



Partner with the Society of American Florists (SAF)

Enhance your company's brand recognition, credibility, and sales by maximizing visibility in the lucrative \$52 billion* floral market!



Business owners from every segment of the floral industry turn to *SAF* for trends, technology, products, and services.

Why SAF?

Influence SAF connects the most progressive floral business owners.

Reach SAF's membership includes **7,000 floral industry professionals and top decision makers.**

Partner Value SAF creates industry connections that deliver on your investment and drive revenue year-round.

SAF Member Demographics

- 84% | RETAILERS
- 3% | SUPPLIERS
- 12% | WHOLESALERS AND IMPORTERS
- 1% | EDUCATORS/STUDENTS

Industry Worth

\$51.9B | FLORICULTURE SALES

(*U.S. Bureau of Economic Analysis Personal Consumption Expenditures)

For sponsorship and advertising opportunities contact: [Sheila Santiago](#), 703-838-5225, to start your program today!



The Power of Print

Each issue of **Floral Management** magazine — on average — reaches **11,000 people** in the U.S. and **11 countries**.

60%

visited the website of an advertiser after viewing the company's advertisement.

40%

save advertisements for future reference.

Why Advertise in Print?

Visibility

Immediate brand exposure — stand out and be seen

Action

Print media drives readers beyond the page

Recognition

Brand recall is higher after seeing a print ad

Reach

Print helps your business reach potential customers and engage target audiences

For sponsorship and advertising opportunities contact: [Sheila Santiago](#), 703-838-5225, to start your program today!

Floral Management Magazine

January/February

Ads Close: 12/9/22
Materials Due: 12/13/22

The Succession Issue

- Exit strategies to plan for the future of your shop
- Efforts to recruit the next generation of floral business owners through internships, community partnerships and industry organizations
- How to market to the next generation of customers

Featured Products:

- Outdoor garden and gifts
- Dreamy daffodils

March/April

Ads Close: 1/27/23
Materials Due: 2/3/23

The Customer Service Issue

- How florists are exceeding new customer service standards
- A luxury wedding flower buyer's tips to find high quality product
- Tips to combat inflation and maintain your margin

Featured Products:

- Fabolous finds from spring market shows
- Pantone color of the year flowers

May/June

Ads Close: 3/22/23
Materials Due: 3/30/23

The Event Issue

- Growing corporate sales in a post-COVID environment
- Navigating the new world of sympathy work
- Popular wedding flowers: from farm to a bride's bouquet

Featured Products:

- Bridal accents and accessories
- American grown flowers

July/August

Ads Close: 5/26/23
Materials Due: 6/2/23

The Innovation Issue

- Products and processes that are changing the industry
- Innovator profiles
- Must-have apps to run your business

Featured Products:

- Key technology vendors
- Fall accents

ATTENTION GETTER

SAF recognizes that industry thought leaders have insight and experience to share with members. Showcase your expertise as a sponsored content contributor in Floral Management. Sponsored content is offered in one-page or a two-page spread formats.



September/October

- Ads Close: 7/28/23
- Materials Due: 8/3/23

The Growth Issue

- SAF Marketer of the Year winner revealed
- Strategies to grow sales in uncertain economic times

Featured Products:

- Sustainable add-ons to boost business
- Alstroemeria

November/December

- Ads Close: 9/29/23
- Materials Due: 10/5/23

The Fresh Products Issue

- Outstanding Varieties Competition winners
- 2024 floral trends forecast
- Strategies for sustainable designs and practices

Featured Products:

- **BONUS:** The 2024 Fresh Product Buyer's Guide
- Chrysanthemums

For sponsorship and advertising opportunities contact: [Sheila Santiago](#), 703-838-5225,

Floral Management's Sustainability Spotlight

BONUS: Sustainability Spotlight: Showcase your sustainability practices

- Ads Close: 6/2/23
- Materials Due: 6/9/23

Tell your sustainability story and highlight your company's noteworthy practices in environmental protection, social equality, and economic sustainability. Sustainability stories demonstrate that the floriculture industry is proactively addressing our impact on a changing climate.

