

WHEN WE ELEVATE EACH OTHER, WE ELEVATE OURSELVES.



ELEVATE



ORLANDO
2026 NATIONAL SYMPOSIUM

NATIONAL SYMPOSIUM

JULY 2 - 5, 2026 | ORLANDO, FLORIDA

AIFD® SALUTES OUR 2026 ELITE SPONSORS



Educational
Funding in part
by the AIFD®
Foundation

DIAMOND SPONSORS



SMITHERS-OASIS

OASIS
FLORAL PRODUCTS



FloraLife®

teleflora.®

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



EMERALD SPONSORS



POPPY





Table of Contents



STEP INTO ELEVATE 2026

02
Elite Sponsors

04 – 05
Main Stage Programs

06 – 08
Immersive Design Experiences, Master Classes, and Rise & Shine Hands-On Workshops

09 – 11
Elevate Education Sessions

12
Student Events & Activities

13
AIFD Foundation Events

14
Industry Showcase

15
Special Activities

16
Ambassadors and PFDE

17 – 19
Schedule at a Glance

20 – 22
Special Events and Meal Functions

23
Know Before You Go

24 – 26
Registration Details

27
Discover Orlando



If you've ever wanted to experience the very best in floral artistry, education, and inspiration all under one roof, **Elevate 2026 is where it happens.** More than a flower show, the AIFD® National Symposium is the floral industry's premier gathering for creativity, innovation, and meaningful connection.

This year's event brings together **world-class design talent from across the globe** for an unforgettable celebration of floral excellence. The *Elevate Main Stage* features **seven standout programs**, each led by renowned floral educators and thoughtfully designed to ignite fresh ideas and elevate your craft.

For those who love to learn by doing, Elevate also offers a series of **immersive hands-on workshops** – your opportunity to work side-by-side with industry masters. *(These fill up fast, so be sure to secure your spot early!)*

Beyond the Main Stage, the *Elevate* experience continues with a **full lineup of value-packed sessions:** expert trend talks, business and design insights, deep-dive educational workshops, and motivational presentations that will leave you energized and inspired.

And of course, you won't want to miss the **vibrant Industry Showcase** – a must-see marketplace of new products, floral innovations, and direct connections with the suppliers, growers, and partners shaping the future of our industry.

Register early to take advantage of Early Bird pricing and flexible payment options. Your next level of artistry begins at *Elevate!*



FOLLOW THE EXCITEMENT!

See the latest information and share your Symposium experience with these hashtags:

#proudtobeAIFD #AIFD2026Elevate #AIFDorlando2026 #AIFD2026ELEVATE

 Find us on Facebook: facebook.com/aifd.cfd

 Follow us on Instagram: [@AIFD_official](https://www.instagram.com/AIFD_official)

 Download the APP available June 2026! Keep an eye out for your email invitation to download.

EXPERIENCE THE MAGIC OF THE MAIN STAGE

ELEVATE YOUR CREATIVITY

AIFD® Symposium is known for its show-stopping Main Stage programs, and Elevate 2026 is raising the bar even higher. This year's event features an outstanding lineup of global floral influencers and visionary designers who will share their artistry, insight, and innovation on stage. Included with Premium and General registrations, as well as select Day Passes, these Main Stage presentations are designed to inspire, educate, and spark your creativity as you elevate your design skills and professional growth.



FRIDAY, JULY 3 | 9:30 AM - 10:30 AM

THE DRAGON AND THE WOLF: CULTURE, CREATIVITY, AND THE ART OF INSPIRATION

Sponsored by Diamond Elite Sponsor Teleflora

Donald and Tim draw from their ancestral cultures to create powerful interpretive floral designs, showing how inspiration surrounds us in everyday life. This program will elevate your creativity, spark new ideas, and encourage you to share your art to inspire others.



**TIM
FARRELL**
AIFD



**DONALD
YIM**
AIFD

FRIDAY, JULY 3 | 12:00 PM - 1:00 PM

AI + FLORISTRY: FROM CONCEPT TO CREATION

Sponsored by Gold Elite Sponsor Winward

Explore how Artificial Intelligence can spark ideas, streamline problem-solving, and enhance your floral design work. This dynamic session dives into color theory, design principles, and creative mechanics using modern AI tools. You'll leave with practical resources, new techniques, and innovative ways to grow both your artistry and your business.



**BRANDY
FERRER**
AIFD



**KELSEY
THOMPSON**
AIFD

FRIDAY, JULY 3 | 2:30 PM - 3:30 PM

FROM MONUMENTAL TO MARKETABLE

Sponsored by Diamond Elite Sponsor Smithers – Oasis

Discover how large-scale floral architecture can inspire everyday retail floristry. This session breaks down high-level design into practical, scalable techniques that help you adapt show-stopping ideas into customer-friendly, profitable creations. You'll leave inspired, equipped, and ready to grow your creativity and strengthen your business.



**TANUS
SAAB**

SATURDAY, JULY 4 | 9:30 AM - 10:30 AM

STARFLOWER: DESIGNING FOR LIFE BEYOND EARTH

Sponsored by Diamond Elite Sponsor FTD, LLC

Explore the future of floristry where science meets imagination. Starflower takes you on a journey through cosmic inspiration, NASA research, and sustainable innovation – revealing how flowers can thrive in space and in design. Discover new aesthetics, techniques, and possibilities as we launch floral artistry into the next frontier.

SATURDAY, JULY 4 | 12:00 PM - 1:00 PM

ELEVATE. CULTIVATE. EDUCATE.

Sponsored by Platinum Elite Sponsor Cal-Flowers

Experience a forward-thinking Main Stage program that blends artistry with responsibility. This program brings international perspectives to sustainable floral design, showcasing innovative techniques and creative methods that minimize environmental impact while maximizing beauty. Get ready to be inspired and learn actionable skills to elevate your designs with eco-friendly practices.

SATURDAY, JULY 4 | 2:30 PM - 3:30 PM

ARTISTRY AND FAREWELL: A SUSTAINABLE EXPLORATION OF TRADITION, ADAPTATION, AND INNOVATION

Sponsored by Diamond Elite Sponsor Accent Décor

Join internationally renowned designer Hitomi Gilliam and Abigail Chick as they transform traditional sympathy work through the lens of sustainability. Centered on tradition, adaptation, and innovation, this program reveals how meaningful floral tributes can be created with beauty and environmental care. Expect fresh ideas, practical tools, and inspiring ways to honor life's most heartfelt moments while designing responsibly.

SUNDAY, JULY 5 | 11:00 AM - 12:00 PM

ELEVATING FLORAL ARTISTRY THROUGH INNOVATION AND CRAFTSMANSHIP

Education partially funded by the AIFD® Foundation

Discover the artistry of Hanneke Frankema, international award-winning designer from the Netherlands. Renowned for her distinctive use of contrast, structure, and texture, Hanneke masterfully blends natural and unconventional materials to create extraordinary designs. With a passion for sustainability, education, and craftsmanship, she shares innovative techniques that inspire floral artists to grow, create, and elevate their design excellence. Expect the unexpected as Hanneke incorporates stunning creations from the Master Class held earlier this week!

MAIN STAGE



LORI GORDON
CFD



JOYCE MASON-MONHEIM
AIFD



DEBORAH DE LA FLOR
AIFD



JULIE POELTLER
AIFD



JEANNE HA
AIFD



CHRISTINA IGNATIUS
AIFD



DR. SOLOMON LEONG
AIFD



BONNIE CHU
AIFD



VEN LAM
AIFD



HOWARD PANG
AIFD



HITOMI GILLIAM
AIFD



ABIGAIL CHICK



HANNEKE FRANKEMA

IMMERSIVE DESIGN EXPERIENCES

ELEVATE THROUGH IMMERSION

Step into an immersive world of floral artistry where creativity comes alive from concept to completion. This year's Symposium invites you to work hands-on from start to finish, guided by leading designers who will share their techniques, insights, and passion for innovation. Experience the collaboration, energy, and Inspiration that will elevate your skills and transform your approach to design.

Additional ticket is required for these experiences.



WEDNESDAY, JULY 1 | 1:00 PM - 4:00 PM

THE ART OF ARRIVAL: CRAFTING THE FIRST IMPRESSION

Sponsored by Gold Elite Sponsors Winward, Flowers of Colombia, and Jet Fresh Flowers



TOM BOWLING
AIFD

This engaging hands-on workshop explores the power of first impressions and how intentional floral design sets the tone for a world-class event. The session opens with focused instruction and a brief lecture with Tom, covering design strategy, scale, and the mechanics behind impactful entrance décor. Then, participants move into a team-based design experience, collaborating to create the fresh and silk floral installations for the Symposium registration desk. Together, you'll craft the visual welcome that every attendee experiences upon arrival.

THURSDAY, JULY 2 | 10:00 AM - 2:00 PM

ART IN MOTION: AN IMMERSIVE CREATIVE EXPERIENCE WITH HANNEKE



HANNEKE FRANKEMA

Step into an unforgettable journey with European Champion designer Hanneke Frankema. This extraordinary hands-on experience invites you to move beyond traditional learning and deeply engage with advanced techniques, innovative materials, and Hanneke's signature structural approach.

