

2024

# AIFD Partner Prospectus

# emerge

ORLANDO

AIFD 2024 NATIONAL SYMPOSIUM



## Meet, Present, and Sell

**TO QUALIFIED FLORAL & EVENT PROFESSIONALS!**

The AIFD® 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 know spectacular stage presentations and hands-on design experience, the National Symposium inspires all who attend.

# What is the AIFD® National Symposium?

The AIFD® National Symposium is the country’s leading floral education event encompassing over 1,500 accredited and certified members, industry professionals and floral enthusiast under one roof for five days of design inspiration, networking opportunities, trend research and new product sourcing.

With members world-wide, AIFD® is truly a global collaboration of floral and event professionals, gathering to move their industries forward.

## WHO ATTENDS THE AIFD® NATIONAL SYMPOSIUM?

Members of AIFD® are often referred to as the floral industry’s “Elite Professionals.” Members have gone through a rigorous accreditation process, showcasing their advance knowledge, professionalism, and dedication to their craft. AIFD® members and Certified Floral Designers are the decision makers, educators, and those who develop and set industry trends.

Likewise, many non-accredited, cutting-edge floral professionals attend the National Symposium because of the high standard AIFD® sets in its educational programming. These attendees are looking to grow their businesses and are in search of new products, new sources, and new opportunities.

## BECOME AN ELITE OR BLOSSOMING SYMPOSIUM SPONSOR

As a Symposium Sponsor, you will be recognized as a supporter of the AIFD® National Symposium. During the National Symposium your company and products during the various main stage educational programs, workshops and business sessions, meal functions and activities.

Symposium Sponsorships also provide year-long benefits making sure your company stays in front our members and industry friends.



In addition to the Elite and Blossoming Sponsorship opportunities the National Symposium offers the following sponsorships.

	INDIVIDUAL
Official Symposium Tote Bag	\$2,000
Official Symposium Badge Lanyard	\$1,500
Official Symposium Education Book	\$6,000
Early Bird Coffee Break - 3 available	\$2,500 ea
Symposium Opening Reception	\$2,500
AIFD Career Fair	\$1,500
Emerging Professionals Hospitality	\$1,500
First Time Attendee Hospitality	\$1,500
Symposium Ambassador Project	\$1,250
SAIFD Student Competition Awards	\$2,500

\*The above sponsorship opportunities are not included in Elite and Blossoming sponsorship benefits.

For more information contact AIFD®  
info@aifd.org | lorinovak@aifdpartners.com  
443-966-3850



## ELITE SYMPOSIUM OPPORTUNITIES

- As an Elite Sponsor we will work with you to select from this menu the best opportunity that gives you the best results for your investment.
- Elite Sponsorships include the commitment of either cash or cash and product contributions which include shipping costs of sending materials.
- Benefit opportunities are contingent upon receiving signed agreements and collateral by assigned deadlines.

- Included = this opportunity is available and may be assigned as a benefit
- Optional = you have the option to select this benefit at this sponsorship level.
- N/A = this option is not available at this Sponsorship Level.

### ELITE SPONSORSHIP BENEFIT DESCRIPTION

	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 + 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

### PROGRAMMING BENEFITS

PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EMERALD	RUBY	TOPAZ
<b>Exclusive Main Stage Program Sponsorship</b> - Allows your company to bring your educational content to the AIFD Main Stage. Use your team and your products to deliver your message - \$8,000 value (2 exclusive main stage spots available and limited to 1 spot per company; ask for more details)								
Optional	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Main Stage Program Sponsorship</b> - We'll match you with one of our scheduled main stage programs where your products are prominently featured - \$5,000 value								
Included	Included	Included	N/A	N/A	N/A	N/A	N/A	N/A
<b>Main Stage Program Co-Sponsorship</b> - We'll match you and other Elite Sponsors with a scheduled main stage program where your products are featured - up to \$2,500 value								
Included	Included	Included	Included	Included	N/A	N/A	N/A	N/A
<b>Main Stage Product Sponsor</b> - Whenever your products are used in a main Stage program your logo will be included in the program credits displayed on the screen prior to and at the end of the program - \$500 value								
Included	Included	Included	Included	Included	Included	Included	Included	Included
<b>Sponsor Recognition</b> - Prior to each Main Stage program(s) your company representative receives recognition from the Main Stage with the opportunity to address the audience - \$250 value								
Included	Included	Included	N/A	N/A	N/A	N/A	N/A	N/A

