

2023 AIFD® PARTNER PROSPECTUS

GROW

july 1-5 | chicago



Meet, present, and sell to qualified floral and event professionals!

American Institute of Floral Designers® (AIFD®) is the industry's leading non-profit organization dedicated to establishing, maintaining, and recognizing the highest standard of professional floral design. Our members are on the forefront of renowned floral events such as the Tournament of Roses Parade, Academy Awards, and U.S. Presidential Inaugurations.

AIFD's® premier six-day floral design educational event - National Symposium - attracts 1,000 industry leaders and designers from around the world. With spectacular stage presentations, designers experiences, hands-on workshops, educational sessions, and networking events, the National Symposium inspires all who attend.

Who attends the AIFD® National Symposium?

60%
are owners

78%
in business for more
than 5 years

93%
have buying power

98%
attend to source
new products

Whether you are considering support of AIFD® for the first time or trying to get your product in the hands of leaders in the floral and event industries, AIFD® has a Partner level and Showcase option to fit your needs.

- Increase sales
- Reach thousands of qualified buyers
- Direct contact with business owners and decision makers

ELITE PARTNER

- Year round exposure
- Option to contribute cash, or a combination of cash with product at National Symposium
- Best ROI

Elite Partners help advance AIFD®'s pursuit of furthering the floral industry through education, service, and leadership. AIFD® recognizes Elite Partners as annual sponsors and supporters of AIFD®'s National Symposium. An Elite Partner's brand receives prominent recognition when they are featured in Symposium sessions.

Elite Partner Levels	Premier	Diamond	Platinum	Gold	Silver	Bronze	Emerald	Ruby	Topaz
All Cash Contribution	\$30,000	\$20,000	\$15,000	\$10,000	\$8,500	\$5,000	\$3,500	\$2,500	\$1,500
Cash and Product + Shipping	\$15,000 + \$20,000	\$10,000 + \$15,000	\$10,000 + \$10,000	\$5,000 + \$10,000	\$5,000 + \$7,000	\$2,500 + \$5,000	\$2,000 + \$3,000	\$1,500 + \$2,000	\$1,000 + \$1,500

Elite Partner Annual Contribution and Recognitions Include: (benefits contingent upon receiving appropriate collateral by June 12, 2023)

Symposium Benefits	Premier	Diamond	Platinum	Gold	Silver	Bronze	Emerald	Ruby	Topaz
Company logo on marketing materials at Symposium and in app	•	•	•	•	•	•	•	•	•
Recognition of any products featured in Main Stage, hands-on, or education program	•	•	•	•	•	•	•	•	•
Increased impressions through live streaming	•	•	•	•	•	•	•	•	•
Symposium Registration lists ¹	Emails	Emails	Emails	Emails	Emails	Emails	Mailing Addresses	Mailing Addresses	Mailing Addresses
1st choice Main Stage production or sponsorship ²	•								
Sponsor a Main Stage ³		•							
Co-sponsor a meal function or Main Stage ³			•						
Hands-on workshop (Runs up to 3 times)	Present or sponsor	Sponsor							
Educational session	Present or sponsor	Sponsor	Sponsor						
Co-sponsor one (1) Main Stage, meal function, hands-on, or education program				•					
Co-sponsor one (1) hands-on or education program					•				
Products used in hands-on workshop	•	•							
Products featured in education program	•	•	•	•	•				
Priority selection of Partner Showcase table ⁴	1 st	2 nd	3 rd						

¹ Benefit included with Industry Partner Membership

² We can provide assistance in obtaining a designer and/or developing a quality program.

³ We can match your product and company mission to a specific program and designer.

⁴ When booked prior to January 1, 2023

Continued

Symposium Benefits	Premier	Diamond	Platinum	Gold	Silver	Bronze	Emerald	Ruby	Topaz
Partner Showcase Tables ⁵	3 Comp, 4 @ \$400 each	2 Comp, 4 @ \$400 each	1 Comp, 4 @ \$400 each	1 Comp, 3 @ \$400 each	1 Comp, 3 @ \$400 each	1 @ \$250, 3 @ \$400 each	1 @ \$250, 3 @ \$400 each	1 @ \$250, 3 @ \$400 each	1 @ \$250, 1 @ \$400 each
Complimentary VIP Showcase passes for your customers	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Infomercial before your Main Stage ⁶	3	2	1						
Represented in Video Feature ⁷	●	●	●						
Comp. Registration ⁸	1 Prem. & 4 General	1 Prem. & 3 General	1 Prem. & 2 General	1 Prem. & 2 General	1 General	1 General			
VIP Seats at your Main Stage event	10	8	6	4	2	2	2	1	1
VIP seats for your education program	4	3	2	2	2	1	1	1	1
Event App banner	Top Priority placement	Priority placement	Priority placement	Priority placement	Priority placement				
Event App Partner Push Notification	2	2	1	1	1	1			