As you design and collaborate, you'll become part of the creative process itself, shaping breathtaking components that will come alive on the Main Stage during Hanneke's featured presentation. This is more than a workshop; it's a rare opportunity to create and contribute to a world-class floral performance from the inside out.

THURSDAY, JULY 2 | 10:00 AM - 2:00 PM

FLORAL PAVILION PARABLES: WEAVING IMMERSIVE FLORAL TALES

Sponsored by Platinum Elite Sponsor Cal-Flowers



DR. SOLOMON LEONG
AIFD

In this workshop, Dr. Leong guides participants through the art of narrative-driven floral design, blending culture, emotion, and innovation to create story-rich installations. Explore fresh techniques, sustainable materials, and sensory design tools that bring meaning and movement to every composition.

Students will work together on a large-scale installation using eco-friendly materials and bamboo parasols, and learn practical methods for weaving storytelling into your everyday floral work. Perfect for designers looking to elevate their artistry, this workshop invites you to see flowers not just as materials, but as storytellers.



Step beyond the ordinary with AIFD® Master Class hands-on workshops led by some of the most celebrated floral artists in the world. These sessions deliver cutting-edge techniques, insider insights, and inspiration that will redefine your creative potential. Each class offers a rare chance to work with industry icons, refine your artistry, and master the skills that set true professionals apart. Space is limited, so secure your seat and experience floral excellence at its finest.



Additional ticket is required for these experiences.



FREQUENTLY ASKED QUESTIONS

What is provided in the workshops?

Flowers and supplies are provided for the workshops.

Can I take more than one workshop?

Yes, absolutely. Seats are first come, first served and limited, so reserve your seat early.

Is there a cost for the hands-on workshops?

Yes. Pricing varies based on the workshop experience.

Is there anything I need to bring with me?

Yes. Bring your own floral tools, as tools are not provided. A floral knife, scissors, and wire cutters are the minimum you will need.



SATURDAY, JULY 4 | 6:30 PM - 9:00 PM



SUSAN
MCLEARY

ELEVATED ARTISTRY WEARABLES

Sponsored by Silver Elite Sponsor Mayesh

Join Susan for a hands-on workshop exploring innovative, eco-friendly floral techniques. Learn sustainable mechanics that simplify your process, save time, and reduce waste, all while inspiring fresh creativity and elevating your artistic expression. Perfect for designers who want to create beautifully and responsibly.

SATURDAY, JULY 4 | 6:30 PM - 9:00 PM



TANUS
SAAB

COMBINING ARCHITECTURE WITH FLORAL DECORATION

Sponsored by Diamond Elite Sponsor Smithers-Oasis

Immerse yourself in a workshop with Tanus that blends live demonstration with interactive practice. You'll watch expert techniques come to life, then put them into action with guided, hands-on design time. This engaging format ensures you not only learn but also experience the skills firsthand, leaving with confidence, inspiration, and designs you can recreate and adapt in your own work.

SUNDAY, JULY 5 | 7:30 AM - 10:00 AM



TIM
FARRELL
AIFD

FLEMISH FOUNDATIONS - MODERN EXPRESSIONS

Sponsored by Diamond Elite Sponsor Teleflora

Join Tim for an inspiring journey into the lush, opulent world of Flemish floral design, a style known for its painterly richness and timeless elegance. Discover how to create abundant, overflowing arrangements filled with texture, variety, and vibrant color. Learn to balance intentional imperfection with harmony while highlighting each flower's natural beauty. Tim will also explore symbolic and exotic elements such as fruit, insects, and shells that add meaning and storytelling to your work. This workshop invites designers to embrace the artistry, depth, and expressive movement that define this enduring floral classic.

RISE AND SHINE HANDS-ON WORKSHOPS

ELEVATE YOUR TECHNIQUE

Grab your morning coffee and join us for the hands-on Workshop Series, where an incredible lineup of designers will ignite your creativity through interactive learning, fresh ideas, and meaningful artistic exploration.



**AMBER
KIRKLAND**
AIFD

FRIDAY, JULY 3 | 7:00 AM - 9:00 AM

SATURDAY, JULY 4 | 7:00 AM - 9:00 AM

DON'T BOX ME IN

Step beyond traditional floral boundaries in this dynamic hands-on session. Learn innovative techniques and mechanics that extend designs beyond the container to create multidimensional, event-ready arrangements. Perfect for weddings and installations, this workshop inspires creativity, confidence, and craftsmanship, empowering floral artists to elevate their design approach.

FRIDAY, JULY 3 | 7:00 AM - 9:00 AM

SATURDAY, JULY 4 | 7:00 AM - 9:00 AM

ELEVATE FLORAL ART THROUGH CULTURAL HERITAGE: DESIGNING WITH KOREAN INSPIRATION

Sponsored by Diamond Elite Sponsor FTD, LLC

Explore how cultural heritage can inspire and elevate floral design. Drawing from Korean traditions, this workshop demonstrates how to incorporate Bojagi (traditional wrapping textile), Hanji (traditional Korean paper), and Munyang (traditional Korean pattern) into contemporary floral art. Learn to transform personal heritage into creative expression, adding cultural depth and individuality to your designs.



**EUN SOOK
NOH**
AIFD



**MIN SOOK
LEE**
AIFD



**K. MIKE
WHITTLE**
AIFD

FRIDAY, JULY 3 | 7:00 AM - 9:00 AM

SATURDAY, JULY 4 | 7:00 AM - 9:00 AM

FLORAL SYMPATHY WORKSHOP: ELEVATING TRIBUTE DESIGN

Sponsored by Diamond Elite Sponsor Smithers-Oasis

Discover how to move beyond tradition and create sympathy florals that offer comfort, beauty, and meaning. In this hands-on session, you'll sharpen your skills, master advanced mechanics, and elevate your artistry, transforming tributes into powerful expressions of love and remembrance.

ELEVATE EDUCATION SESSIONS SPECIAL SESSIONS

WEDNESDAY, JULY 1 | 11:00 AM - 12:30 PM

MASTERING THE ART OF PRINCIPLES AND ELEMENTS

In Partnership with the AIFD® Education Committee



**KEN
NORMAN**
AIFD



**URSULA
GUNTHER**
AIFD

Creative inspiration awakens the artist within – but true mastery comes from understanding the Principles and Elements that shape exceptional design. Join Ken and Ursula as they break down the P&Es in a way that is clear, practical, and immediately applicable. Discover how a deeper command of these foundational tools transforms good design into extraordinary floral artistry – and learn how to intentionally elevate every piece you create.

THURSDAY, JULY 2 | 10:30 AM - 11:30 AM

STEPS TO MEMBERSHIP

In partnership with the AIFD® Membership Committee

Ready to take the next step in your professional journey? Discover the pathway to earning the respected CFD® (Certified Floral Designer) designation and advancing toward accredited membership in AIFD®.

Members of the AIFD® Membership Committee will guide you through the process, share valuable preparation tips, and offer an insider's perspective on what to expect. You'll walk away with clear direction, practical resources, and the confidence to move forward – one purposeful step at a time.

THURSDAY JULY 2 | 4:30 PM - 6:00 PM

FRIDAY, JULY 3 | 7:30 AM - 9:00 AM

SATURDAY, JULY 4 | 7:30 AM - 9:00 AM

NAPKIN ART FOR THE LEADERSHIP LUNCHEON

AIFD® thrives on collaboration and creativity – and this workshop is your chance to contribute to both! Join fellow designers to craft beautiful napkin treatments that add the perfect finishing touch to the Leadership Luncheon table décor. Together, we'll elevate every detail in celebration of teamwork and design excellence.

This experience is a ticketed session and **is included in the price of a registration for those selecting the session as part of their registration.** Limited seating available. Registration for this session will close when all seats have been reserved.



ELEVATE EDUCATION SESSIONS INSPIRATIONAL LECTURES

Feel free to join any and all Lectures!
They're included in the price of Symposium registration.

THURSDAY, JULY 2 | 5:30 PM - 6:30 PM

CONNECTING THE NEXT GENERATION: OPPORTUNITIES IN BLOOM



In partnership with the Society of American Florists (SAF) Next Gen

The future of the floral industry is being shaped right now – and you are part of it. Designed for emerging leaders and professionals 45 and under, this session explores connection, collaboration, and opportunity within today's evolving floral landscape. Through open conversation and shared perspectives, attendees will discover pathways for involvement, leadership, and meaningful growth supported by organizations like SAF and AIFD®.

FRIDAY, JULY 3 | 8:00 AM - 9:00 AM



ANDREIA
MULLER
AIFD

QUALITY OVER QUANTITY: THRIVING WITHOUT MINIMUMS

Sponsored by Diamond Elite Sponsor FTD, LLC

Discover how to price with confidence without setting minimums. Learn to emphasize quality, flexibility, and profitability while creating an exceptional client experience. This session empowers florists to elevate their pricing strategy, strengthen customer relationships, and build a more sustainable, client-centered business model that thrives on value rather than volume.