## ELITE SYMPOSIUM OPPORTUNITIES

### PROGRAMMING BENEFITS CONT.

PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EMERALD	RUBY	TOPAZ
<b>Exclusive Hands-On Workshop Sponsorship</b> - Allows your company to bring your educational content to a Hands-on Workshop. Use your team and your products to deliver your message - \$5,000 value (2 exclusive workshop spots available and limited 1 spot per company; ask for more details)								
Optional	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Hands-On Workshop Sponsorship</b> - We'll match you with one of our scheduled hands on workshops as the exclusive sponsor and where your products are prominently featured - \$2,500 value								
Included	Included	Included	N/A	N/A	N/A	N/A	N/A	N/A
<b>Hands-On Workshop Co-Sponsorship</b> - We'll match you and other Elite Sponsors with a scheduled hands on workshop program where your products are featured and recognized by the presenter - up to \$500 value								
Included	Included	Included	Included	Included	N/A	N/A	N/A	N/A
<b>Hands-On Workshop Product Sponsor</b> - When your products are used in a hands on workshop your company will be recognized by the presenter during the workshop - \$250 value								
Included	Included	Included	Included	Included	Included	Included	Included	Included
<b>Other Programming Sponsorship</b> - As part of your sponsorship you may be listed as an underwriter or have your products featured in other programming such as business sessions and educational sessions								
Included	Included	Included	Included	Included	Included	Included	Included	Included
<b>Meal Function Sponsorship</b> - Your products will be prominently featured during one of the Symposiums scheduled dinners or luncheons - \$8,000 value								
Included	Included	Included	Included	Included	N/A	N/A	N/A	N/A
<b>Meal Function Co-Sponsorship</b> - We'll partner you with other Elite Sponsors where your products will be featured during one of the Symposiums scheduled dinners or luncheons - \$5,000 value								
Included	Included	Included	Included	Included	N/A	N/A	N/A	N/A





ELITE SYMPOSIUM OPPORTUNITIES

COMPLIMENTARY AND DISCOUNTED BENEFITS

PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EMERALD	RUBY	TOPAZ
AIFD® Industry Partner Member Dues - \$500/\$250 value								
Full Membership Included	Full Membership Included	Full Membership Included	Full Membership Included	Full Membership Included	Full Membership Included	\$250 discount rate	\$250 discount rate	\$250 discount rate
Complimentary Symposium Registrations - Premium value \$949 ea - General value \$749 ea								
1 Premium & 4 General	1 Premium & 3 General	1 Premium & 2 General	1 Premium & 1 General	1 General	1 General	N/A	N/A	N/A
Complimentary Industry Showcase Tables - Reserved by May 15, 2024 - \$500 per table value								
3 tables	2 tables	1 table	1 table	1 table	1 table	1 table	1 table	1 table
Discounted Industry Showcase Tables - reservation must be reserved by May 15, 2024 - \$250 per table value								
Purchase up to 4 additional tables at discounted rate	Purchase up to 4 additional tables at discounted rate	Purchase up to 4 additional tables at discounted rate	Purchase up to 3 additional tables at discounted rate	Purchase up to 3 additional tables at discounted rate	Purchase up to 2 tables at discounted rate	Purchase up to 2 tables at discounted rate	Purchase up to 2 tables at discounted rate	Purchase up to 2 tables at discounted rate
Complimentary Industry Showcase Day Pass - use these for additional representatives and customers- \$25 ea value								
Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited



# ELITE SYMPOSIUM OPPORTUNITIES

## MARKETING AND PROMOTIONAL OPPORTUNITIES

PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EMERALD	RUBY	TOPAZ
<b>Logo Visibility</b> - Your company logo included in Symposium marketing materials, website, blog, on-site signage and the symposium APP (benefits contingent upon receiving collateral by assigned deadlines) - \$1,000 value								
Included	Included	Included	Included	Included	Included	Included	Included	Included
<b>Product Recognition</b> - Presenter will recognize your products during stage presentations, workshops and education sessions - \$250 value								
Included	Included	Included	Included	Included	Included	Included	Included	Included
<b>Elite Sponsor Video</b> - Company representation in Elite Sponsor Video displayed on monitors throughout the Symposium venue (benefits contingent upon receiving collateral by assigned deadlines)- \$500 value								
Included	Included	Included	Included	Included	Included	Included	Included	Included
<b>Main Stage Sponsorship Commercial</b> - Your company's one-minute video commercial played prior to the Main Stage program(s) you are sponsoring. (You produce and provide video) - \$250 value								
Included	Included	Included	N/A	N/A	N/A	N/A	N/A	N/A
<b>Event App Banner</b> - Your company logo displayed in the Symposium APP - \$250 value								
Priority Banner Placement	Priority Banner Placement	Priority Banner Placement	Priority Banner Placement	Priority Banner Placement	Included	Included	Included	Included
<b>Pre-Symposium Social Media Announcements</b> - your company's sponsorship promoted in Symposium related posts on AIFD's top Social Media platforms (posting begins upon return of signed agreement through June 15. (benefits contingent upon receiving collateral by assigned deadlines) - up to a \$400 value								
4 posts	3 posts	2 posts	2 posts	1 post	1 post	1 post	1 post	1 post
<b>Post-Symposium Social Media Announcements</b> - your Symposium participation recognized on AIFD's top Social Media platforms (posting begins week following the close of Symposium through July 31 - up to a \$100 value								
1 individual post	1 individual post	1 individual post	1 individual post	1 group post	1 group post	1 group post	1 group post	1 group post
<b>Priority Selection of Partner showcase Table(s)</b> - you have the option of selecting your Industry Showcase table space. Selections must be made prior to June 1 - \$100 value								
1st option to choose	2nd option to choose	N/A	N/A	N/A	N/A	N/A	N/A	N/A

