

Partner with the Society of American Florists

Reach the people who power the floral industry. Strategic partnerships with SAF give your brand direct access to the industry's most influential leaders and innovators, with targeted opportunities across print, digital, and both virtual and in-person events.

2026





Why SAF?

Influence: SAF connects the most progressive floral business owners.

Reach: SAF's membership includes 7,000 floral industry professionals and top decision makers.

Partner Value: SAF creates industry connections that deliver on your investment and drive revenue year-round.

SAF Member Demographics

84% Retailers

2% Suppliers

3% Wholesalers and Importers

3% Growers

5% Students /Educators

Industry Worth

\$71 Billion Floriculture Sales*









The Power of Print

Each issue of Floral Management magazine – on average – reaches 11,000 people in the U.S. and 11 countries.

60%

visited the website of an advertiser after viewing the company's advertisement.

40%

save advertisements for future reference.

Why Advertise in Print?

Visibility Immediate brand exposure — stand out and be seen

Action Print media drives readers beyond the page

Recognition Brand recall is higher after seeing a print ad

ReachPrint helps your business reach potential customers and engage target audiences

2026 Floral Management Magazine

January/February Issue

Flourish in Floral — Strategies for Success Issue

- » Pricing strategies for growth
- » Trendy designs for 2026
- » Better relationships with suppliers

Featured Products:

- » Business boosting add-ons
- » Distinctive Dianthus

March/April Issue

Floral's Future — Orchestrating Succession Issue

- » NextGen owners: Navigating Hurdles and Celebrating Successes
- » Unlocking Mentorship Excellence
- » Nurturing Future Leaders: Development, Events, Certifications

Featured Products:

- » Fabulous finds from spring market show
- » Pantone's Color of the Year in Full Bloom

May/June Issue

Bridal Bliss — Wedding & Event Magic Issue

- » Success Secrets: Unveiling High/Low end Approaches
- » Business Brilliance: Contracts 101
- » Reusing Blooms and Containers

Featured Products:

- » Favors for creative visions
- » Tinted Trends

July/August Issue

TechTastic — Al Advantages/ Challenges Issue

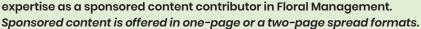
- » Harnessing Al for Customer Personas and Labor Shortage Solutions Marketing Magic — Success Secrets Revealed
- » Tech innovations on the farm
- » Unlocking Breeding Chrysanthemums

Featured Products:

- » Future Ready Floral gadgets
- » Dashing Dahlias
- » Key Technology Vendors Guide
- » BONUS: Key Technology Vendors Guide

ATTENTION GETTER

SAF recognizes that industry thought leaders have insight and experience to share with members. Showcase your



Trends Brides Love

- » Cyber Security
- » Third Party Delivery: How to expand business deliver hours and elevate the customer service experience.
- Insurance: What you didn't know, do you have enough coverage, what are the essentials
- Wedding Contracts/Solutions
- » Fresh Flower Care and Handling
- New Product Spotlights

September/October Issue

Marketing Magic — Success Secrets Revealed

- » SAF Marketer of the Year winner
- » Tactics for Building Rewarding Customer Loyalty
- » Leveraging charitable giving to increase exposure

Featured Products:

- » Basket Bonanza Artfully Presenting Presents
- » Alluring AlstroemeriaNovember/