What's your story?

- Conserving water and electricity, using renewable energy
- Creating less waste or sustainable packaging
- Reducing carbon emissions and/or footprint
- Using biological agents for pest and disease control
- Investing in employees and their well-being

Rates:



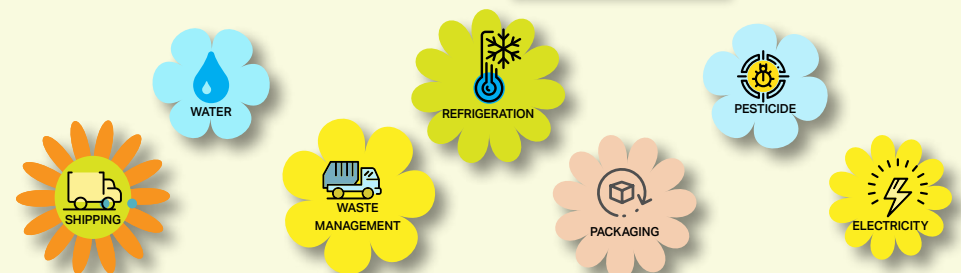
Two-page spread: \$2,000
500 – 700 word description of your sustainable efforts

All participants must submit:

- Headline
- 3 to 5 images of your efforts (images should be high-resolution, 300 dpi .eps or .jpeg)
- Company logo
- 50 word (or less) company description
- Company address, website, phone number, email



One page: \$1,500
300 – 500 word description of your sustainable efforts



For customized multi-channel options contact, [Sheila Santiago](#), Director of Development.



Floral Management Magazine

Issue Rates and Specifications

Ad Specifications:

Publication Trim Size:	8.25" x 10.875"
Full Page:	8.5" x 11.125"
2/3 Vertical:	4.6" x 9.625"
1/3 Vertical:	2.2 x 9.625"
2-page spread:	16.75" x 11.125"

Print Rates:

Cover Position:	\$2,600
Full Page:	\$1,900
2/3 Vertical:	\$1,200
1/3 Vertical:	\$900
2-page spread/ sponsored content	\$2,900

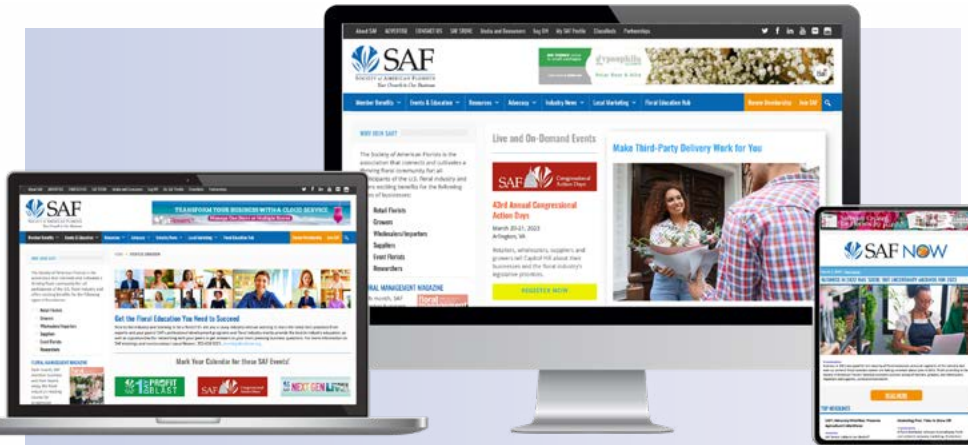
Placement in Floral Management includes digital edition at no additional cost.



For sponsorship and advertising opportunities contact: [Sheila Santiago](#), 703-838-5225,

Give Your Brand a *Boost* with Digital

Amplify your advertising efforts with digital marketing campaigns to reach your target audience.



SAF Website

Make a lasting first impression by advertising at the top of the SAF homepage. Safnow.org, averages 30,000+ monthly pageviews.

Promotional eBlasts

Tell the industry about your company's new products and services by letting SAF send an email blast to our members as sponsored content. Target marketing and segmentation available.