Annual Benefits (with paid Industry Partner membership)

Annual Benefits	Premier	Diamond	Platinum	Gold	Silver	Bronze	Emerald	Ruby	Topaz
Industry Partner Membership	●	●	●	●	●	●	\$250 Discount Rate	\$250 Discount Rate	\$250 Discount Rate
Partner Listing in Directory	●	●	●	●	●	●	●	●	●
Directory Ad	2 pages	2 pages	1 page	½ page	¼ page	¼ page			
Print Copies of Directory	2	2	1	1	1	1	1	1	1
Logo on AIFD® website w/hyperlink	●	●	●	●	●	●			
Blog & Email Recognition	Banner ad on blog & partner page	6 footer banner ads on blog per year/ banner ad on partner page	6 footer banner ads on blog per year/ banner ad on partner page	Sidebar button ad 1 week each month	Sidebar button ad 1 week each month	Footer button ad 1 week each month	Thumbnail button ad on partner page	Thumbnail button ad on partner page	Thumbnail button ad on partner page
Elite Partner Social Media announcement	●	●	●	●	●	●	●	●	●

⁵ Must be reserved by May 13, 2023 deadline

⁶ Infomercials are 1 minute long. Additional opportunities provided as space and technology allows. Infomercial content due on or before June 7, 2023.

⁷ Your company featured as part of an AIFD® video. Played during Symposium and throughout social media from Aug. - Dec. 2023.

⁸ Premium Registration includes meals.

Continued

Annual Benefits	Premier	Diamond	Platinum	Gold	Silver	Bronze	Emerald	Ruby	Topaz
Symposium participation Social Media posts (Jan - June 2023)	3	3	2	2					
Additional Social Media posts (Aug - Dec 2023)	3	2	1						
Your content e-blast sent to AIFD® members (Aug - June 2024)	3	2	1	1	1	1			
Annual placement on AIFD® e-blasts, AIFD® website & marketing materials	•	•	•	•	•	•			

Complete the **2022-23 Partner Information Form** to request more information or secure your 2022-23 Partnership with AIFD®.

BLOSSOMING PARTNER

- Feature and bring awareness of your products and services
- Contribution of product and shipping at National Symposium
- Increase ROI with added value

Blossoming Partner Levels	Rosebud	Orchid Petal	Daffodil	Carnation
Product contribution + shipping	\$4,000 +	\$3,999-\$2,000	\$1,999-\$500	\$499-\$100

Blossoming Partner Benefits and Recognitions Include: (benefits contingent upon receiving appropriate collateral by June 12, 2023)

- Special recognition for product(s) showcased in various Main Stage, hands-on workshops, or educational programs. Benefits include name listed in program credits, promotional materials, signage, and marketing pieces for Symposium.
- Unlimited Complimentary VIP Partners' Showcase passes for your customers.
- Increased viewership and impressions through live streaming.
- Special thank you recognition in Symposium recap communications (email, blog, etc.)
- \$250 discounted annual AIFD® Industry Partner Membership.
- Symposium Registration list with mailing addresses.



Benefits provided based on contribution level (see below):

Additional Benefits	Rosebud	Orchid Petal	Daffodil	Carnation
Complimentary "Day Pass" and/or \$250 discount on 1 Showcase table (Meals not included)	2 passes + discount	1 pass + discount	Choose 1	
Purchase up to 3 additional Showcase tables at a reduced rate (deadline is May 13, 2023)	•	•	•	
Event App Advertising	Scrolling ad /Sponsor Listing	Sponsor Listing	Sponsor Listing	
Blossoming Partner commitment Social Media announcements	2	2	1	

Additional Benefits with purchase of discounted Industry Partner Membership

- A print copy of AIFD®'s annual Membership Directory.
- A partner listing in AIFD® annual Membership Directory.

Additional Benefits	Rosebud	Orchid Petal	Daffodil	Carnation
Blog Recognition	Thumbnail button ad on partner page/ 1 month per year	Thumbnail button ad on partner page/ 1 month per year	Thumbnail button ad on partner page/ 1 month per year	Thumbnail button ad on partner page/ 1 month per year
Posts to AIFD® Facebook page	3	2	1	
Your content E-blast sent to members of AIFD® between Aug 2023 - June 2024	1	1		

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