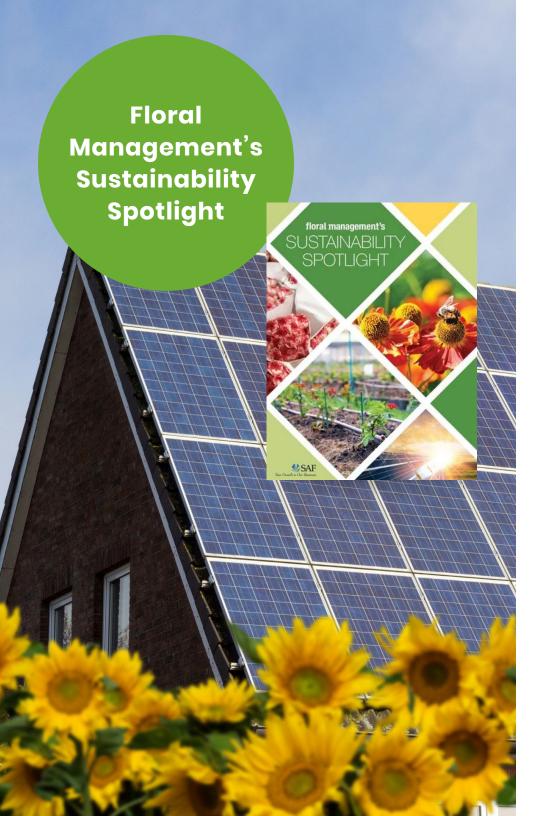
November/December Issue

Fresh Flower Finesse Highlighting Outstanding Varieties

- » Outstanding Varieties Competition winners
- » 2026 floral trends forecast
- » Strategies for sustainable designs and practices

Featured Products:

- » BONUS: The 2026 Fresh Product Buyer's Guide
- » Chrysanthemums



2026 Sustainability Spotlight

Share your sustainability practices products and services.

Showcase your company's commitment to sustainability — from innovative practices and eco-friendly products to services that support a greener future. The Sustainability Spotlight, a publication of Floral Management, highlights how the floral industry is advancing environmental protection, social responsibility, and economic resilience. Together, these stories demonstrate how floriculture is proactively addressing its impact on a changing climate. The Sustainability Spotlight publishes as an outsert with the Nov/Dec issue of Floral Management.

What's your story?

- » Conserving water and electricity, using renewable energy
- » Creating less waste or sustainable packaging
- » Reducing carbon emissions and/or footprint
- » Using biological agents for pest and disease control
- » Investing in employees and their well-being
- » Innovative, eco-friendly products

All participants must submit:

- » Headline
- » 3 to 5 images of your efforts (images should be high-resolution, 300 dpi.eps or .jpeg)
- » Company logo
- » 50 word (or less) company description
- » Company address, website, phone number, email

Rates:



Two-page spread: \$2,000 500 - 700 word story of your sustainable efforts

One page: \$1,500 300 - 500 word story of your



- » Featured on SAF social channels
- Publication is distributed in all tote bags SAF's annual convention
- Option to feature a video on SAF's youtube channel



SHIPPING













WATER WASTE REFRIGERATION

ERATION PACKAGING

STICIDE ELECTRICITY

For sponsorship and advertising opportunities contact: Maura Kenny, mkenny@safnow.org or 703-838-5225, to start your program today!







REACH

11.000

key influencers and decision makers in the floral industry in 11 countries.



2026 Floral Management Magazine

Issue Rates and Specifications

Ad Specifications:

Publication Trim Size: 8.25" x 10.875" Full Page: 8.5" x 11.125" 2/3 Vertical: 4.6" x 9.625" 1/3 Vertical: 2.2 x 9.625" 2-page spread: 16.75" x 11.125"

Print Rates:

Cover Position: \$2,600 Full Page: \$1.900 2/3 Vertical: \$1,200 1/3 Vertical: \$900 2-page spread/ \$2,900 sponsored content 2 page advertorial \$2,900 18x 24 poster (bind in) \$3.500 18 x 24 poster (polybagged) \$4,200 7.5 " x 10" post card \$3,250

Placement in Floral Management includes digital edition at no additional cost.



Content Creation on the Floral Education Hub

Be a valued sponsor for SAF's floral education courses! Join us in advancing the floral industry by supporting education initiatives that empower professionals and enthusiasts alike.

Sponsorship Process:

1. Choose Your Course:

Select a course topic from our curated list or propose your own, tailored to your brand's expertise.

2. Course Collaboration:

Once you've selected a course, submit your proposed topic and speaker to SAF for approval — or choose from SAF's available topics, and we'll secure a qualified speaker for you.

3. Content Coordination:

The chosen speaker will collaborate with SAF to develop the course content, script, visuals, and recordings.