FRIDAY, JULY 3 | 8:00 AM - 9:00 AM



AMANDA
SOLLIDAY

PRACTICAL STEPS TO A MORE SUSTAINABLE FLORAL BUSINESS

In partnership with the American Floral Endowment (AFE) and Sustainabloom

Ready to make your flower business more sustainable? Get hands-on guidance from Sustainabloom by the American Floral Endowment – featuring free, customizable planning tools developed with NC State University researchers and industry experts. You'll walk away with realistic, actionable strategies to cut waste, source locally, and make sustainability part of your everyday design.

FRIDAY, JULY 3 | 4:00 PM - 5:00 PM



JODY
MCLEOD
AIFD



DR. AMELIA
MCLEOD

ELEVATING EFFECTIVE COMMUNICATION IN LEADERSHIP

Sponsored by Diamond Elite Sponsor Teleflora

Strong communication is the cornerstone of success in the floral industry. In this dynamic workshop, Jody and Amelia share practical strategies to enhance leadership, strengthen team collaboration, and inspire confidence. Attendees will gain actionable tools to communicate with clarity, build cohesive teams, and cultivate a thriving, motivated workplace culture.

SATURDAY, JULY 4 | 8:00 AM - 9:00 AM



MARK
ANDERSON

USING AIFD® ACCREDITATION TO ELEVATE VALUE AND PROFITABILITY

Sponsored by Gold Elite Sponsor FloristWare

Discover how your AIFD® accreditation empowers you to move beyond outdated cost-plus pricing and embrace value-based strategies that reward your talent. Shop and event owners will learn how to stand out from the competition, charge more, and increase profits. Staff and freelance designers will learn how to help their employers achieve the same benefits while becoming even more valuable in the process.

ELEVATE EDUCATION SESSIONS INSPIRATIONAL LECTURES

Feel free to join any and all Lectures!
They're included in the price of Symposium registration.

SATURDAY, JULY 4 | 8:00 AM - 9:00 AM

AUTHENTICITY IN AN AI WORLD

Sponsored by Gold Elite Sponsor FlowerBuddy



TONY
GUERRIE



PAUL
GUERRIE

AI isn't here to replace your creativity – it's here to elevate it. This dynamic session is designed for florists ready to work smarter while staying true to their creative identity. Through live demonstrations, including the creation of a custom AI tool in real time, you'll discover how AI can save time, strengthen your brand voice, and streamline operations without compromising what makes your work uniquely yours – plus take home a companion guide to support your next steps.

SATURDAY, JULY 4 | 8:00 AM - 9:00 AM

SUNDAY, JULY 5 | 9:30 AM - 10:30 AM



LORI
WILSON

EMPATHY IN THE FLOWER SHOP: LEADING WITH HEART (AND RESULTS)

Sponsored by Gold Elite Sponsor Flower Clique

In the high-energy world of retail floristry, empathy is more than kindness; it is a strategy for success. Learn how compassionate leadership can reduce burnout, boost morale, and strengthen both team and customer relationships. Discover simple, effective ways to lead with heart while keeping creativity, clarity, and results in full bloom.

SATURDAY, JULY 4 | 4:30 PM - 5:30 PM

MARKETING PLAYBOOK

In partnership with New Bloom Solutions



SAHID
NAHIM

This informative session is designed to demystify marketing and make it both approachable and actionable. Discover how to create greater consistency and confidence in your outreach, strengthen your professional credibility, and elevate the customer experience – all while using your time, energy, and budget more effectively. Ideal for floral professionals who are ready to translate their artistry into sustainable, long-term business growth, this session offers practical insights to help you market with intention and impact.

SUNDAY, JULY 5 | 8:00 AM - 9:00 AM



SARAH
LOBUE
AIFD

ELEVATE YOUR FLORAL BRAND ONLINE

Learn how to use social media as a tool for storytelling, connection, and sales. Join Sarah to explore how florists can strategically use Facebook, Instagram, TikTok, and more to showcase artistry, build engagement, and strengthen brand identity. Drawing from real-world examples in her own floral business, Sarah shares what works, what is not worth your time, and how to create content that feels authentic and drives results.

SUNDAY, JULY 5 | 9:30 AM - 10:30 AM



SUSAN
MCLEARY

SUSTAINABLE SOLUTIONS, ELEVATED!

Sponsored by Silver Elite Sponsor Mayesh

Discover smart, sustainable mechanics that simplify your process and elevate your artistry. From bouquets to large-scale installations, Sue shares innovative, eco-conscious techniques that reduce waste, save time, and inspire creativity, proving that sustainability and style go hand in hand.

STUDENT EVENTS AND ACTIVITIES

TUESDAY, JUNE 30 | 8:00 AM - 1:00 PM

SAIFD® STUDENT COMPETITION

Celebrating the Future of Floral Design

Each year, students from SAIFD® Chapters across the country come together at the AIFD® National Symposium to compete in the highly anticipated SAIFD® Student Competition. This exciting event highlights the next generation of floral designers as they showcase their creativity, skill, and passion while proudly representing their schools and universities.

After the competition, Symposium attendees are invited to view the students' stunning designs and cast their vote for the People's Choice Award. **Student Competition Preview and Voting takes place June 30, 5:00pm - 7:00pm and again July 1, between 8:00am and 10:00am.** Don't miss the Competition Preview, where you can meet these rising stars, explore their work, and get a glimpse into the bright future of our industry.

THURSDAY, JULY 2 & FRIDAY, JULY 3

SAIFD® SUMMER INTENSIVE PROGRAM

Two Days Dedicated to Future Floral Stars, In Partnership with the AIFD® Education Committee

For the third year, SAIFD® student chapters will enjoy two full days of exclusive education and hands-on workshops designed to inspire, connect, and fuel their passion for floral design. Thanks to the creative efforts of the AIFD® Education Committee, a lineup of uniquely curated programs has been crafted especially for our student members, offering the perfect blend of learning, creativity, and fun.

THURSDAY, JULY 2 & FRIDAY, JULY 3

BRINGING FFA TO AIFD®

An Exclusive Educational Experience, in Partnership with the American Floral Endowment and the AIFD® Career Development Committee

AIFD® is excited to once again welcome FFA students and advisors from across the country to participate in the Bringing FFA to AIFD® educational experience. This program offers participants a front-row seat to the world of professional floral design through dynamic lectures, interactive activities, and inspiring hands-on sessions created especially for FFA attendees.

Participation is by application, with a deadline of April 15, 2026. Accepted students and advisors will receive a special discounted registration rate to make this unique opportunity even more accessible.

Don't miss your chance to learn, create, and connect with floral industry leaders.



LEARN MORE



BECOME A FRIEND *of the* AIFD FOUNDATION

TO ELEVATE DESIGN EDUCATION IN YOUR REGION

THREE WAYS TO GIVE

- Annual Contribution •
- Monthly Donations •
- One Time Bequest •



To Become a Friend of the AIFD Foundation
visit aifdfoundation.org/DonateFriend

TWO WAYS TO WIN

This Competition offers the Regional Chapters an opportunity to expand education with the help of the AIFD Foundation.

TWO GRANTS WILL BE AWARDED
\$1,000 Educational Grant awarded to the Region
with the Most Funds Raised!

&

\$1,000 Educational Grant awarded to the Region
with the Most Participation!

AIFD® SYMPOSIUM EVENTS TO BENEFIT THE AIFD FOUNDATION

ANNUAL AUCTION

Help us elevate floral design education!
Your support of the Annual Auction can do just that!

Please bring your items to ELEVATE or ship in advance
to the address noted below:

Tina Coker AIFD • Designs of the Times Florist
2394 Minton Road • Melbourne, FL 32904

Hands & Heart

It has been said that we design with our “hands and our heart”
making a difference in the lives of those that experience our
creative expressions! To participate, simply purchase one or more
tokens from an AIFD Foundation Trustee, prior to game time!
Tokens will also be available throughout ELEVATE!

Hands & Heart Game Day

Sunday, July 5, 2026
10:15 a.m. - 10:45 a.m.

Body Flower Boutique

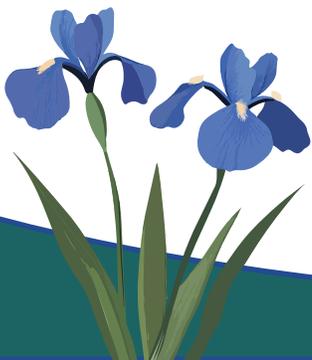
The Boutique will open prior to the Awards and Induction
Ceremony and Gala and will remain open leading up to
the Leadership Celebration.

Shop early to select from available designs or
purchase loose blossoms and trinkets to design your own!
Proceeds will benefit students, in a number of ways, through
the AIFD Foundation SAIFD Fund.

INDUSTRY SHOWCASE

Become a Friend of the AIFD Foundation!
Visit the Body Flower Boutique to support our students!
Purchase a Hands & Heart Trinket to play the games and win!

We look forward to the opportunity to visit with each
and every attendee during the Industry Showcase!





Industry Showcase

Set Sail for the AIFD® Industry Showcase!

THURSDAY, JULY 2 1:00 PM - 5:00 PM

Explore the latest trends, products, and innovations at the annual AIFD® Industry Showcase, where creativity and connection come to life. This year's Showcase kicks off the Symposium with a cruise-themed adventure, featuring exciting displays and interactive experiences from our Industry Partners and Symposium Sponsors.

