



## 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!

# 2024





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: [Maura Kenny](#), 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



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# 2024 Floral Management Magazine

## January/February Issue

Ads Close: 12/6/23

Materials Due: 12/13/23

### **Flourish in Floral — Strategies for Success Issue**

- Pricing strategies for growth
- Trendy designs for 2024
- Better relationships with suppliers

#### **Featured Products:**

- Business boosting add-ons
- Spring's Sprightly Greens

## March/April Issue

Ads Close: 1/30/24

Materials Due: 2/6/24

### **Flora's Future — Orchestrating Succession Issue**

- NextGen owners: Navigating Hurdles and Celebrating Successes
- Unlocking Mentorship Excellence
- Nurturing Future Leaders: Development, Events, Certifications

#### **Featured Products:**

- Fabulous finds from spring market show
- Pantone's Color of the Year in Full Bloom

## May/June Issue

Ads Close: 3/26/24

Materials Due: 3/28/24

### **Bridal Bliss — Wedding & Event Magic Issue**

- Success Secrets: Unveiling High/Low end Approaches
- Business Brilliance: Contracts 101
- Reusing Blooms and Containers

#### **Featured Products:**

- Favors for creative visions
- Luminous Lilies

## July/August Issue

Ads Close: 5/23/24

Materials Due: 5/30/24

### **TechTastic — AI Advantages/Challenges Issue**

- Harnessing AI for Customer Personas and Labor Shortage Solutions Marketing Magic — Success Secrets Revealed
- Overcoming AI Roadblocks
- Unlocking Breeding Chrysanthemums

#### **Featured Products:**

- Future Ready Floral gadgets
- Dashing Dahlias

## 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.

- Cyber Security
- Insurance: What you didn't know, do you have enough coverage, what are the essentials
- Third Party Delivery: How to expand business deliver hours and elevate the customer service experience.
- Wedding Contracts/Solutions
- Fresh Flower Lifecycle



## September/October Issue

Ads Close: 7/26/24

Materials Due: 8/6/24

### **Marketing Magic — Success Secrets Revealed**

- SAF Marketer of the Year winner
- Tactics for Building Rewarding Customer Loyalty
- Leveraging charitable giving to increase exposure

#### **Featured Products:**

- Basket Bonanza Artfully Presenting Presents
- Crazy About Chrysanthemums

## November/December Issue:

Ads Close: 9/19/24

Materials Due: 9/26/24

### **Fresh Flower Finesse Highlighting Outstanding Varieties**

- Outstanding Varieties Competition winners
- 2025 floral trends forecast
- Strategies for sustainable designs and practices

#### **Featured Products:**

- **BONUS:** The 2025 Fresh Product Buyer's Guide
- Chrysanthemums

For sponsorship and advertising opportunities contact: [Maura Kenny](mailto:Maura.Kenny@safmag.com), 703-838-5225,

# Floral Management's Sustainability Spotlight

## BONUS: 2024 Sustainability Spotlight: Showcase your sustainability practices

- Ads Close: 8/10/2024
- Materials Due: 8/17/2024

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. The Sustainability Spotlight will publish as an outsert with the Nov/Dec issue of Floral Management.

### 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**

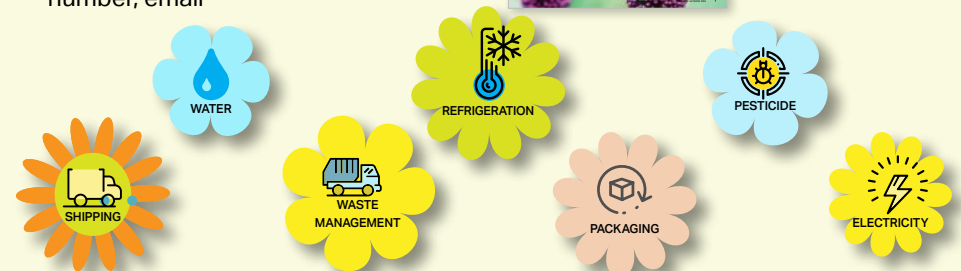
500 – 700 word description of your sustainable efforts

**One page: \$1,500**

300 – 500 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

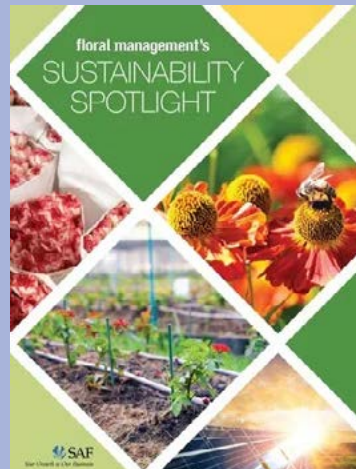


For customized multi-channel options contact, [Maura Kenny](#), Director of Development.



# 2024 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.

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# NEW for 2024 — Content Creation on the Floral Education Hub

Be a valued sponsor for SAF's floral education courses! Join us in advancing the floral industry by supporting education initiatives that empower professionals and enthusiasts alike.