SAF NOW eNewsletter

SAF's weekly eNewsletter is a high-value advertising opportunity to reach industry decision makers. SAF NOW has impressive open rates averaging 35% and appealing click-through statistics.

Vendor Vendor Video Showcase

Enhance your storytelling ability and get mass exposure for your company's unique value proposition, products and services with video.

Digital Rates and Specifications

safnow.org website

Top Leaderboard - \$1,000/monthly

- 728 x 90 pixels
- Supported files: .jpg or .gif
- 3 rotations max per month

Promotional eBlasts

(Price is based on selected target list.)

- Fully designed, ready-to-send email in an HTML file. (Use a testing service such as litmus to confirm html validation and deliverability of code.)
- All images and fonts need to be linked to the appropriate files hosted on your servers (no local files)
- All hyperlinks need to be embedded
- Subject line for the email

**All promotions are subject to approval by The Society of American Florists and can be discontinued for any reason at any time.*

***These promotions are limited.*

SAF NOW eNewsletter

Top leaderboard above the mast-head – 1 available, \$1,200/monthly

- 728 x 90 pixels
- Supported files: .jpg or .gif
- Url

Banner – 3 available \$1,000/monthly

- 570 x 90 pixels
- Supported files: .jpg or .gif
- Url

Product Spotlight – 2 available \$1,000/monthly

- 275 x 175 pixels
- Supported files: .jpg or .gif
- Url

Vendor Video Showcase

\$2,000/yearly, \$1,000/6 months, \$500/3 months

- One Mp4 formatted 5 minutes or less video
- Company logo
- Company description (50 words or less)
- Company contact information
- One handout/marketing piece

For sponsorship and advertising opportunities contact: [Sheila Santiago](#), 703-838-5225, to start your program today!

*Make connections and network
at one of SAF's 5 in-person events in 2023.*



2023 Sponsorship and Exhibitor Showcase Program

1 *NextGen Gathering*

NextGen LIVE! Floral pros age 45 and under from all segments — retail, event, wholesale, importer, grower, and manufacturers — come together at an event designed for the next generation of industry leaders.



[Click to learn more](#)

1 *All-Industry Convention Experience*

SAF's Phoenix 2023 475 (+) industry leaders from all segments come together for three days of education, networking, competitions, awards, and a showcase of new floral and tech products.



[Click to learn more](#)

3 *Regional Events*

At SAF's Profit Blast events, florists and their teams get practical advice to boost their bottom line during a half-day program covering topics such as design profitability, digital strategies, customer service and financial management. Be part of a supplier showcase with plenty of networking time.



[Click to learn more](#)

We happily work with companies to create a custom sponsorship package that fits your goals and objectives. Contact [Sheila Santiago](#), Director of Development.

SAF NEXT GEN LIVE!

JUNE 11-13, 2023 | MIAMI, FL

GROW. CONNECT. LEAD.



160

attendees from all industry segments and 31 states, Colombia, and Ecuador

75%

report connecting with a supplier they will do business with

59%

were retailers at the owner, VP/ Executive, Manager level

95%

rank the event 'excellent' as a way to connect, network, collaborate with industry professionals

94%

report learning a new process they plan to implement

Connect with the industry's rising stars as you build relationships and create top of mind awareness of your brand

Next Gen Live Supplier Showcase Info – Quick Glance

Supplier Showcase (20 spots available)

Member: \$1,295

Nonmember: \$1,795

includes one event registration

Participation includes:

- Listing in the on-site handout.
- Listing on safnow.org events page.
- Attendee list provided for post-event follow up.

What Attendees Say

“I feel so much better equipped for my career in the floral industry after Next Gen. I have better social media abilities and have a better working knowledge of the ins-and-outs of the industry. It was amazing meeting young professionals from all over the states, and meeting growers and owners of our supplies. I would without a doubt attend again.”

Grace Winters, George's Flowers

“Next Gen Live was everything I had hoped for, and more. I met several new friends in all segments of the industry, learned new tips and tricks for buying and communicating with vendors, and was able to relate so much to other young members of our industry. It was one of the best SAF events I've attended.”

