

AIFD ELITE PARTNERS

AIFD 2018 National Symposium & Partner Benefits Package

As an Elite Partner, you will be recognized as a supporter of the National AIFD Symposium, its main stage educational programs, *Innovate* hands-on workshops, and *Inspire* educational programs, as well as the Institute and its regions throughout its yearly activities. Your message and product contributions will be highly recognized whenever they are utilized in partnership to further AIFD and its pursuit of continuing education, service, and leadership.



AIFD's National Symposium is the premiere five day floral design educational event, attracting the industry's leading business owners, managers, and designers from around the world. With its well known spectacular stage presentations and hands on design experiences, the 2018 AIFD Symposium features ten additional educational sessions and eight business workshops that are sure to innovate, inspire, and impact all who attend.

Elite Partner Levels	Premier	Diamond	Platinum	Gold	Silver	Bronze	Emerald	Ruby
Cash	\$30,000	\$20,000	\$15,000	\$10,000	\$8,500	\$5,000	\$3,500	\$2,500
Cash and product contributions + all shipping	\$15,000 cash + \$20,000 product	\$10,000 cash + \$15,000 product	\$10,000 cash + \$10,000 product	\$5,000 cash + \$10,000 product	\$5,000 cash + \$7,000 product	\$2,500 cash + \$5,000 product	\$2,000 cash + \$3,000 product	\$1,500 cash + \$2,000 product

Discover **a new AIFD Symposium experience!**

To secure your partnership and to learn more about benefit details, call 443-966-3850 or email info@aifd.org.

Benefits	Premier	Diamond	Platinum	Gold	Silver	Bronze	Emerald	Ruby
<p>Deliver your message: 1st choice of an AIFD Main Stage program that either you produce or support through your sponsorship.</p> <p>If assistance in obtaining a designer and /or in developing program content is required, the National Symposium Coordinators will provide the necessary assistance to ensure a well-produced program is created. (\$10,000 value)</p>	■							
<p>Sponsor 1 Main Stage program</p> <p>The AIFD Symposium Coordinators will work with you to match the program and the designer to your products and company's mission. (\$10,000 value)</p>		■						
<p>Co-sponsor 1 Main Stage program or sponsor 1 celebratory meal function</p> <p>The AIFD Symposium Coordinators will work with you to match the program or meal function and the designer to your products and company's mission. (\$5,000 value)</p>			■					
<p>Present or sponsor 1 of 9 <i>Innovate</i> hands-on workshop (workshops run 3 times) (\$6,000 value)</p>	Present or sponsor	Sponsor						
<p>Present or sponsor 1 of 8 <i>Inspire</i> education session (sessions run 2 times) (\$4,000 value)</p>	Present or sponsor	Sponsor	Sponsor					
<p>Co-sponsor 1 celebratory meal function or co-sponsor Main Stage design program (\$3,500 value)</p>								
<p>Co-sponsor 1 of 9 <i>Innovate</i> hands-on workshop (workshops run 3 times) (\$3,000 value)</p>				Choose 1	Choose 1			
<p>Co-sponsor 1 of 8 <i>Inspire</i> education session (sessions run 2 times) (\$2,000 value)</p>								
<p>Opportunity for your products to be used in additional <i>Innovate</i> hands-on workshops (\$1,000 value)</p>	■	■						
<p>Opportunity for products to be showcased in additional <i>Inspire</i> education programs (\$1,000 value)</p>	■	■	■	■	■			

Benefits	Premier	Diamond	Platinum	Gold	Silver	Bronze	Emerald	Ruby
Opportunity to utilize 1 Partner Suite (available 2:00 p.m. July 1 through 10:00 p.m. July 4) (\$1,500 value)	■	■						
Opportunity to purchase one additional Partner Suite (if available) for an additional \$1,000 (\$1,000 value)	■	■						
Priority selection of Expo Tables (if booked prior to January 1, 2018)	1st	2nd	3rd					
Opportunity to conduct a 30-minute live demonstration on the Partner Spotlight Stage during the AIFD Partners' Expo (Premier Partners have 1 st right to accept/decline.) (\$500 value)	1st rights	2nd rights	3rd rights	If available	If available			
Opportunity to purchase up to 2 additional time slots, if available, at a discounted rate of \$250 per slot (\$250 savings per slot)	■	■						
Opportunity to have products featured in the Product Trends "Lunch and Learn" program happening during the AIFD Partners' Expo (\$1,000 value)	■	■	■	■	■	■		
Opportunity to have products featured in the Trends Gallery and Lounge (\$500 value)	■	■	■	■	■	■	■	■
Color ad in the official Symposium digital Education Book with direct links to your website or videos (up to \$2,000 value)	2 full pages	1 full page	1 full page	½ page	½ page	¼ page	¼ page	¼ page
Priority placement of company logo on all Symposium marketing materials and throughout Symposium	■	■	■	■	■	■	■	■
Complimentary VIP seating for your sponsored Main Stage program	10	8	6	4	2	2	2	1
Complimentary VIP seats for your <i>Inspire</i> education program	4	3	2	2	2	1	1	1

