

AIFD® ELITE PARTNERS

AIFD® 2022 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 2022 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 brand 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.

American Institute of Floral Designers®
NATIONAL SYMPOSIUM | LAS VEGAS, NV
July 4 - 9, 2022



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, 2022.

Benefits	Premier	Diamond	Platinum	Gold	Silver	Bronze	Emerald	Ruby	Topaz
<p>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)</p>	●								
<p>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)</p>		●							
<p>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)</p>			●						
<p>Present or sponsor hands-on workshop (workshops run 3 times) (\$6,000 value)</p>	Present or sponsor	Sponsor							
<p>Present or sponsor an education session (\$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 hands-on workshop (workshops run 3 times) (\$3,000 value)</p>				Choose 1	Choose 1				
<p>Co-sponsor education session (\$2,000 value)</p>									
<p>Opportunity for your products to be used in hands-on workshops (\$1,000 value)</p>	●	●							

Benefits	Premier	Diamond	Platinum	Gold	Silver	Bronze	Emerald	Ruby	Topaz
Opportunity for products to be showcased in education programs (\$1,000 value)	●	●	●	●	●				
Special recognition for any products showcased in any Main Stage program, hands-on workshop and educational session (\$1,000 value)	●	●	●	●	●	●	●	●	●
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) (\$500 value each)	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 (July 2022 – December 2022) (\$1,000 value)	●	●	●						
1 Complimentary Premium Registration (\$879 value)	●	●	●	●					
Complimentary General Registrations (\$679 value each)	4	3	2	2	1	1			
Complimentary Tables at the AIFD® Partners' Showcase (\$500 value each)	3	2	1	1	1				
Discounted Table (\$250) for the AIFD® Partners' Showcase (\$250 savings)						●	●	●	●
Opportunity to purchase additional tables at the reduced rate of \$400 per table (deadline to reserve tables is May 15, 2022) (\$100 savings each)	4	4	4	3	3	3	3	3	1

Benefits	Premier	Diamond	Platinum	Gold	Silver	Bronze	Emerald	Ruby	Topaz
Unlimited complimentary VIP Partners' Showcase passes to give to your customers (\$25 value each)	●	●	●	●	●	●	●	●	●
NEW: Increased viewership and impressions through live-streaming	●	●	●	●	●	●	●	●	●
Priority selection of Showcase Tables (if booked prior to January 1, 2022)	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

Benefits	Premier	Diamond	Platinum	Gold	Silver	Bronze	Emerald	Ruby	Topaz
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	●	●	●	●	●	●			
Sponsorship of association blog and emails	banner display ad on blog home page/banner ad on partner page	Six per year footer banner ads on a blog post/banner ad on partner page	Six per year footer banner ads on a blog post/banner ad on partner page	Sidebar button ad at least 1 week each month	Sidebar button ad at least 1 week each month	Footer button ad at least 1 week each month	Thumbnail button ad on partner page	Thumbnail button ad on partner page	Thumbnail button ad on partner 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 2022 and December 2022	4	3	2						
Complimentary e-blast (you provide content) sent to AIFD® membership between August 2022 – June 2023 (\$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® 2022 National Symposium Partner Benefits Package

If this is your first time considering support of 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. These professionals 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. These will increase the educational experience of the attendees and bring about awareness of your products' availability, including 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

American Institute of Floral Designers®
NATIONAL SYMPOSIUM | LAS VEGAS, NV
July 4 - 9, 2022



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, 2022.

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, 2022) (\$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)	●	●	●	●
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 2022 – June 2023 (\$250 value)	●	●	●	

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