Cameron Pappas, Nortons Florist

We happily work with companies to create a custom sponsorship packages that fits your goals and objectives. Contact [Sheila Santiago](#), Director of Development,

Next Gen Live! – Pick Your Partnership

Partnership Levels



Crown Mogul
\$7,500+



Bouquet Big Shot
\$5,000 – \$7,499



Corsage Commander
\$2,500 - \$4,999



Boutonniere Bud
up to \$2,000

Tiered packages receive:

- logo recognition in on-site event signage, on-site presentation slides, conference web page, pre-event promotional emails
- company writeup in conference app
- verbal recognition from the podium during event

We happily work with companies to create a custom sponsorship package that fits your goals and objectives. Contact [Sheila Santiago](#), Director of Development.

AVAILABLE SOLD

The Wow Factor

*Exclusive Flower Partner

Nourish & Hydrate

Welcome Gathering: 45-minute informal gathering by the pool

*Welcome Reception

Networking Break(s) with refreshments: (4 available)
\$4,000

*Surprise Evening Event: (Monday night)

Lunch: (1 available) \$5,000

*Breakfast(s): (2 available)

Entertain

Early Morning Mindfulness (repeats)

Interactive Hallway Experience:

Photo Station

Flower Installation

VR Flower Farm Experience

Have an idea for an interactive experience? Let us know!

Transport

Bus to/from events: (3 available) \$3,500

Miami Airport Tour

Retail Tour Experience

Monday Night Reception

Educate

***All Industry Educational Session:** (7 available)

Give Your Customers FOMO:

How In Store Experiences Can Drive Sales

How I Did It

From Conception to Customer:

The Journey of Floral Hard Goods

5 Star Customer Service

Communications Master Class

Foundations for Building Healthy Relationships

A.I. For Dummies

Educational Breakout Sessions: \$2,500/each

Content Strategy, Planning and Posting (repeats)

Short-Form Video Filming and Editing

Influencers and Community Connections

Branded Items *(pricing depends on selection)*

Lanyard

Totebag

Hotel Key Cards

Notebook

Conference Highlight Reel

Charging Station

Suntan Lotion

Luggage Tags

Water bottle

**Items reserved for Crown Mogul and Bouquet Big Shots sponsorship levels*



PHOENIX

SEPTEMBER 6-9
138th ANNUAL CONVENTION

2023



2022 Convention Attendee Demographics

46%

retailer

11%

wholesaler

14%

grower

7%

breeder

12%

manufacture/allied trade

10%

other

32%

of attendees report gross annual earnings between \$1-5 million and 35% report \$5 million+

82%

met new suppliers they will do business with in the future

92%

attendees report learning a new process they will implement

86%

rank SAF's convention as a way to connect with new vendors, business partners and customers

** Based on SAF post-convention survey emailed to all attendees.*

We happily work with companies to create a custom sponsorship package that fits your goals and objectives. Contact [Sheila Santiago](#), Director of Development.

Three Thrilling Days. 20+ education sessions, 4 experience zones, 8 networking functions and hundreds of the floral industry's top decision makers.

SAF Phoenix Supplier Expo Info – Quick Glance

Supplier Showcase (40 spots available)

Member: \$2,395

Nonmember: \$2,695

includes one event registration, price increases on June 1

New in 2023:

- expanded show hours
- no overlap with sessions or meals
- new convention app with immediate ROI results
- access to attendees that interact with your brand during the event.
- one complimentary marketing piece in the convention tote bag to increase visibility and brand awareness.

What Attendees Say

I attribute a lot of our business growth from attending SAF Convention. I have met new vendors and suppliers to help our business. I always have a long list of business ideas from attending educational sessions. SAF Convention helps me stay ahead of the game!

Jen Barnard, Tillie's Flowers

Keeping annually up to date with trends, new product/varieties, marketing and technology with workshops and presentations that help your floral business excel and prosper in this business environment. Networking with our industry's top professionals with an eye and insight on the future with our next generations.

