contact

SUPPLIER EXPO FEES	Early Bird	After July 1	Non-Member
Tabletop Only	<input type="checkbox"/> \$1,145	<input type="checkbox"/> \$2,065	<input type="checkbox"/> \$2,795
Tabletop + 2 Wednesday/Thursday Passes	<input type="checkbox"/> \$1,495	<input type="checkbox"/> \$2,495	<input type="checkbox"/> \$3,195
Tabletop + 1 Full Convention Registration	<input type="checkbox"/> \$1,995	<input type="checkbox"/> \$3,795	<input type="checkbox"/> \$4,495

Signature

Title

Date

PAYMENT INFORMATION

All payments are to be made in US dollars. The final payment must be made no later than August 30, 2019. Exhibitors canceling prior to August 30, 2019 will forfeit 50% of total charge. Requests for cancellations and refund must be made in writing prior to August 30, 2019. No refunds will be issued after August 30, 2019.

- Check payable to The YGS Group
- American Express VISA MasterCard Discover

Name on Credit Card

Billing Address State Zip

Phone

Card Number Security Code Exp. Date

Authorized Signature Print Name

TOTAL: \$ _____

PLEASE RETURN TO:
Heather Macaluso
heather@safnow.org
(717) 430-2224
Laura Gaenzle
laura@safnow.org
(717) 430-2351

Terms & Conditions

Liability

The Society of American Florists shall not be responsible for any loss, damage, theft or injury that may come to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever, prior to, during or subsequent to the period covered by the exhibitor contract; and the Exhibitor, on signing, agrees to indemnify same against any and all claims for such loss, damage or injury. The Society of American Florists does not provide any security services or personnel for the exhibit area during or subsequent to the period covered by the exhibitor contract.

Any damage to the building due to carelessness of the Exhibitor must be paid for by the Exhibitor. Also, the Society of American Florists shall not be responsible for any damage to the Exhibitor's business for failure to provide space for the exhibit, for the removal of same, or for failure to hold the SAF Annual Convention.

The Exhibitor agrees to abide by the following rules and regulations for the SAF Annual Convention. Any deviation, without the express permission of SAF may result in removal from the show and loss of monies paid.

Tabletop Schedule

Tabletops may be set up beginning at 11:30 a.m. on Thursday, September 19, 2019. All tabletops should be fully set up and ready for business by 2:15 p.m. Tabletop locations will be assigned ahead of time. Failure to occupy space contracted in no way relieves Exhibitor of the obligations to pay the full rental charge for such space. The Convention may take possession of any unoccupied space and may, at its discretion, re-let it on such terms as it may deem advisable.

No part of the display will be packaged, pre-packed or removed, or any other form of display dismantling, done prior to 5:00 p.m. on Thursday, September 19, 2019.

Exhibitors will adhere to the opening and closing times of the display space throughout the course of the SAF Annual Convention. At least one person must be in attendance at the display space during all display hours.

Cancellations

Cancellations received prior to September 19, 2019 are subject to a 50% cancellation service fee with the balance refunded. Cancellations after this date shall not be refunded.

Displays

All displays must conform to the size of a 6 foot tabletop and must not be of such nature or arrangement as to obstruct the view or interfere with exhibits of others. SAF reserves the right to move Exhibitors not complying with the above conditions.

Behavior

Behavior in a disorderly, abusive or other manner not generally acceptable to the general public will not be permitted.

The company or individual whose name appears on this contract takes responsibility for any and all individuals representing the company or himself while at the SAF Annual Convention.

Insurance

SAF will not procure or maintain any insurance and/or security to insure the property of any Exhibitor against damage, fire, theft or otherwise and further will not procure or maintain any insurance coverage to insure any Exhibitor against liability for injury or damage to any property or persons. Any Exhibitor wishing such insurance and/or security coverage shall procure the same of itself and its expense.

Convention Management

SAF shall have the right, but not the obligation, to resolve disputes or disagreements between Exhibitors, or between Exhibitors and official contractors. In the event of a dispute or disagreement between an Exhibitor and an official contractor, or between two or more Exhibitors, action or decision by SAF intended to resolve the dispute or disagreement shall be binding on the Exhibitor.

SAF may from time to time issue such additional rules as it deems necessary for the orderly presentation of the display area. Any rule may be amended at any time by SAF, provided that such amendment shall not substantially diminish the rights or increase the liability of the Exhibitor.

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
 - ___ **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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heather@safnow.org
(717) 430-2224

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