# ELITE SYMPOSIUM OPPORTUNITIES

## MARKETING AND PROMOTIONAL OPPORTUNITIES CONT.

PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EMERALD	RUBY	TOPAZ
Symposium Attendee List with emails - list does not include those who opted out on their registration form								
Included	Included	Included	Included	Included	Included	Included	Included	Included
Industry Showcase Spotlight Stage - Opportunity to conduct a 30-minute live demonstration on the Showcase Spotlight Stage during the Industry Showcase - \$500 value								
1st option	2nd option	3rd option	If available	If available	N/A	N/A	N/A	N/A
Symposium Education Book - your company's black and white ad included in the printed Symposium Education Book \$250 - \$1,500 value								
Included 1 page	Included 1 page	Included 1 page	Included 1/2 page	Included 1/4 page	Included 1/4 page	Included 1/4 page group ad	Included 1/4 page group ad	Included 1/4 page group ad
Elite Sponsor Suite - Opportunity to utilize 1 private Sponsor Suite to host events, and meet clients (available for July 3 - July 5 - \$1,500 value)								
Included	Included	N/A	N/A	N/A	N/A	N/A	N/A	N/A





## EXTENDED INDUSTRY PARTNER BENEFITS

August - October = Quarter 1; November - January = Quarter 2; February - April = Quarter 3; May - June = Quarter 4



# ELITE SYMPOSIUM OPPORTUNITIES

## ADDITIONAL BENEFITS

PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EMERALD	RUBY	TOPAZ
Sponsorship Appreciation Reception - your key representatives are invited to attend a private cocktail reception honoring your support of the Symposium								
Included	Included	Included	Included	Included	Included	Included	Included	Included
Continental Breakfast - served the morning of the Partner Showcase								
Included	Included	Included	Included	Included	Included	Included	Included	Included
Main Stage VIP Seating - your company representatives receive VIP seating during your sponsored program(s)								
10 seats	8 seats	6 seats	4 seats	2 seats	2 seats	2 seats	2 seats	2 seats



# BLOSSOMING SYMPOSIUM OPPORTUNITIES

- Blossoming Sponsorships include the commitment of product contributions which include the shipping costs of sending materials.
- Benefit opportunities are contingent upon receiving signed agreements and collateral by assigned deadlines.
- Included = this opportunity is available and may be assigned as a benefit
- N/A = this option is not available at this Sponsorship Level.

	PRODUCT & SHIPPING
Rosebud	\$6,000 minimum
Orchid	\$4,000 minimum
Daffodil	\$2,000 minimum

## PROGRAMMING BENEFITS

ROSEBUD	ORCHID	DAFFODIL
<b>Main Stage Product Sponsor</b> - whenever your products are used in a main Stage program your logo will be included in the program credits displayed on the screen prior to and at the end of the program - \$500 value		
Included	Included	Included
<b>Hands On Workshop Product Sponsor</b> - when your products are used in a hands on workshop your company will be recognized by the presenter during the workshop - \$250 value		
Included	Included	Included
<b>Meal Function Product Sponsorship</b> - your company logo will be included in the menu cards when your products are featured during one of the Symposiums scheduled dinners or luncheons - \$250 value		
Included	Included	Included