Not attending the full Symposium? No problem. Grab a **One-Day Showcase Pass** and join the fun. You'll get full access to the Industry Showcase and the Opening Reception.

Don't miss this vibrant celebration of everything fresh and fabulous in the floral world!

Sponsor Spotlight Stage

HAPPENING DAILY - THURSDAY, JULY 2 THROUGH SATURDAY, JULY 4

It's back! Get ready for three action-packed days on the Sponsor Spotlight Stage, where our Symposium Sponsors take center stage to share their best tips, tricks, and product demos. These fast-paced 30-minute sessions are filled with inspiration, fresh ideas, and insights from some of your favorite industry brands.

Whether you want to sharpen your skills, discover new tools, or soak up creative energy, the Sponsor Spotlight Stage is the place to be. Don't miss a minute, because there is always something new to learn and countless ways to elevate your artistry.



BECOME AN EXHIBITOR

Don't miss your chance to be part of the floral industry's most anticipated event of the year. AIFD® invites all industry and allied companies to exhibit at the Industry Showcase, with no partnership or sponsorship required.

Showcase your brand on an international stage, connect with leading designers, educators, and decision-makers, and engage attendees with show specials, interactive displays, and on-site sales opportunities.

Space sells out quickly, and the Showcase has reached capacity for the past two years, so reserve your spot early.

Plan now to participate and make your mark at this must-attend floral event. For more information, [click here.](#)



GET INVOLVED: BECOME A SPONSOR

Take your brand to the next level and make the most of your Symposium experience by becoming an AIFD® Symposium Sponsor. Sponsors receive exclusive benefits, including year-long marketing exposure, complimentary registrations, premium visibility, and valuable opportunities to connect directly with the floral industry's top professionals.

Symposium Sponsorship delivers powerful brand impact and positions your company at the center of the year's most anticipated floral design event. Ready to get involved? [Click here.](#)

ELEVATE ACTIVITIES

Elevate Design Gallery & Prop Sale

FRIDAY, JULY 3 | SATURDAY, JULY 4 | SUNDAY, JULY 5
IMMEDIATELY FOLLOWING EACH PROGRAM

Get up close and inspired! The AIFD® Symposium's Elevate Design Gallery lets you view and photograph the stunning creations fresh from the main stage and even meet many of the Headliners in person right after their programs. It's also the perfect place to relax, reconnect, and recharge between sessions.

Want to take a piece of Symposium home? Don't miss the Prop Sale, where select designs and props are available for purchase. Proceeds support the Bringing FFA to AIFD® and SAIFD® Summer Intensive programs, both dedicated to inspiring and educating the next generation of floral designers.

Hours will be posted during the event. Come explore, connect, and shop for a cause!

The AIFD® Career and Education Hub

FRIDAY, JULY 3 AND SATURDAY, JULY 4.
TIMES WILL BE POSTED ON SITE.

IN PARTNERSHIP WITH THE AMERICAN FLORAL
ENDOWMENT AND AIFD® EDUCATION PARTNERS

Looking to grow your skills, expand your network, or explore new career opportunities? The AIFD® Career & Education Hub is your destination for professional advancement during Symposium. Here, attendees can connect with AIFD® Education Partners and gather information about upcoming classes and continuing education opportunities designed to elevate your artistry and business expertise.

The Hub also features resources from the American Floral Endowment Career Center, where professionals can learn how to post job openings, explore available positions, and access tools that support career development across all sectors of the floral industry. In addition, an onsite job board will allow attendees to share postings for open positions, freelance opportunities, and collaborative needs – making it easy to connect talent with opportunity in real time.

Whether you're hiring, job-seeking, freelancing, or simply planning your next professional step, the AIFD® Career & Education Hub is a space to connect, discover, and move forward with intention.

Emerging Professionals Mixer: Sparks and Stems

SATURDAY, JULY 4 | 5:00 PM - 6:30 PM
EVERY GREAT CAREER BEGINS WITH A SPARK.

Join us for a relaxed evening designed especially for emerging floral artists and students at the AIFD® National Symposium. Sparks & Stems, celebrates the spark of new ideas and the strong stems of experience that support growth in our industry. Connect with industry leaders, educators, and fellow rising professionals in an open, welcoming setting where inspiration is ignited, connections take root and careers begin to flourish.

Whether you're just starting your floral journey or looking to grow to the next level, come ready to introduce yourself, exchange ideas, ask questions, and build relationships that can shape your future.

SAF Outstanding Varieties Display

THURSDAY, JULY 2 THROUGH SATURDAY, JULY 4

The AIFD® Symposium is once again partnering with the Society of American Florists to bring you the spectacular "Outstanding Varieties" Display, a can't-miss showcase of the most breathtaking blooms in the floral world.

See, smell, and touch the award-winning varieties that set the standard for excellence and spark creativity across the industry. These are the blooms everyone will be talking about. Discover what makes them truly outstanding!

BLOOMS OVER ORLANDO



DAILY - FRIDAY, JULY 3
THROUGH SUNDAY, JULY 5

We need your helping hands to make it happen! Between Symposium sessions, join volunteers and fellow floral enthusiasts to design, wrap, and share beautiful bouquets. It's a fun, hands-on way to give back, connect with friends old and new, and share the joy of flowers with those who need it most. Plan now to participate and help us bring smiles, one bouquet at a time.

AMBASSADOR EXPERIENCE & PFDE

AMBASSADOR EXPERIENCE AND OPPORTUNITIES

Step into the action and be part of something extraordinary!

The AIFD® Symposium offers a unique opportunity to get involved in every aspect of the event. Join a passionate team of volunteers who help bring the Symposium to life, working together, sharing ideas, and creating unforgettable experiences.

As a volunteer, you'll build lasting friendships, make valuable industry connections, and gain hands-on experience that enriches your floral journey. It's an inspiring way to contribute, grow, and be at the heart of the AIFD® community.

Work side-by-side with some of the industry's most creative and inspiring professionals.

- Enjoy a discounted registration fee that includes a ticket to the Leadership Celebration.
- Take advantage of scheduled time to attend programs and workshops.
- Receive a special volunteer gift bag as a thank-you for your participation.
- A wonderful opportunity for anyone new to AIFD® or attending Symposium for the first time!

The Ambassador Experience begins June 29 and continues through July 6.

APPLY HERE

- Ambassadors are required to attend a volunteer orientation and training session.
- Willing to actively participate in various volunteer assignments for a required total of 5 hours each day for a total of 5 days. (Assignment hours will vary, allowing participation in other Symposium events.)
- Because Ambassadors are scheduled in two shifts, applicants must commit to attending the Symposium between June 28 and July 3 for the first shift or July 2 and July 6 for the second shift.
- Complete your Ambassador registration prior to May 15, 2026, to receive the discounted rate of \$579.
- Credit cards only will be accepted for payment.
- The standard cancellation policy applies. However, if you arrive and decide you do not wish to fulfill your commitment, you will be charged the full on-site General Registration and Leadership Celebration fee.

PREREQUISITES AND DEADLINES

The Ambassador Experience is open to the first 50 applicants that complete their registrations.

- AIFD® welcomes everyone into the Ambassador Experience. Floral design skills are not necessary, but a basic understanding of industry practices is helpful.
- AIFD® National or Regional Board Members, National or Regional Committee members, PFDE Candidates, Certified Evaluators participating in the PFDE session, and SAIFD® Members and FFA attendees are not eligible.

Complete and return the Ambassador application form by May 1, 2026.

- Ability to stand for long periods, walk distances, lift, and carry as needed
- Floral design experience is not required
- A sincere desire to be involved, a friendly disposition, and a can-do attitude
- Must be at least 18 years old

PROFESSIONAL FLORAL DESIGN EVALUATION SESSION (PFDE)

Are you ready to take the next step in your floral design career? The Professional Floral Design Evaluation (PFDE) is your pathway to becoming an Accredited Member of the American Institute of Floral Designers (AIFD®) – a prestigious designation recognized across the industry.

Registration and Orientation: Monday, June 29
PFDE Session: Tuesday, June 30

Each year, talented floral artists from around the world demonstrate their knowledge, technique, and creativity through the PFDE, elevating their professional development and opening doors to new opportunities.

Those interested in registering for the PFDE may choose from two options:

- PFDE with Symposium Registration: Includes participation in the PFDE session plus General Symposium Registration, granting access to Symposium events and activities.
- PFDE Only Registration: Includes participation in the PFDE session only and does not provide access to Symposium programs or events.

If you're ready to begin your journey toward AIFD® accreditation, visit www.aifd.org to explore registration details and eligibility requirements.

Coffee with the Candidates: Wednesday, July 1 8:00 am – 10:00 am

Symposium attendees will also have a special opportunity to walk through the completed PFDE session room and admire the extraordinary designs created by this year's candidates – a wonderful way to see the process up close and gather inspiration for your own future evaluation.