## Sponsorship Process:

### Choose Your Course:

Select a course topic from our curated list or propose your own, tailored to your brand's expertise.

### Course Collaboration:

Once you've selected a course provide SAF with the topic and speaker for approval or choose from our available content topics and we can find a speaker.

### Content Coordination:

The chosen speaker will collaborate with SAF to develop the course content, script, visuals, and recordings.

## Suggested Course Topics:

### Business & Finance

- Understanding Financial Statements

### Sustainability

- Creating a sustainable culture in your operation

### Employee Recruitment & Retention

- Employee Reviews

### Operations

- Holding Houseplants in your Greenhouse
- Creating a Product Line

### Sales & Marketing

- Selling Emotion: Customer Service and Sales Techniques
- DEI and your Customers

### Consumer & Designer Trends

- The Color Wheel / Color Theory



SOCIETY of AMERICAN FLORISTS

# FLORAL EDUCATION HUB

## Featured Resources



### Profitability & Finance



### Sustainability



### Sales & Marketing



### Consumer & Design Trends



### Staff Recruitment & Retention



### Operations



## Sponsor Benefits:

As a sponsor, you'll enjoy prominent visibility and recognition within the Floral Education Hub:

- Logo and link on the course registration page.
- Slide recognition in the course introduction.
- Mention in all marketing and communications surrounding course promotion.

## Sponsorship Fee:

Is based on course duration.

- **Option 1:** Micro-Course (Under 30 Minutes) - \$1,500
- **Option 2:** Standard Course (45-90 Minutes) - \$2,000

Become a sponsor and contribute to the growth of the floral industry while gaining valuable exposure for your brand.

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# 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.

### Digital Rates and Specifications

#### Top Leaderboard - \$1,000/monthly

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

## 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.

### Digital Rates and Specifications

(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 News Now eNewsletter

SAF's Bi-Weekly eNewsletter is a high-value advertising opportunity to reach industry decision makers. SAF NOW has impressive open rates averaging 36% and appealing click-through statistics.

### Digital Rates and Specifications

#### Top leaderboard above the masthead – 1 available, \$800/monthly

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

#### Banner – 2 available \$600/monthly

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

#### Product Spotlight – 1 available \$600/monthly

- 275 x 175 pixels
- Subject line - 25 word description
- Supported files: .jpg or .gif
- URL

## Virtual Supplier Expo

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

### Digital Rates and Specifications

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

- One Mp4 formatted 3 minutes or less video
- Company logo
- Company description (50 words or less)
- Company contact information
- One handout/marketing piece



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*Make connections and network  
at one of SAF's 4 in-person events in 2024.*

# 2024 Sponsorship and Exhibitor 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 Miami 2024 495 (+) 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](#)

## 2 *Regional Events*

At SAF's Profit Blast, 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 the 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 [Maura Kenny](#), Director of Development.



FEB. 25-27, 2024 | SAN DIEGO, CA

GROW. CONNECT. LEAD.



180

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

73%

were retailers at the owner, manager level

92%

report learning a new process they plan to implement

75%

report connecting with a supplier they will do business with

96%

rank the event "very good or higher" as a way to connect, network, collaborate with industry professionals

Join us in elevating the floral industry's future and igniting the passion of the next generation.

Sponsor NextGen LIVE! to empower future floral leaders and position your brand as a pioneer in this thrilling transformation.

### Next Gen LIVE! Supplier Showcase Quick Glance

#### Enhanced Supplier Package for Maximum Exposure (Only 20 Spots Available)

**Pricing:** Fee includes — one attendee registration and the Farm Tour add-on.

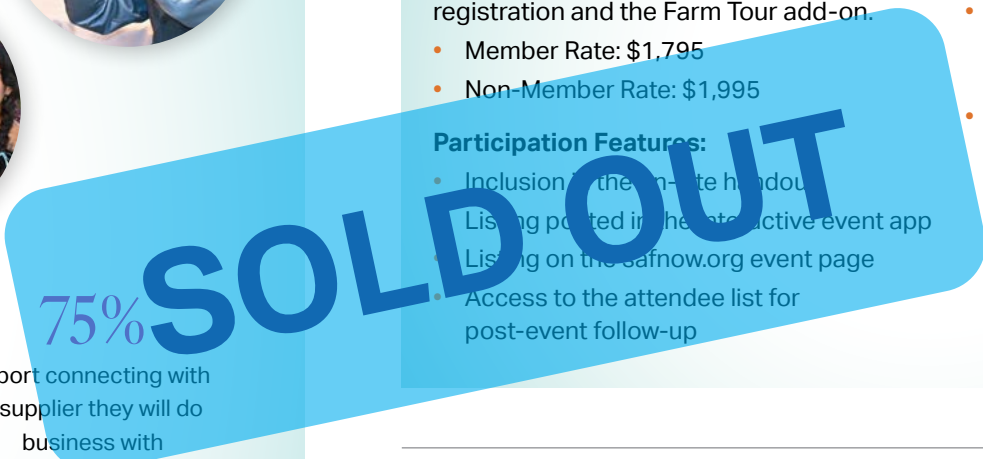
- Member Rate: \$1,795
- Non-Member Rate: \$1,995