## COMPLIMENTARY AND DISCOUNTED BENEFITS

ROSEBUD	ORCHID	DAFFODIL
<b>AIFD Industry Partner Member Dues</b> - Discounted rate on annual Industry Partner Member dues - \$250 value		
\$250 discount rate	\$250 discount rate	\$250 discount rate
<b>Discounted Partner Showcase Tables</b> - reservation must be reserved by May 15, 2024 - \$250 per table value		
Purchase up to 2 tables at discounted rate	Purchase up to 2 tables at discounted rate	Purchase up to 1 tables at discounted rate
<b>Complimentary Partner Showcase Day Pass</b> - use these for additional representatives and customers - \$25 ea value		
Unlimited	Unlimited	Unlimited

## BLOSSOMING SYMPOSIUM OPPORTUNITIES

### MARKETING AND PROMOTIONAL OPPORTUNITIES

ROSEBUD	ORCHID	DAFFODIL
<b>Symposium Attendee List with emails</b> - list does not include those who opted out on their registrations.		
Included	Included	Included
<b>Logo Visibility</b> - Your company logo included in Symposium marketing materials, website, blog, on-site signage and the symposium APP (benefits contingent upon receiving collateral by assigned deadlines) - \$500 value		
Included	Included	Included
<b>Product Recognition</b> - Presenter will recognize your products during stage presentations, workshops and education sessions - \$250 value		
Included	Included	Included
<b>Pre-Symposium Social Media Announcements</b> - your company's sponsorship included in the Blossoming Sponsor Group Posts on AIFD's top Social Media platforms (posting begins upon return of signed agreement through June 15. (benefits contingent upon receiving collateral by assigned deadlines) - up to a \$250 value		
Up to 4 posts	Up to 3 posts	Up to 2 posts
<b>Post Symposium Social Media Announcements</b> - your Symposium participation recognized on AIFD's top Social Media platforms in the Blossoming Sponsor Group Post - up to a \$100 value		
1 group post	1 group post	1 group post

### EXTENDED INDUSTRY PARTNER BENEFITS - Benefits are included when you become an Industry Partner

ROSEBUD	ORCHID	DAFFODIL
<b>Industry Partner Listing</b> - your company description and contact information included in the printed Membership Directory - \$100 value		
Included	Included	Included
<b>Print advertisement</b> - your company ad included in the Membership Directory - \$100 value		
Included 1/4 page group ad	Included 1/4 page group ad	Included 1/4 page group ad
<b>AIFD® Membership Directory</b> - receive the printed directory mailed to your company representative - \$75 value		
Included 1 copy	Included 1 copy	Included 1 copy
<b>Social Media Posting</b> - your supplied content/graphics posted to AIFD's top Social Media platforms - \$100 per post value		
3 posts annually	2 posts annually	1 post annually
<b>Complimentary E-Blasts</b> - your supplied content/graphics sent to AIFD members in E-blast from - \$250 per E-blast		
1 post annually	1 post annually	1 post annually



# BLOSSOMING SYMPOSIUM OPPORTUNITIES

## ADDITIONAL BENEFITS

ROSEBUD	ORCHID	DAFFODIL
Sponsorship Appreciation Reception - your key representatives are invited to attend a private cocktail reception honoring your support of the Symposium		
Included	Included	Included
Continental Breakfast - served the morning of the Partner Showcase		
Included	Included	Included
Main Stage VIP Seating - your company representatives receive VIP seating during your sponsored program		
2 seats	2 seats	2 seats





# AIFD Industry Showcase

Showcase your brand on an international level during the AIFD® Industry Showcase. Display your latest and greatest products, while attendees shop the Showcase.

- Show specials, interactive displays and order writing are encouraged!
- No additional charges for table or chairs.
- Display set up and design assistance available with advance notice.
- Includes Symposium attendee list sent following the Symposium. List does not include those who opted out on their registration.

For more information contact AIFD®

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

[lorinovak@aifdpartners.com](mailto:lorinovak@aifdpartners.com)

443-966-3850



	Non-Member Showcase table only	Non-Member Showcase table with purchase of annual Industry Partner membership * Best Value	Current Industry Partner Member table only	Elite or Blossoming Sponsor
Single table	\$950	\$750	\$500	See partner benefits
Additional Tables	Up to 2 additional tables at \$475 each	Up to 2 additional tables at \$250 each	Up to 2 additional tables at \$250 each	See partner benefits

60%

of attendees are owners.

93%

of attendees have buying power.

78%

of attendees have been in business for more than 5 years.

98%

of attendees say they come to AIFD® to source new products.

## WHY SHOULD YOU BE AT THE AIFD® INDUSTRY SHOWCASE??

- Make connections.
- Increase sales opportunities.
- Reach new qualified buyers.
- Gain face-to-face contact with business owners and decision makers.

**Broaden your brand's exposure at the Symposium by becoming an AIFD® Elite or Blossoming Sponsor.**