PFDE INFORMATION

Monday, June 29

3:00 pm – 4:00 pm	SAIFD® Student Competition Registration
4:00 pm – 5:00 pm	Student Competition Orientation
5:00 pm – 6:00 pm	PFDE Registration
6:00 pm – 8:00 pm	PFDE Orientation

COLOR KEY

- Included in Registration
- Additional Ticket Purchase Required
- Included with Premium Registration Purchase
- Closed Session or by Invitation Only

Tuesday, June 30

8:00 am – 5:00 pm	Registration Desk Opens
7:00 am – 7:45 am	PFDE Tool Check
8:00 am – 1:00 pm	PFDE Session
8:00 am – 1:00 pm	Student Competition
9:00 am – 10:30 am	Evaluators Workshop
1:00 pm – 5:00 pm	AIFD® Foundation Board of Trustees Meeting
5:00 pm – 7:00 pm	Student Competition Preview Mixer
7:30 pm – 8:30 pm	SAIFD Student Meet & Mingle
7:00 pm – 8:00 pm	PFDE Afterglow

Wednesday, July 1

8:00 am – 5:00 pm	Registration Desk Opens
8:00 am – 10:00 am	PFDE Preview: Coffee with the Candidates
10:00 am – 2:30 pm	National Board of Directors Meeting
11:00 am – 12:30 pm	Elevate Special Session: Mastering the Art of Principles & Elements with Ken Norman and Ursula Gunther
1:00 pm – 4:00 pm	Immersive Experience: The Art of Arrival with Tom Bowling
2:00 pm – 2:30 pm	Industry Showcase Exhibitor Meeting
2:30 pm – 3:30 pm	Board of Directors Luncheon
2:30 pm – 7:00 pm	Industry Showcase Set up
4:00 pm – 5:00 pm	Regional Chapter Board Meetings
5:00 pm – 6:00 pm	Regional Chapter Membership Meetings

Thursday, July 2

7:00 am – 9:00 am	CEJ Certification Exam
8:00 am – 9:30 am	FFA Advisor Education Session
8:00 am – 10:00 am	FFA Student Hands On Design Workshop
8:00 am – 10:00 am	AIFD® Café – Breakfast Service
8:00 am – 11:00 am	Industry Showcase Set Up
8:00 am – 5:00 pm	Registration Desk Opens
9:00 am – 10:00 am	Annual AIFD® Membership Meeting
10:00 am – 2:00 pm	Immersive Experience: Art in Motion with Hanneke Frankema
10:00 am – 2:00 pm	Immersive Experience: Weaving Immersive Floral Tales with Dr. Solomon Leong
10:15 am – 10:45 am	Spotlight Stage: Quick Take Session
10:30 am – 11:30 am	Elevate Special Session: Steps to AIFD® Membership
10:30 am – 12:30 pm	SAIFD Student Summer Intensive Workshop
11:00 am – 12:30 pm	AIFD® National Finance Committee Meeting
11:15 am – 11:45 am	Spotlight Stage: Quick Take Session
11:30 am – 1:30 pm	AIFD® Café – Lunch Service
12:00 pm – 5:00 pm	AIFD® Foundation Auction
1:00 pm – 5:00 pm	Industry Showcase
1:30 pm	New Inductee Rehearsal
3:00 pm – 5:00 pm	FFA Student and Advisor Hands-On Design Workshop
3:00 pm – 5:00pm	SAIFD Student Summer Intensive Workshop
4:30 pm – 6:00 pm	**Elevate Special Session: Napkin Art
5:00 pm – 6:00 pm	AIFD® Regional Treasurers Meeting
5:15 pm – 5:45 pm	Spotlight Stage: Quick Take Session
5:30 pm – 6:30 pm	Elevate Lecture Session: Connecting the Next Generation with SAF Next Gen
6:00 pm – 7:00 pm	First Time Attendee Reception
7:00 pm – 8:30 pm	Opening Reception

*The Awards and Induction Ceremony and the Gala Dinner on Friday, July 3 will be held in the same ballroom. Reserved table seating will be provided for guests holding Gala tickets. For individuals attending the Ceremony only, theatre-style seating will be available within the ballroom.

**Ticket required for this complimentary Elevate Learning Session. Select when completing registration.



SCHEDULE AT A GLANCE

Schedule at a Glance is subject to change.

Friday, July 3

7:00 am – 4:00 pm	Registration Desk Opens
7:00 am – 8:30 am	FFA Advisor Education Session
7:00 am – 9:00 am	FFA Student Hands On Design Workshop
7:00 am – 9:00 am	Rise and Shine Workshops: <ul style="list-style-type: none"> • Designing with Korean Inspiration with Eun Sook Noh, and Min Sook Lee • Elevating Tribute Designs with Mike Whittle • Don't Box Me In with Amber Kirkland
7:30 am – 9:00 am	**Elevate Special Session: Napkin Art
7:30 am – 9:30 am	AIFD® Café – Breakfast Service
8:00 am – 9:00 am	Elevate Lecture Sessions: <ul style="list-style-type: none"> • Quality Over Quantity with Andrea Muller • Practical Steps to a More Sustainable Floral Business with Amanda Solliday
8:00 am – 4:00 pm	AIFD® Foundation Auction
9:00 am – 4:00 pm	Blooms Over Orlando: Volunteer Bouquet Production
9:30 am – 10:30 am	Main Stage Program: The Dragon & The Wolf with Tim Farrell and Donald Yim
10:45 am – 11:45 am	Spotlight Stage: Quick Take Session
12:00 pm – 1:00 pm	Main Stage Program: AI & Floristry with Brandy Ferrer and Kelsey Thompson
12:00 pm – 2:00 pm	AIFD® Café – Lunch Service
1:15 pm – 1:45 pm	Spotlight Stage: Quick Take Session
1:15 pm – 2:15 pm	SAIFD Summer Intensive Workshop
2:30 pm – 3:30 pm	Main Stage Program: From Monumental to Marketable with Tanus Saab
3:45 pm – 4:15 pm	Spotlight Stage: Quick Take Session
4:00 pm – 5:00 pm	Elevate Lecture Session: Effective Communication in Leadership with Amelia McLeod and Jody McLeod
5:30 pm – 6:30 pm	2026 Inductee Cocktail Reception
6:00 pm – 6:30 pm	Pre-Ceremony Cocktails
6:30 pm – 8:15 pm	*Awards and Induction Ceremony
8:30 pm – 9:30 pm	*Awards and Gala Dinner
9:30 pm – 11:00 pm	Gala Afterglow

Saturday, July 4

7:00 am – 4:00 pm	Registration Desk Opens
7:00 am – 9:00 am	FFA Student and Advisor Hands On Design Workshop
7:00 am – 9:00 am	Rise and Shine Workshops: <ul style="list-style-type: none"> • Designing with Korean Inspiration with Eun Sook Noh, and Min Sook Lee • Elevating Tribute Designs with Mike Whittle • Don't Box Me In with Amber Kirkland
7:30 am – 9:00 am	**Elevate Special Session: Napkin Art
7:30 am – 9:30 am	AIFD® Café – Breakfast Service
8:00 am – 9:00 am	Elevate Lecture Sessions: <ul style="list-style-type: none"> • Empathy in the Flower Shop with Lori Wilson • Authenticity in an AI World with Flower Buddy • Using AIFD® Accreditation to Elevate Value & Profitability with Mark Anderson
8:00 am – 12:00 pm	AIFD® Foundation Auction
9:00 am – 5:00 pm	Blooms Over Orlando: Volunteer Bouquet Production
9:30 am – 10:30 am	Main Stage Program: Starflower with Lori Gordon, Joyce Mason-Monheim, Deborah de la Flor, Jeanne Ha, Christina Ignatius, and Julie Poeltler
10:45 am – 11:15 am	Spotlight Stage: Quick Take Session
12:00 pm – 1:00 pm	Main Stage Program: Elevate.Cultivate.Educate. with Dr. Solomon Leong, Bonnie Chu, Ven Lam and Howard Pang
12:00 pm – 2:00 pm	AIFD® Café – Lunch Service
1:45 pm – 2:15 pm	Spotlight Stage: Quick Take Session
2:30 pm – 3:30 pm	Main Stage Program: Artistry and Farewell with Hitomi Gilliam and Abigail Chick
3:45 pm – 4:15 pm	Spotlight Stage: Quick Take Session
4:30 pm – 5:30 pm	Elevate Lecture Session: Marketing Playbook with Sahid Nahim
5:00 pm – 6:30 pm	Elevate Activity: Sparks and Stems Mixer with the AIFD® Emerging Professionals
5:30 pm – 7:00 pm	Sponsor Appreciation Reception
6:30 pm – 9:00 pm	Night Owl Master Class Sessions: <ul style="list-style-type: none"> • Combining Architecture w/ Floral Decoration with Tanus Saab • Elevated Artistry: Wearables with Susan McLeary

COLOR KEY

- Included in Registration
- Additional Ticket Purchase Required
- Included with Premium Registration Purchase
- Closed Session or by Invitation Only

Sunday, July 5

8:00 am – 12:00 pm	Registration Desk Opens
7:30 am – 9:30 am	AIFD® Café – Breakfast Service
7:30 am – 10:00 am	Rise and Shine Workshops: <ul style="list-style-type: none">• Masterclass: Flemish Foundations - Modern Expressions with Tim Farrell
7:30 am – 2:00 pm	Blooms Over Orlando: Volunteer Bouquet Production
8:00 am – 9:00 am	Elevate Lecture Sessions: <ul style="list-style-type: none">• Elevate Your Floral Brand Online with Sarah LoBue• Sustainable Solutions: Elevated! with Susan McLeary• Empathy in the Flower Shop with Lori Wilson
9:30 am – 10:30 am	
10:15 am – 11:00 am	Foundation Hand & Heart
11:00 am – 12:00 pm	Main Stage Program: Elevating Floral Artistry with Hanneke Frankema
12:15 am – 12:30 pm	Innovation Station... St. Louis 2027 Symposium Preview & Friends of the Foundation Presentation
1:00 pm – 3:15 pm	Leadership Luncheon with Keynote Speaker Sam Demma

COLOR KEY

- Included in Registration
- Additional Ticket Purchase Required
- Included with Premium Registration Purchase
- Closed Session or by Invitation Only



SPECIAL EVENTS AND MEAL FUNCTIONS

From morning coffee to evening galas, *Elevate Symposium* offers thoughtfully curated moments to nourish, connect, and celebrate throughout the week.

