

# AIFD ELITE PARTNERS

## AIFD 2019 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, hands on workshops, and educational programs, as well as the Institute and its regions throughout its yearly activities. Your message and product contributions will be highly recognized when utilized, and helps to further AIFD and its pursuit of furthering the floral industry through 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 design experiences, the 2019 AIFD Symposium features educational sessions, business workshops, and hands-on workshops that "awaken" the senses of 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



*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](mailto:info@aifd.org).



Benefits	Premier	Diamond	Platinum	Gold	Silver	Bronze	Emerald	Ruby
Opportunity to submit 1-minute infomercial to be featured prior to your sponsored Main Stage program, also on monitors around the Symposium venue (you produce) <b>(\$500 value each)</b>	3	2	1					
Company representation in professionally produced video featuring Elite Partners of AIFD that will be played on monitors around Symposium venue as well as posted to various social media outlets throughout the year (starting July 2019 - December 2019) <b>(\$1,000 value)</b>	●	●	●					
1 Complimentary Premium Registration <b>(\$829 value)</b>	●	●	●	●				
Complimentary General Registrations <b>(\$629 value each)</b>	4	3	2	2	1	1		
Complimentary Tables at the AIFD Partners' Expo <b>(\$500 value each)</b>	3	2	1	1	1			
Discounted Table (\$250) for the AIFD Partners' Expo <b>(\$250 savings)</b>						●	●	●
Opportunity to purchase additional tables at the reduced rate of \$400 per table (deadline to reserve tables is May 15, 2019) <b>(\$100 savings each)</b>	4	4	4	3	3	3	3	3
Unlimited complimentary VIP Partners' Expo passes to give to your customers <b>(\$25 value each)</b>	●	●	●	●	●	●	●	●
Priority selection of Expo Tables (if booked prior to January 1, 2019)	1st	2nd	3rd					
Color ad in the official Symposium digital Education Book with direct link to your website or video <b>(up to \$2,000 value)</b>	2 full page ads	1 full page ad	1 full page ad	1/2 page ad	1/2 page ad	1/4 page ad	1/4 page ad	1/4 page ad
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 education program	4	3	2	2	2	1	1	1

Benefits	Premier	Diamond	Platinum	Gold	Silver	Bronze	Emerald	Ruby
<b>Additional Benefits (with paid membership)</b>								
Annual AIFD Industry Partner membership ( <b>\$500 value</b> )	●	●	●	●	●	●		
Discounted rate of \$250 on Annual AIFD Industry Partner membership ( <b>\$250 value</b> )							●	●
Copies of the AIFD Printed Membership Directory	2	2	1	1	1	1	1	1
Ad in the AIFD Membership Directory	2 full pages	2 full pages	1 full page	1/2 page	1/4 page	1/4 page		
Partner Listing in the AIFD Membership Directory ( <b>\$100 value</b> )	●	●	●	●	●	●	●	●
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 page ads in 6 issues	1 full page ad in 6 issues	1 full page ad in 6 issues	1/2 page ad in 6 issues	1/4 page ad in 6 issues	1/4 page ad in 6 issues	1/4 page ad in 3 issues	1/4 page ad 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 announcing your participation	3	3	2	2				
Social posts between August 2019 and December 2019	4	3	2					
Complimentary e-blast (you provide content) sent to AIFD membership between August 2019 - June 2020 ( <b>\$250 value each</b> )	4	3	2	2	1	1	1	1
Priority placement on AIFD email blasts, on the AIFD website, and in marketing materials for the year	●	●	●	●	●			
Electronic version of Symposium Registration List, including emails	●	●	●					
Electronic version of Symposium Registration List - mailing addresses only				●	●	●	●	●

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# AIFD BLOSSOMING PRODUCT PARTNERS

## AIFD 2019 National Symposium & Partner Benefits Package

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 Awaken the possibilities!



Broaden your brand's exposure at the conference by becoming a Blossoming Product Partner. As a Rosebud, Orchid Petal, or Daffodil 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 Partner Levels	Rosebud	Orchid Petal	Daffodil
Product contributions + all shipping	\$4,000 and above	\$2,000 - \$3,999	\$500 - \$1,999

# AWAKEN

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<b>Blossoming Partner Levels</b>	<b>Rosebud</b>	<b>Orchid Petal</b>	<b>Daffodil</b>
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. <b>(\$2,000 value)</b>	●	●	●
Complimentary "Day Pass" <b>(\$250 value per pass)</b> and/or \$250 discount on 1 exhibit table at the AIFD Partners' Expo <b>(\$250 value)</b> <i>Meals not included.</i>	2 passes + discount	1 pass + discount	Choose one
Opportunity to purchase up to 3 additional tables for the Expo at a reduced rate (deadline to reserve tables is May 15, 2019) <b>(\$300 value)</b>	●	●	●
Unlimited complimentary VIP Partners' Expo passes to give to your customers <b>(\$25 value per pass)</b>	●	●	●
Advertisement in the official Symposium Digital Educational Book that will feature direct links to your website or videos	1/2 page ad	1/4 page ad	1/4 page ad
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)	●	●	●
<b>Additional Benefits (with paid membership)</b>			
Discounted rate of \$250 on Annual AIFD Industry Partner membership <b>(\$250 value)</b>	●	●	●
1 print copy of the AIFD Membership Directory	●	●	●
Partner Listing in the AIFD Membership Directory <b>(\$100 value)</b>	●	●	●
Color ad in AIFD Focal Points Digital Newsletter along with Partner Listing and Direct Link to your website <b>(up to \$825 value)</b>	1/2 page ad in 3 issues	1/4 page ad in 2 issues	1/4 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 2019 - June 2020 <b>(\$250 value)</b>	●	●	●

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