Suggested Course Topics:

Business & Finance

Understanding Financial Statements

Sustainability

» Creating a sustainable culture in your operation

Employee Recruitment & Retention

» Employee Reviews

Operations

» Creating a Product Line

Sales & Marketing

Selling Emotion: Customer Service and Sales Techniques

Consumer & Designer Trends

Scaling Trends to Suit your Customers SOCIETY of AMERICAN FLORISTS

FLORAL EDUCATION HUB

BONUS!
Print ad in
Management
magazine when
your course
launches



Sponsor Benefits:

As a sponsor, you'll enjoy prominent visibility and recognition within the Floral Education Hub:

- » Logo and link on the course registration page.
- » Slide recognition in the course introduction.
- » Mention in all marketing and communications surrounding course promotion.

Sponsorship Fee:

Varies based on course duration.

- » Option 1: Micro-Course (Under 30 Minutes) \$1,500
- » Option 2: Standard Course (45-90 Minutes) \$2,000

Become a sponsor and contribute to the growth of the floral industry while gaining valuable exposure for your brand.

Virtual Event Sponsorship **\$875**

Sponsor one of our virtual Idea
Exchanges for florists and be
recognized during the opening and
closing of session. You'll also have the
option to be the featured speaker.

Design Contest Sponsorship \$1200

Sponsor a design contest for SAF members. You will create the contest guidelines, review the submissions and select the winner. SAF will promote via our email marketing, social channels, Floral Education Hub and SAF News Now newsletter.

Give Your Brand a Boost with Digital

Amplify your advertising efforts with digital marketing campaigns to reach your target audience.

SAF Website

Make a lasting first impression by advertising at the top of the SAF homepage. Safnow.org, averages 30,000+ monthly pageviews.

DIGITAL RATES AND SPECIFICATIONS

Top Leaderboard - \$1,000/monthly

- » 728 x 90 pixels
- » Supported files: .jpg or .gif
- 3 rotations max per month
- W URL

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Promotional eBlasts

Tell the industry about your company's new products and services by letting SAF send an email blast to our members as sponsored content. Target marketing and segmentation available.

DIGITAL RATES AND SPECIFICATIONS

(Price is based on selected target list.)

- » Fully designed, ready-to-send email in an HTML file. (Use a testing service such as litmus to confirm html validation and deliverability of code.)
- » All images and fonts need to be linked to the appropriate files hosted on your servers (no local files)
- » All hyperlinks need to be embedded
- » Subject line for the email

*All promotions are subject to approval by The Society of American Florists and can be discontinued for any reason at any time. **These promotions are limited.

SAF News Now eNewsletter

SAF's bi-weekly eNewsletter is a highvalue advertising opportunity to reach industry decision makers. SAF NOW has impressive open rates averaging 46% and appealing click-through statistics.

DIGITAL RATES AND SPECIFICATIONS

Banner - 2 available \$600/monthly

- » 570 x 90 pixels
- » Supported files: .jpg or .gif
- » URL

Product Spotlight – 1 available \$600/monthly

- » 275 x 175 pixels
- » Subject line 25 word description
- » Supported files: .jpg or .gif
- » URL

Spotlight Video \$750

» Send your latest content to thousands of engaged viewers in the industry SAF website sees **42K** unique visitors
per month

SAF's Newsletter is delivered to **3,500** floral pros bi-weekly







Partnership Opportunities

Be a part of the industry's TOP campaign to spread the love of flowers everywhere. For the past 11 years Petal It forward has brought together thousands of florists in an effort to illustrate the power of giving and receiving flowers.

Each year in October, florists pass out bouquets to unsuspecting strangers—encouraging them to keep one and give one.

Supporting Sponsor \$350

Have your logo be listed as a supporter of Petal It Forward on the web site which receives over 8K unique visitors during the months of Aug-Oct.

Care Tag Sponsor \$2500

Have your logo on the flip side of the print-on-demand care tags available for all Petal it Forward participants.

The floral industry knows that flowers make people happy, and SAF's groundbreaking research studies – in partnership with major universities and researchers in human emotion – prove that flowers have a positive effect on our emotional well-being.