AIFD® Café

The AIFD® Café offers convenient, grab-and-go options during designated breakfast and lunch service hours throughout Symposium.

Stop by during morning service for light breakfast selections and fresh coffee to start your day, or return during lunchtime for quick, satisfying meal options and refreshing beverages before afternoon sessions and activities.

The Café is designed to provide flavorful choices in a timely way – so you can refuel and get back to the experience without missing a moment.

PFDE Afterglow Mixer

TUESDAY, JUNE 30 | 7:00 PM – 8:00 PM

Join your fellow PFDE Candidates for an evening cocktail at the Lobby Bar and celebrate the journey you're on together. This relaxed afterglow mixer is the perfect opportunity to connect with your classmates, share stories from the day, and start building the professional friendships that will support you long after candidacy. Come raise a glass, unwind, and enjoy the company of those walking the same path.



First Time Attendee Welcome Reception

THURSDAY, JULY 2 | 6:00 PM – 7:00 PM

New to Symposium? Welcome to your first AIFD® Symposium – and the start of something bigger. This special reception is designed exclusively for first-time attendees, giving you the opportunity to connect with fellow newcomers, build early relationships, and gain insight into how to make the most of your *Elevate Symposium* experience. Learn what to expect, discover helpful tips for navigating Symposium, and start building the community that will support and inspire you all week long.

Enjoy light refreshments, meaningful conversation, and a confident first step toward elevating your journey with AIFD®.

Silhouettes & Selfies Opening Reception

THURSDAY, JULY 2 | 7:00 PM – 8:30 PM

Designed by Bill McKinley AIFD

Sponsored by Gold Elite Sponsor Asocoflores - Flowers of Colombia

Step into an unforgettable opening celebration inspired by the vibrant beauty of Colombia's extraordinary blooms. Silhouettes & Selfies invites you to experience flowers in a bold and interactive way, where larger-than-life silhouettes are brought to life through your own creativity and imagination.

Designed as immersive floral art installations, each silhouette becomes a canvas for playful engagement – **pose, interact, and capture the moment as you take selfies that are as dynamic as the flowers themselves.** To keep the experience fresh and exciting, the silhouettes will transform daily following the opening reception, offering something new to discover each day of the event.

Awards and Induction Ceremony & Gala

FRIDAY, JULY 3

*Designed by Chris Collum-Williams AIFD
and Tom Collum-Williams*

Sponsored by Gold Elite Sponsor American Grown

6:00 PM: PRE-CEREMONY COCKTAILS

Begin the evening in refined style as you gather with friends – both longtime and newly made – before the night's distinguished festivities unfold. Enjoy engaging conversation and a celebratory start to an unforgettable occasion.

6:30 PM: AWARDS & INDUCTION CEREMONY

Following cocktails, guests will be invited to take their seats for an evening of distinction and celebration. The ceremony honors excellence, recognizes achievement, and formally welcomes AIFD's newest inductees. It is a moment of pride, tradition, and inspiration – an occasion befitting the elegance of the evening.

Those attending the Ceremony only are warmly welcome, with theatre-style seating available to ensure everyone can take part in this special celebration.

8:30 PM: AWARDS AND INDUCTION GALA

The Awards and Induction Ceremony seamlessly transitions into an elegant Gala Dinner, all hosted in the same ballroom for a memorable evening. Guests with Gala tickets will enjoy reserved table seating for the full experience.

As the dinner concludes the celebration continues. **Join us for the Gala Afterglow for dancing and cocktails.** This relaxed, high-energy close to the night's festivities is open to all attendees. Come enjoy time on the dance floor!

PLEASE NOTE

Dinner and Luncheon Seating

To assist you in being able to sit with your friends, table seating for the Awards and Induction Gala and the Leadership Celebration Luncheon is coordinated through an assignment of seats prior to each event.

You will be required to turn in your meal seating tickets to the table-seating coordinator at the Symposium Registration Desk to be assigned your table number. If you know that you'd like to sit with certain friends or family be sure to coordinate the collection of all tickets in advance to ensure you can be seated together. Seats will not be assigned without a ticket present.

If you forget to select your seat you must bring your ticket to the meal function and wait to be seated in an available seat should one be available. You will not be seated without your ticket. AIFD® reserves the right to fill empty seats upon the close of reservations. NO REFUNDS will be given if you fail to reserve your seat and there is not a seat available at the time of the function.

Important Meal Selection Information

Meal service will offer a standard entrée featuring a meat protein, as well as a vegetarian/gluten-free option. Guests will be asked to indicate their meal preference at the time of registration. AIFD® cannot guarantee that meals will be free of allergens such as soy, tomatoes, mushrooms, peanuts, tree nuts, eggs, dairy, or other common allergens. Special meal requests beyond the available options are limited, but we are happy to review them with advance notice (Prior to May 15, 2026) and will accommodate when availability allows. Please note that special meal requests cannot be accepted on-site.



SPECIAL EVENTS AND MEAL FUNCTIONS

Gather at the table where leadership is celebrated and the future is inspired. This is more than a luncheon – it's a moment to honor the luminous spirit that drives our industry forward.

Leadership Luncheon & Keynote

SUNDAY, JULY 5 | 1:00 PM

Designed by Becky Memmo AIFD

Sponsored by Platinum Sponsor Bill Doran Company

Flowers provided by Silver Elite Sponsor The Elite Flower

Join us for the Leadership Luncheon, **Radiate Joy**, a relaxed yet stylish celebration honoring both the current leaders of AIFD® and the inspiring leaders of tomorrow. This luncheon embodies the warmth, optimism, and vitality of leadership that uplifts and strengthens our industry. Guests are encouraged to dress in joyful hues that radiate energy – think coral, golden, and orange tones symbolizing passion, vitality, and optimism. Together, we'll celebrate the luminous spirit of leadership that defines our AIFD® community.

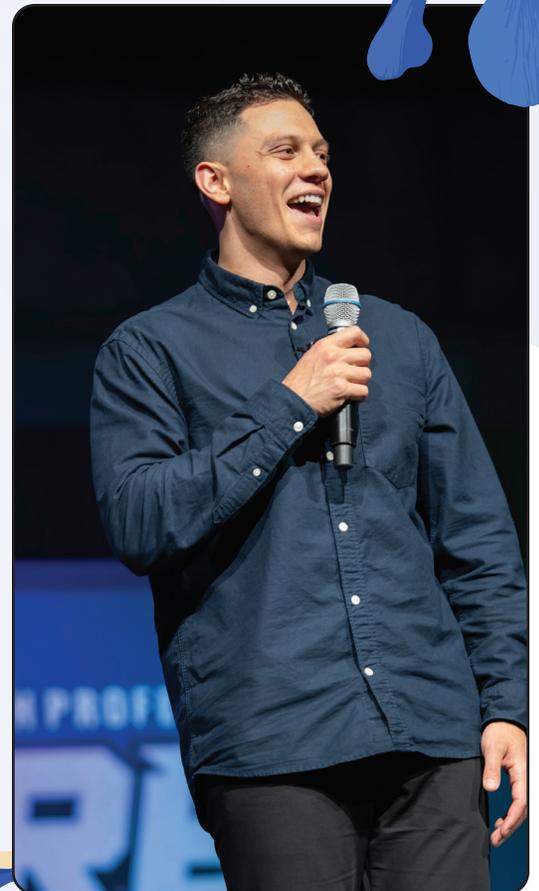


EMPTY YOUR BACKPACK AND CREATE WITH PURPOSE

*Keynote Speaker: **Sam Demma***

In a creative industry built on emotion, beauty, and human connection, growth starts from within. In this keynote, Sam Demma invites floral designers, educators, and industry leaders to reflect on the beliefs, experiences, and self-doubt they carry, and to gently let go of what no longer serves them.

Through heartfelt stories, humour, and meaningful moments, Sam explores how small, consistent actions and empathy can elevate both personal confidence and professional impact. This experience is designed to meet people where they are, reminding them that it's okay to change direction, start again, and grow at their own pace. Attendees leave feeling seen, inspired, and reconnected to their purpose, creativity, and capacity to elevate others through their work.