Brian J Wheat, Owner, Lafayette Florist Gift Shop and Garden Center

SAF convention is the only event I know of that joins the entire chain from grower to retailer - the whole chain participates, learns, and understands more from each part. The energy at the event is electric.

Amy Desperito, Natural Flowers

Pick Your Partnership

PLATINUM \$45,000

- Choice of sole sponsorship of one main event
- 4 complimentary registrations
- 1 Interactive hallway experience area for duration of the event
- Show 2-minute promo video
- Convention mobile app advertisement banner
- 1 push notification during the event
- 1 marketing piece in the convention tote bag

Pre-Event:

- 1 pre-event standalone Tweet announcing your company as event sponsor
- Facebook post announcing your company as event sponsor
- 1 email to attendee list 5 days before event

GOLD \$35,000

- Choice of sole sponsorship of one main event
- 3 complimentary registrations
- Convention mobile app advertisement banner
- 1 Supplier Expo Tabletop with priority placement

Pre-Event:

- 1 pre-event standalone Tweet announcing your company as event sponsor
- 1 email to attendee list 5 days before event

SILVER \$25,000

- Choice between one all industry education session OR one reception and one brand awareness item
- 2 complimentary registrations
- 1 Supplier Expo Tabletop placement by SAF
- Attendee list supplied 5 days before event

BRONZE \$20,000

- 1 education session
- 1 complimentary registration
- 2 months banner ad on safnow.org

Tiered package level partners receive package (+):

- logo recognition in on-site event signage, on-site presentation slides in relevant tier, convention app, convention web page, on-site program book, pre-event promotional emails
- company writeup in convention app
- recognition during Business Session
- Floral Management recognition "Thank You" ad in the Nov/Dec issue
- post-convention attendee mailing address and email list

We happily work with companies to create a custom sponsorship package that fits your goals and objectives. Contact [Sheila Santiago](#), Director of Development.

SAF Phoenix – Opportunities at-a-glance

AVAILABLE SOLD

Main Events

***SAF PRESIDENT'S WELCOME PARTY:** Enjoy a casual dinner and network during this opening reception.

***KICK-OFF BREAKFAST:** Exploring big-picture trends is the focus of this breakfast that highlights Outstanding Varieties winners.

***INNOVATION BREAKFAST:** Big picture consumer trends and the winner of Floral Management's Marketer of the Year Award are spotlighted.

***BUSINESS SESSION & KEYNOTE BREAKFAST:** SAF announces the results of its elections and presents a keynote address.

***ALL-INDUSTRY SESSIONS (2 available):** 2024 Flower Trends Forecast and Big Picture Floral Industry Trends

***STARS OF THE INDUSTRY AWARDS EXPERIENCE** (revamped for 2023) The evening experience celebrates some of the most accomplished people in the floral industry.

Receptions

FIRST-TIMERS RECEPTION Your company can impress first-time attendees during this special event. Get a leg up on your competition and capitalize on connecting and cultivating relationships.

NEXT-GEN RECEPTION The industry's Next-Gen members age 45 and under network during this special reception.

SAF PAC PARTY (6 available) \$5,000/each The SAF PAC Party supports the only national political action committee dedicated to advocating for the floral industry. Support food, drinks, and a whole lot of fun as we raise money for this important initiative.

Work Shops

HANDS-ON WORKSHOP (2 available) \$8,000 Hands-On Design Workshop (limited to 50 attendees) and Business Building Workshop.

Hand-On workshops will be a co-sponsor opportunity with up to three non-competing companies.

**Items are reserved for Silver level partners and above*

Competitions

OUTSTANDING VARIETIES \$4,000 More than 5,000 stems will be judged in one of the industry's biggest flower and plant competitions. Sponsor provides all floral preservative for the competition.

SYLVIA CUP DESIGN \$10,000 The 54th Annual Sylvia Cup Design Competition unites the nation's best floral designers as they are given the same flowers, foliage, design supplies and two hours to create three arrangements.