Benefits	Premier	Diamond	Platinum	Gold	Silver	Bronze	Emerald	Ruby
ADDITIONAL BENEFITS (with paid membership)								
Annual AIFD Industry Partner membership (\$500 value)	■	■	■	■	■	■		
Discounted rate of \$250 on Annual AIFD Industry Partner membership (\$250 value)							■	■
Copies of the AIFD Membership Directory	2 print, 1 digital	2 print, 1 digital	1 print, 1 digital	1 print, 1 digital	1 print	1 print	1 print	1 print
Ad in the AIFD Membership Directory	2 full pages	2 full pages	1 full page	½ page	¼ page	¼ page		
Partner Listing in the AIFD Membership Directory (\$100 value)	■	■	■	■	■	■	■	■
Priority placement of logo on the AIFD website with direct link/url to your website	■	■	■	■	■	■		
Color ad in AIFD Focal Points Digital Newsletter along with Partner listing and direct link to your website	2 full pages in 6 issues	1 full page in 6 issues	1 full page in 6 issues	½ page in 6 issues	¼ page in 6 issues	¼ page in 6 issues	¼ page in 3 issues	¼ page in 3 issues
Social media announcement of commitment as an Elite Partner posted prior to the Symposium	■	■	■	■	■	■	■	■
Additional social posts, posted prior to the Symposium	3	3	2	2				
Social posts between August 2018 and December 2018	4	3	2	2	1	1		
Complimentary e-blast (you provide content) sent to AIFD membership between August 2018 – June 2019 (\$250 value each)	4	3	2	2	1	1	1	1
Electronic version of Symposium Registration List, including emails	■	■						
Electronic version of Symposium Registration List – mailing addresses only			■	■	■	■	■	■

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AIFD BLOSSOMING PRODUCT PARTNER

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As a Blossoming Partner of the AIFD National Symposium you will have the unique opportunity to showcase your products and services to a broad group of floral and event industry professionals who are looking for new and exciting products to use and sources from which to purchase. Your products will be used to support the many educational offerings being featured at the AIFD National Symposium which will increase the educational experience of the attendees and bring about awareness of your products' availability as well as where they can be purchased. If this is your first time considering supporting the AIFD Symposium, or if you are looking to get your product into the hands of the movers and shakers of the floral and event industries, you will want to be an AIFD Blossoming Partner. Join us and Discover the possibilities!



Broaden your brand's exposure at the conference by becoming a Blossoming Product Partner. As a Rosebud, Orchid Petal, or Forget-Me-Not partner, you will be recognized as an important contributor to the AIFD National Symposium, supporting programming and education.

- Great value for the investment
- Participate and get recognized
- Several levels to contribute
- Complimentary program passes included

Blossoming Product Partner Levels

Product contributions + all shipping

Rosebud

\$4,000 and above

Orchid Petal

\$2,000 - \$3,999

Daffodil

\$500 - \$1,999

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Benefits	Rosebud	Orchid Petal	Daffodil
Special recognition for any products showcased in various Main Stage Programs, Hands On Workshops and Educational Session. Benefits include: name listed in program credits, promotional materials, signage, and marketing pieces for the symposium. (\$2,000 value)	■	■	■
Complimentary "Day Pass" (\$250 value per pass) and/or \$250 discount on 1 exhibit table at the AIFD Partners' Expo (\$250 value) <i>Meals not included. Must be Industry Partner to exhibit.</i>	2 passes + discount	1 pass + discount	Choose one
Opportunity to purchase 3 additional tables for the Expo at a reduced rate of \$400 (deadline to reserve tables is May 15, 2018) (\$300 value)	■	■	■
Unlimited complimentary VIP Partners' Expo passes to give to your customers (\$25 value per pass)	■	■	■
Advertisement in the official Symposium Digital Educational Book that will feature direct links to your website or videos	½ page	¼ page	¼ page
Social Media announcements of commitment as a Product Partner posted prior to the Symposium	2	2	1
Special thank you recognition in Symposium recap issue of Focal Points	■	■	■
Receive an electronic version of the Symposium registration list (mailing addresses only)	■	■	■
ADDITIONAL BENEFITS (with paid membership)			
Discounted rate of \$250 on Annual AIFD Industry Partner membership (\$250 value)	■	■	■
1 print copy of the AIFD Membership Directory	■	■	■
Partner Listing in the AIFD Membership Directory (\$100 value)	■	■	■
Color ad in AIFD Focal Points Digital Newsletter along with Partner Listing and Direct Link to your website (up to \$825 value)	½ page ad in 3 issues	¼ page ad in 2 issues	¼ page ad in 2 issues
Social Media posts to the AIFD Facebook page	3	2	1
Complimentary e-blast (you provide the content) sent to the membership of AIFD between August 2018 – June 2019 (\$250 value)	■	■	■

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