[WATCH THE PREVIEW](#)

SYMPOSIUM DETAILS KNOW BEFORE YOU GO

Symposium Cancellation Information

Refunds for Symposium General, Premium and Day Pass Registrations may be requested by contacting the Symposium Registrar at info@aifd.org

- Full refunds can be requested before 5:00 PM CT May 15, 2026.
- Cancellations between May 16 and June 26 - a \$200.00 cancellation fee applies.
- No refunds will be given for cancellation after 5:00 PM on June 26, 2026.

PFDE Cancellation Policy

- Cancellations prior to April 15, 2026 — A \$250 cancellation fee applies.
- Cancellations between April 16 and May 15, 2026 — A \$500 cancellation fee applies.
- No refunds will be issued after May 15, 2026. Candidates will forfeit the full cost of registration.
- Registration fees cannot be applied to future PFDE sessions.

For those traveling from outside the country, please ensure you have all required travel documents and visas well in advance. We recommend beginning the application process early to allow sufficient time for processing and to ensure you can meet all registration and event deadlines without delay.

For all cancellation or registration questions, please contact: info@aifd.org

How to Get There

Orlando International Airport (MCO) is approximately 18 miles from the resort. Taxi and Rideshare services are available.

What to Wear

Proper attire for most Symposium events is "business casual." Attendees are encouraged to dress in layers as rooms are kept cool to preserve floral displays, while temperature in Florida in July is sure to be hot and humid. Attire for the Awards and Induction Gala is formal. Attire for the Leadership Luncheon is smart business casual. Volunteers plan on sporty casual attire and comfortable non-slip, closed-toe shoes.



Where to Stay

The AIFD® 2026 National Symposium will take place at the beautiful Signia by Hilton Orlando Bonnet Creek. For your convenience, AIFD® has secured a discounted room block at this exceptional property.

The Signia by Hilton Orlando Bonnet Creek offers a wide selection of single king and double queen guestrooms at a special rate of \$199 per night, along with a reduced resort fee. Your stay also includes:

- Complimentary guestroom internet
- Complimentary access to the fitness center
- Continuous shuttle service to all four Disney® Theme Parks and Disney Springs®

It's the perfect setting to learn, connect, and enjoy all that Orlando has to offer.

Room block deadline: Monday, June 8, 2026

[BOOK YOUR ROOM](#)



SYMPOSIUM DETAILS REGISTRATION INFO

REGISTRATION IS NOW OPEN!



Take advantage of the lowest rates by registering during the Early Bird period. You'll save money, secure your spot before sessions and special events fill, and enjoy the peace of mind that your Symposium experience is locked in. Early registration gives you the best pricing, priority access, and a head start on planning your time at AIFD's Elevate Symposium. Don't miss your chance to maximize savings and reserve your place!

- Early Bird Registration — Enjoy discounted rates when you register by May 15.
- Standard Registration — Standard rates apply from May 16 to June 19.
- On-Site Registration — Available beginning June 20 through close of Symposium.

**Please note: Checks will not be accepted for on-site registration. Payment must be made by cash or approved credit card.*

Registration Policy

Registration, attendance, or participation in any Symposium meetings or activities constitutes agreement to the use and distribution of the attendee's image or voice in photographs, video recordings, electronic media, and audio recordings of the event. These materials may be used by AIFD® and approved third parties, including the association, the venue, and the host city, now and in the future.

REGISTRATION OPTIONS

PREMIUM REGISTRATION (EXCELLENT VALUE)

- Main Stage programs and break-out seminars
- Two meal functions
- Hospitality receptions
- Industry Showcase

GENERAL REGISTRATION (GREAT VALUE)

- Main Stage programs and break-out seminars
- Hospitality receptions
- Industry Showcase

DAY PASS OPTIONS (GOOD VALUE)

- Showcase Day Pass – Includes access to the Industry Showcase and Opening Reception.
- Education Day Pass – Includes access to all Main Stage programs and breakout sessions scheduled for the specific day of your Pass. Additional hands-on workshops offered that same day are not included but may be purchased separately.

Hands-on Workshops require an additional fee for all registration levels.

[REGISTER HERE](#)



PREMIUM REGISTRATION		GENERAL REGISTRATION			
EARLY BIRD (before May 15)	<input type="checkbox"/> AIFD/CFD Member \$1,299	<input type="checkbox"/> Non-member \$1,499	<input type="checkbox"/> AIFD/CFD Member \$899	<input type="checkbox"/> Non-member \$1,099	
STANDARD (before June 19)	<input type="checkbox"/> AIFD/CFD Member \$1,499	<input type="checkbox"/> Non-member \$1,699	<input type="checkbox"/> AIFD/CFD Member \$1,099	<input type="checkbox"/> Non-member \$1,299	
ONSITE (starting June 20)	<input type="checkbox"/> AIFD/CFD Member \$1,699	<input type="checkbox"/> Non-member \$1,899	<input type="checkbox"/> AIFD/CFD Member \$1,299	<input type="checkbox"/> Non-member \$1,499	

SPECIAL FEES		July 2	July 3	July 4	July 5
SHOWCASE DAY PASS \$249 - Includes Industry Showcase, First Time Attendees Reception, and Opening Reception					
		<input type="checkbox"/>			
EDUCATIONAL DAY PASS \$399 - Includes all Main Stage educational sessions, access to the Gallery, lecture sessions and opportunities to purchase workshops on July 3					
			<input type="checkbox"/>		
EDUCATIONAL DAY PASS \$399 - Includes all Main Stage educational sessions, access to the Gallery, lecture sessions, and opportunities to purchase workshops on July 4					
				<input type="checkbox"/>	
EDUCATIONAL DAY PASS \$249 - Includes Main Stage educational session, access to the Gallery, lecture sessions, and opportunities to purchase workshops on July 5					
					<input type="checkbox"/>
INDIVIDUAL MEALS Awards Induction Dinner		<input type="checkbox"/> Standard Meal	<input type="checkbox"/> Standard \$250	<input type="checkbox"/> Standard \$250	<input type="checkbox"/> Onsite \$275
INDIVIDUAL MEALS Leadership Luncheon		<input type="checkbox"/> Standard Meal	<input type="checkbox"/> Standard \$225	<input type="checkbox"/> Standard \$250	<input type="checkbox"/> Onsite \$275
SUBTOTAL BOX A					

WORKSHOP MASTER CLASS FEES						
Pre-registration is encouraged / Limited availability per class / Bring your tools						
WORKSHOP NAME	TYPE	TIME & DATE	EARLY BIRD	STANDARD	ONSITE	
AMBER KIRKLAND: Don't Box Me In	Rise & Shine	7:00 am - Friday, July 3	<input type="checkbox"/> \$79	<input type="checkbox"/> \$89	<input type="checkbox"/> \$99	
AMBER KIRKLAND: Don't Box Me In	Rise & Shine	7:00 am - Saturday, July 4	<input type="checkbox"/> \$79	<input type="checkbox"/> \$89	<input type="checkbox"/> \$99	
EUN SOOK NOH AND MIN SOOK LEE: Elevate Floral Art Through Cultural Heritage	Rise & Shine	7:00 am - Friday, July 3	<input type="checkbox"/> \$79	<input type="checkbox"/> \$89	<input type="checkbox"/> \$99	
EUN SOOK NOH AND MIN SOOK LEE: Elevate Floral Art Through Cultural Heritage	Rise & Shine	7:00 am - Saturday, July 4	<input type="checkbox"/> \$79	<input type="checkbox"/> \$89	<input type="checkbox"/> \$99	
MIKE WHITTLE: Elevating Tribute Designs	Rise & Shine	7:00 am - Friday, July 3	<input type="checkbox"/> \$79	<input type="checkbox"/> \$89	<input type="checkbox"/> \$99	
MIKE WHITTLE: Elevating Tribute Designs	Rise & Shine	7:00 am - Saturday, July 4	<input type="checkbox"/> \$79	<input type="checkbox"/> \$89	<input type="checkbox"/> \$99	
TOM BOWLING: The Art of Arrival	Immersive	1:00 pm - Wednesday, July 1	<input type="checkbox"/> \$99	<input type="checkbox"/> \$109	<input type="checkbox"/> \$119	
DR. SOLOMON LEONG: Weaving Floral Tales	Immersive	10:00 am - Thursday, July 2	<input type="checkbox"/> \$179	<input type="checkbox"/> \$189	<input type="checkbox"/> \$199	
HANNEKE FRANKEMA: Art in Motion	Immersive	10:00 am - Thursday, July 2	<input type="checkbox"/> \$249	<input type="checkbox"/> \$259	<input type="checkbox"/> \$269	
TANUS SAAB: Combining Architecture with Floral Decoration	Master Class	6:30 pm - Saturday, July 4	<input type="checkbox"/> \$149	<input type="checkbox"/> \$159	<input type="checkbox"/> \$169	
SUSAN MCLEARY: Elevated Artistry Wearables	Master Class	6:30 pm - Saturday, July 4	<input type="checkbox"/> \$149	<input type="checkbox"/> \$159	<input type="checkbox"/> \$169	
TIM FARRELL: Flemish Foundations	Master Class	7:30 am - Sunday, July 5	<input type="checkbox"/> \$149	<input type="checkbox"/> \$159	<input type="checkbox"/> \$169	
ELEVATE: Napkin Art (Session 1)	Elevate Learning	4:30 pm - Thursday, July 2	<input type="checkbox"/> No Charge - Advance Registration Req.			
ELEVATE: Napkin Art (Session 2)	Elevate Learning	7:30 am - Friday, July 3	<input type="checkbox"/> No Charge - Advance Registration Req.			
ELEVATE: Napkin Art (Session 3)	Elevate Learning	7:30 am - Saturday, July 4	<input type="checkbox"/> No Charge - Advance Registration Req.			
SUBTOTAL BOX B						

