

AIFD® ELITE PARTNERS

AIFD® 2021 National Symposium Partner Benefits Package

AIFD's National Symposium is the premier six 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 2021 AIFD® Symposium features educational sessions, business workshops, and hands-on workshops that will inspire all who attend.

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 will help to further AIFD® and its pursuit of furthering the floral industry through education, service, and leadership.



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

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

Benefits contingent upon signing up and receiving appropriate collateral by June 15, 2021.

Benefits	Premier	Diamond	Platinum	Gold	Silver	Bronze	Emerald	Ruby	Topaz
Deliver your message: 1st choice of an AIFD® Main Stage program that either you produce or support through your sponsorship. 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)	●								
Sponsor 1 Main Stage program 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)		●							
Co-sponsor 1 celebratory meal function or co-sponsor 1 Main Stage design program 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. (\$3,500 value)			●						
Present or sponsor hands-on workshop (workshops run 3 times) (\$6,000 value)	Present or sponsor	Sponsor							
Present or sponsor education session (\$4,000 value)	Present or sponsor	Sponsor	Sponsor						
Co-sponsor 1 celebratory meal function or co-sponsor Main Stage design program (\$3,500 value)									
Co-sponsor hands-on workshop (workshops run 3 times) (\$3,000 value)				Choose 1	Choose 1				
Co-sponsor education session (\$2,000 value)									
Opportunity for your products to be used in hands-on workshops (\$1,000 value)	●	●							
Opportunity for products to be showcased in education programs (\$1,000 value)	●	●	●	●	●				

Benefits	Premier	Diamond	Platinum	Gold	Silver	Bronze	Emerald	Ruby	Topaz
Priority selection of Showcase Tables (if booked prior to January 1, 2021)	1st	2nd	3rd						
Event App scrolling banner ad (\$1,000 value)	30 seconds per rotation	10 seconds per rotation	10 seconds per rotation	5 seconds per rotation	5 seconds per rotation				
Event App Activity Feed Sponsored Push (\$1,000 value)	2	2	1	1	1	1			
Priority placement of company logo on all Symposium marketing materials, throughout Symposium, and in the event app	●	●	●	●	●	●	●	●	●
Complimentary VIP seating for your sponsored Main Stage program	10	8	6	4	2	2	2	1	1
Complimentary VIP seats for your education program	4	3	2	2	2	1	1	1	1
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® Printed Membership Directory	2	2	1	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 (\$100 value)	●	●	●	●	●	●	●	●	●
Priority placement of logo on the AIFD® website with direct link/url to your website	●	●	●	●	●	●			

Benefits	Premier	Diamond	Platinum	Gold	Silver	Bronze	Emerald	Ruby	Topaz
Sponsorship of association blog and emails	6 banner display ads/6 ads in recap emails/ sponsor landing page	3 banner display ads/3 ads in recap emails/ sponsor landing page	3 banner display ads/3 ads in recap emails/ sponsor landing page	Skyscraper ad on blog page/2 ads in recap email/ sponsor landing page	Skyscraper ad on blog page/ad in recap email/ sponsor landing page	Skyscraper ad on blog page/ad in recap email/ sponsor landing page	Mini banner ad/sponsor landing page	Mini banner ad/ sponsor landing page	Mini banner ad/ sponsor landing page
Social media announcement of commitment as an Elite Partner posted prior to the Symposium	●	●	●	●	●	●	●	●	●
Additional social media posts, posted prior to the Symposium announcing your participation	3	3	2	2					
Social media posts between August 2021 and December 2021	4	3	2						
Complimentary e-blast (you provide content) sent to AIFD® membership between August 2021 – June 2022 (\$250 value each)	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				●	●	●	●	●	●

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

AIFD® BLOSSOMING PRODUCT PARTNERS

AIFD® 2021 National Symposium Partner Benefits Package

If this is your first time considering supporting the AIFD® Symposium, or if you are trying 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.

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.

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

Broaden your brand's exposure at the Symposium by becoming a Blossoming Product Partner. As a Rosebud, Orchid Petal, Daffodil or Carnation 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	Carnation
Product contributions + all shipping	\$4,000 and above	\$2,000 – \$3,999	\$500 – \$1,999	\$100-\$499

Benefits contingent upon signing up and receiving appropriate collateral by June 15, 2021.

Blossoming Partner Levels	Rosebud	Orchid Petal	Daffodil	Carnation
Special recognition for any products showcased in various Main Stage Programs, hands-on Workshops and Education 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' Showcase (\$250 value) <i>Meals not included.</i>	2 passes + discount	1 pass + discount	Choose one	
Opportunity to purchase up to 3 additional tables for the Showcase at a reduced rate (deadline to reserve tables is May 15, 2021) (\$300 value)	●	●	●	
Unlimited complimentary VIP Partners' Showcase passes to give to your customers (\$25 value per pass)	●	●	●	●
Advertising in Event app	Scrolling ad (5 seconds)/listed on sponsor page	Listed on sponsor page	Listed on sponsor 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 communications (email, blog, etc.)	●	●	●	●
Receive an electronic version of the Symposium registration list (mailing addresses only)	●	●	●	●
NEW: Increased viewership and impressions through live-streaming	●	●	●	●
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)	●	●	●	●
Sponsorship of association blog and emails (up to \$1,000 value)	Sponsor landing page on site/sponsor listing on emails	Sponsor landing page on site	Sponsor landing page on site	Sponsor landing page on site
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 2021 - June 2022 (\$250 value)	●	●	●	

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