#### Participation Features:

- Inclusion in the on-site handbook
- Listing posted in the interactive event app
- Listing on the safnow.org event page
- Access to the attendee list for post-event follow-up

#### NEW: Exhibitor Product Showcase

- A PFCI commentator will spotlight (1-2 minutes) a product or service of your choice to the audience.
- **Required Items:**
  - Name of Product/Service
  - One High-Resolution Image (300 DPI)
  - 50-word or less description
  - Company Logo



### What Attendees Say

"Fantastic event for networking with peers across the industry. It created an inclusive, forward-thinking environment I wish I had when entering the industry. Each seminar, breakout session, and panel discussion was well designed and covered the latest floral trends and innovations. Conversations flowed effortlessly, friendships were made, and professional relationships blossomed."

*Sarah LoBue, AIFD, Main Street Florist*

"NextGen LIVE! is by far one of my favorite events in the floral industry. The energy is unmatched among this group, who are excited and passionate about growing, developing, and supporting each other as we learn to navigate everything this industry offers. If you want to energize your team, look no further than NextGen LIVE! — our team came away from the event excited and full of ideas that we can apply to our current strategy."

*Megan Gerace, GravityFree*

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# 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

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AVAILABLE  SOLD

## The Wow Factor

\*Exclusive Flower Partner: Showcase your product, creativity, and style

## Nourish & Hydrate

\*Off-Site Evening Event in San Diego: (Monday night)

Lunch: (1 available)

\*Breakfast(s): (2 available)

Team Design Competition and Dinner

## Educate

**\*All Industry Educational Sessions:** (6 available)

Birth of a Blossom: The Art and Science of Flower Breeding  
Industry Trends and Challenges

The Empathetic Leader: Strategies for Effective Team Engagement

Productivity Unleashed: Embracing Tech for Success

Pitch-Perfect: How to Propose a New Idea

Grower Tour Insights

**Educational Breakout Sessions:** (2 available)

Seasonal Splendor: Guide to Year-Round Product Development (Retail Focused)

Succeed in Sales: Strategies to Build Loyal Customers

## Entertain

Early Morning Wellness session on Work/Life Balance

## Interactive Hallway Experience:

Photo Station

Flower Installation

VR Flower Farm Experience

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

## Transport

Photo/from events: (4 available)

Monday Night Reception (2 available)

Farm Tour (2 available)

## Branded Items (pricing depends on selection)

Charging Station

Conference Highlight Reel

Hotel Key Cards

Lanyard

Luggage Tags

Notebook

Pens

Pop Sockets

Stickers

Suntan Lotion

Totebag

Water bottle

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



# MIAMI 2024

**AUGUST 6-9**  
139TH ANNUAL CONVENTION



### 2023 Convention Attendee Demographics



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.*

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*Three Thrilling Days. 20+ education sessions, 3 experience zones, 8 networking functions and hundreds of the floral industry's top decision makers.*

### SAF Miami Supplier Expo Info – Quick Glance

#### Supplier Showcase

Secure your space early. Only 40 exhibitors' spots available..

Member: \$2,695

Nonmember: \$7,995

includes one event registration

#### New in 2024:

- **Commentated 'Product Showcase':** SAF is elevating exhibitor visibility with a Professional Floral Commentator's 1-2 minute spotlight during the expo.
- **Virtual Supplier Expo:** SAF is extending your impact beyond Miami with a Virtual Supplier Expo from August to October 2024 with the flexibility to extend your virtual presence.

**WAITLIST**

### 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 refreshment break
- 1 complimentary registration
- 3 months banner ad on safnow.org. Attendee list supplied after the event.

## 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 & Keynote Breakfast
- Floral Management recognition "Thank You" ad in the Nov/Dec issue
- post-convention attendee mailing address and email list

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# SAF Miami – 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.

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

**\*ALL-INDUSTRY SESSIONS (2 available):** Immerse your brand in the heart of floral industry innovation with diverse topics and strategic overviews, where influential presenters share strategic synopses that impact every facet of our vibrant community.

**\*STARS OF THE INDUSTRY AWARDS EXPERIENCE** Shine as the exclusive partner where the magic of the floral world comes to life during this enchanting experience — complete with dinner and dancing — that celebrates the industry's most accomplished individuals during a night to remember.

## 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** Your support matters! Help ramp up the party with food/beverage as we embark on bringing awareness to SAF's advocacy initiatives for our industry, all while having a blast with like-minded individuals who share our passion.

## 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 \$5,000** 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 55th 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.

→ **Brand Awareness**  
continues on next page



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# SAF Miami – *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 2024 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. (2 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 (3 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.

**SUNTAN LOTION** \$2,000\* SAF Miami 2024 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.*

**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** \$850\* 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.*

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# SAF 1 DAY PROFIT BLAST



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

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

- **Kennicott Brothers and Smithers Oasis**  
Cleveland, OH, June 11
- **DvFlora and Flower Shop Network**  
Somerset, NJ, 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.

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