Name _____

First Name for Badge _____

Business Name _____

Phone () _____

Email _____

Address _____

City _____

State _____ Zip _____ Country _____

Emergency Contact _____

Phone _____

Please check here if this is your first time attending Symposium

REGISTRATION OPTIONS (check one or more)

Premium General

Single Day: July 2 July 3 July 4 July 5

REGISTRATION SUBTOTAL

+

SUBTOTAL FROM BOX A

+

SUBTOTAL FROM BOX B

=

TOTAL AMOUNT

Check Enclosed

Please Charge my: Visa Mastercard AMEX

Cardholder _____

Card Number _____

Expiration Date _____ Security Code _____

Billing Address _____

City _____

State _____ Zip _____ Country _____

Signature _____

Submit Registration to:
 AIFD
 6510 Telecom Drive
 Suite 370
 Indianapolis, IN 46278



COMPLETION OF THIS SECTION IS REQUIRED.



As a registrant of AIFD's National Symposium, I have read and agree to abide by AIFD's Image Use Agreement, the Symposium Cancellation Policy, AIFD's Code of Conduct, and AIFD's Communicable Disease Waiver and Release of Liability Agreement. If I choose to volunteer or work in the Flower/Work Room, I have read, understand, and agree to abide by AIFD's Flower & Work Room Release & Waiver of Liability Agreement.

Yes

Signature: _____

Print Name: _____

Date: _____



IMAGE USE AGREEMENT

Registration, attendance, or participation in any Symposium meetings or activities constitutes an agreement by the registrant to the use and distribution (now and in the future) of their image or voice in live streaming, photographs, video, electronic reproductions, and audiotapes of such events and activities by AIFD® and third parties, including but not limited to the association, the venue, and the host city.

SYMPOSIUM CANCELLATION POLICY

A full registration refund will be issued if canceled on or before May 15, 2026. Cancellations received May 16–June 26 incur a \$200 administrative fee. After June 26, 2026, refunds will be considered only in cases of death in the immediate family, airline cancellations that make travel impossible, or serious illness of the attendee that prevents travel. Proper medical and/or legal documentation is required. All requests will be reviewed after the Symposium by the AIFD® National Executive Committee. PFDE® and Partners' Showcase refund policies apply separately.

AIFD® CODE OF CONDUCT

By registering for this event, you agree to abide by AIFD's Code of Conduct as outlined at: <https://aifd.org/code-of-conduct/>

AIFD® COMMUNICABLE DISEASE WAIVER AND RELEASE OF LIABILITY AGREEMENT

The American Institute of Floral Designers® (AIFD®) has taken preventative measures to reduce the spread of communicable disease, including but not limited to COVID-19 ("Communicable Disease"), at its National Symposium ("the Event"). However, I acknowledge that AIFD® cannot guarantee that I will not be exposed to or contract a Communicable Disease at the Event. I also understand that, due to the nature of the facilities, services, and programs offered, attending the Event may increase my risk of contracting a Communicable Disease.

I agree to abide by all applicable requirements, advisories, policies, procedures, and protocols related to COVID-19 or other Communicable Diseases set forth by the Signia by Hilton Bonnet Creek Orlando, AIFD®, the State of Florida, and any other governmental authority for the duration of my stay.

I understand that attending the Event may expose me to a Communicable Disease and that such exposure may result in quarantine, serious illness, permanent disability, and/or death. I further understand that the risk of exposure or infection may result from the actions, omissions, or negligence of myself and others, including but not limited to AIFD®, its officers, employees, contractors, agents, representatives, sponsors, participants, and any owners or lessors of the premises used for the Event ("Releasees").

I knowingly and freely assume all such risks, both known and unknown, even if arising from the negligence of the Releasees, and assume full responsibility for my participation in the Event.

In consideration of being allowed to participate in the Event, I, for myself and on behalf of my heirs, assigns, personal representatives, and next of kin, acknowledge and agree as follows:

I hereby release, covenant not to sue, discharge, and hold harmless the Releasees with respect to all liabilities, claims, penalties, suits, demands, judgments, costs, interest, and expenses (including attorneys' fees and costs) arising from or relating to the illness, disability, or death of myself (or any person who may contract a Communicable Disease, directly or indirectly, from me) as a direct or indirect result, in whole or in part, of a Communicable Disease, to the fullest extent permitted by law.

This waiver and release of liability includes any claims based on the actions, omissions, or negligence of the Releasees, whether an infection occurs before, during, or after participation in the AIFD® National Symposium. Anyone who does not accept the terms of this agreement will not be permitted to attend or participate in the Symposium.

FLOWER/WORK ROOM AND OTHER RESTRICTED AREAS RELEASE & WAIVER OF LIABILITY AGREEMENT

I understand that participating as a Volunteer, Ambassador, or worker in the Flower/Work Room at the National Symposium is my own decision. I recognize the inherent risks involved in working in a flower/work room at the Symposium.

On behalf of myself and anyone who may have a legal right to make a claim, I hereby release AIFD® from all liability and responsibility for any injury, death, or damage to my person or property occurring as a result of my participation in the Symposium as a Volunteer, Ambassador, or individual choosing to work in the Flower/Work Room or restricted areas (including travel to and from the venue). This release includes all officers, directors, and agents of AIFD®.

I agree not to sue AIFD®, its officers, directors, or agents for any claims or damages arising from participation in the Symposium. I agree to indemnify and hold harmless AIFD®, its officers, directors, and agents from all claims, damages, losses, injuries, and expenses resulting from my participation.

If AIFD® is required to defend any action, lawsuit, or litigation that I bring or that is brought on my behalf, I agree to pay AIFD's costs and attorney's fees if AIFD® successfully defends such action. I will otherwise defend and indemnify AIFD® against any claims, losses, or damages it incurs as a result of my participation at the Symposium.

I confirm that I have adequate health, disability, and life insurance for myself and my family. I am in good physical condition and able to undertake this activity. I agree not to use illegal drugs or excessive alcohol while volunteering or participating in the Symposium.

I give permission for transportation to a medical facility or hospital and authorize any qualified person or medical personnel to provide medical care to me.

I have read this waiver and release and, by signing it, agree that it is my intention to exempt and relieve all officers, directors, and agents of AIFD® from liability for personal injury, property damage, or wrongful death caused by negligence or any other cause related to my participation in Flower/Work Room activities during the AIFD® National Symposium.



Discover Orlando!

[EXPLORE MORE](#)

Get ready to Elevate your experience in dazzling Orlando, where sunshine, creativity, and adventure come together. After inspiring sessions, step outside into a city that shines with color, energy, and excitement – from world-class attractions to hidden local gems, there’s something for every kind of adventurer.

When the day winds down, explore Orlando’s vibrant culinary scene, with elevated dining and playful eateries just minutes away. Whether you’re here for inspiration, education, or simply the joy of celebrating flowers and friendship, the magic truly never ends.

THEME PARKS

Whether you’re diving into the aquatic adventures at SeaWorld® Orlando, chasing thrills at Universal Orlando Resort, enjoying hands-on family fun at LEGOLAND®, or discovering the magic of the WALT DISNEY WORLD® Resort, Orlando’s world-famous parks deliver unforgettable moments. Every visit feels like a dream come to life.

WATER PARKS

Grab your sunscreen and get ready to make a splash. Orlando’s incredible waterparks offer something for everyone, from relaxing lazy rivers and rolling wave pools to high-speed, heart-pounding slides. No matter your age or thrill level, there’s a wave of fun waiting for you.

DINING + DRINKS

No matter your taste or budget, Orlando offers an endless menu of unforgettable dining experiences. You can enjoy world-class flavors at MICHELIN Guide restaurants or try dishes crafted by celebrity chefs and James Beard honorees. From gourmet elegance to relaxed, family-friendly favorites, every meal in Orlando feels like a feast to remember.

BEYOND THE PARKS

Tee up for excitement on Orlando’s top golf courses, where lush greens and sunny skies create a true golfer’s paradise. If you love the arts, the city offers Broadway shows, ballet performances, and inspiring exhibits. For thrill-seekers, Orlando delivers with zip-lines, air boat rides, and off-road adventures that take fun to the next level.

Make the most of your trip by extending your stay and exploring everything Orlando has to offer. Hotel group discounts are available for up to three days before and after the Symposium, based on availability, giving you the perfect chance to enjoy more of the city’s attractions.