NEW! PRE-SESSION TRIVIA SPONSOR (2 available) \$3,500 (+) prize donation Grab attention and entertain attendees with this series of six sponsored trivia questions that will rotate on big screens 10 minutes before the All-Industry Education Session as attendees arrive. Attendees will answer the trivia questions via their mobile device. One lucky winner will be randomly drawn from those that participate. The representative of the sponsoring company will announce the winner from the stage.

→ **Brand Awareness**
continues on next page



We happily work with companies to create a custom sponsorship package that fits your goals and objectives. Contact [Sheila Santiago](#), Director of Development.

SAF Phoenix – *Opportunities at-a-glance*

AVAILABLE SOLD

Brand Awareness

LANYARDS \$8,000 Showcase your logo co-branded with SAF on every attendee. Logo size, color, and placement will be based on the lanyard design and are subject to SAF approval.

CONVENTION APP \$7,500 SAF attendees will use the official convention app as a resource to guide their 2023 journey. The sponsor will have the opportunity to submit artwork for the app's splash page, as well as one banner ad.

OFFICIAL CONVENTION TOTE BAG \$5,000+ One of our highest profile sponsorships, your company logo will be co-branded with SAF. *+Cost of bag.*

HOTEL KEY CARDS \$5,000 Be the first to welcome attendees 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.

NOTEBOOKS \$5,000 Quality notebooks co-branded with SAF and your company logo will be placed in the official conference tote.

CONVENTION HIGHLIGHTS \$5,000 Align your brand with the most notable moments of your branded promotional slides are featured in the attendee slide show presented before and after each all-industry session and on the slider in the registration area. (3 breakfasts, 2 all-industry educational sessions and on the slider at registration)

REFRESHMENT BREAK (3 available) \$5,000/per break: Be the host with the most! Surprise and delight attendees with tasty snacks.

EXPERIENCE ZONE (4 available) \$3,500/per presentation: Experience Zones are informal presentations where attendees can interact with presenters to learn a new skill. Your company representative introduces the speaker.

INDIVIDUAL EDUCATIONAL PROGRAM \$2,800 Top-notch education on a range of topics covering issues impacting every aspect of running a floral business. Your representative will open the session with 2 minutes of podium time and close the session at its conclusion. **NEW 2023**, company representative can opt to moderate the session if it's a panel discussion.

SUNTAN LOTION \$2,000* SAF Phoenix 2023 boasts an excellent location — add to the experience with branded suntan lotion that will be included in the official conference tote. **sponsor provides suntan lotion.*

LIP BALM \$2,000* Branded lip balm will be inserted into the official conference tote. **sponsor provides lip balm.*

FLORAL DISPLAY in Main Hall \$2,000(+) Show off your best varieties, latest design accessories and/or container in a show-stopping floral design, on display, featuring your company name and logo, for the duration of the 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 convention.*

HOTEL ROOM DROP \$1,500(+) Deliver your flyer or promotional item to all attendees who have booked rooms at the Westin Kierland on Thursday, Friday or Saturday night. *+Cost of room drop fee.*

PENS \$1,200* Be assured that your organization makes an impression on all attendees by providing a customized pen with your company logo in each convention tote bag. **sponsor provided pens.*

TOTE BAG INSERT \$700* 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. **sponsor provides marketing piece to convention hotel.*

We happily work with companies to create a custom sponsorship package that fits your goals and objectives. Contact [Sheila Santiago](#), Director of Development.

SAF 1 DAY PROFIT BLAST



Are you a supplier or grower that works with a Profit Blast host company?

If so, contact [Sheila Santiago](#) for an exclusive invitation to network with customers one-on-one at one of the regional events.

- **Jacobson Floral and Flower Shop Network**
Boston, July 23
- **Frank Adams Wholesale Florist**
Portland, Oct. 8
- **Bill Doran Company**
Chicago, Nov. 5



Profit Blast Exhibitor — Quick Glance

Tabletop Display/\$895 includes one event registration

- 2 minutes of podium time to introduce your company/competitive advantage.
- Listed in the on-site handout.
- Listed on safnow.org Profit Blast page.
- Attendee list for after event follow-up.

We happily work with companies to create a custom sponsorship package that fits your goals and objectives. Contact [Sheila Santiago](#), Director of Development.