Sponsorship and Exhibitor Program

Next Gen LIVE! Feb. 22-24, 2026

Floral pros age 45 and under from all segments — retail, event, wholesale, importer, grower, and manufacturers — come together at an event designed for the next generation of industry leaders.



learn more

141st Annual Convention

Aug. 18-20, 2026

Join 495 (+) industry leaders from all segments for three days of education, networking, competitions, awards, and a showcase of new floral and tech products.



learn more

1-Day Profit Blast

Jan. 25, 2026*

At SAF's Profit Blast, florists and their teams get practical advice to boost their bottom line during a half-day program covering topics such as design profitability, digital strategies, customer service and financial management. Be part of the supplier showcase with plenty of networking time.

*Additional date to to be announced







Join us in elevating the floral industry's future and igniting the passion of the next generation.

Sponsor Next Gen LIVE! to empower future floral leaders and position your brand as a pioneer in this thrilling transformation.





attendees from all industry segments and representing 31 states, Canada, Colombia and Ecuador

75%
report connecting with a supplier they will do business with

73%were retailers at the owner or manager level

96%
rank the event
"very good or higher"
as a way to connect, network,
collaborate with industry
professionals

92%
report learning a new process they plan to implement

Next Gen LIVE! Supplier Showcase Quick Glance

Enhanced Supplier Package for Maximum Exposure (Only 20 Spots Available)

Pricing: Fee includes — one attendee registration and the Tour add-on.

» Member Rate: \$1,795

» Non-Member Rate: \$1,995

Participation Features:

- » Inclusion in the on-site handout
- Listing posted in the interactive event app
- » Listing on the safnow.org event page
- » Access to the attendee list for post-event follow-up
- » Includes Virtual Supplier Showcase listing on SAF's website.

NEW!

Introduce your brand with a 2 minute video or intro from the stage at Next Gen LIVE!

Required Items:

- » Name of Product/Service
- One High-Resolution Image (300 DPI)
- » 50-word or less description
- » Company Logo

What Attendees Say

"This is a fantastic event for networking with peers across the industry. It created an inclusive, forward-thinking environment that I wish I had when entering the industry. Each seminar, breakout session, and panel discussion was well designed and covered the latest floral trends and innovations. Conversations flowed effortlessly, friendships were made, and professional relationships blossomed."

- Sarah LoBue, AIFD, Main Street Florist

"Next Gen LIVE! is by far one of my favorite events in the floral industry. The energy is unmatched among this group, who are excited and passionate about growing, developing and supporting each other as we learn to navigate everything this industry offers. If you want to energize your team, look no further than Next Gen LIVE! — our team came away from the event excited and full of ideas that we can apply to our current strategy."

For sponsorship and advertising opportunities contact: Maura Kenny, <u>mkenny@safnow.org</u> or 703-838-5225, to start your program today!

- Megan Gerace, GravityFree

Next Gen Live! - Pick Your Partnership

AVAILABLE

SOLD

Partnership Levels



Crown Mogul \$7,500+



Bouquet Big Shot \$5,000 - \$7,499



Corsage Commander \$2,500 - \$4,999



Boutonniere Bud up to \$2,000

Tiered packages receive:

- » Logo recognition in on-site event signage, on-site presentation slides, conference web page, pre-event promotional emails
- » Company writeup in conference app
- » Verbal recognition from the podium during event

Educate \$750

Join top industry suppliers as an education partner and help inspire the future generation of floral pros.

Nourish & Network

- Lunch
- Breakfast(s)
- Networking Breaks
- Team Design Competition and Dinner

Includes logo placement across digital and print signage,

1x branded item, recognition from podium

Tour Liasion

☐ Bus to/from events

Includes logo placement across digital and print signage, recognition from podium, reps from your company on each bus

Get your brand in front of young, dynamic professionals eager to shape the future of the floral industry.

Entertain

Happy Hour Host

*Off Site After Party

Conference Highlight Reel

Have an idea for an interactive experience? Let us know!

Branded Items (pricing depends on selection)

Charging Station

Hotel Key Cards

Lanyard

Luggage Tags

Notebook

Pens

Pop Sockets

Stickers

Totebag

Water bottle

NEW for 2026!

Become the official sponsor of monthly, virtual Next Gen Happy Hours! Open and close the event with the option to run a fun giveaway or contest.

(3 months, 3 events total) \$1,200.

*Items reserved for Crown Mogul and Bouquet Big Shots sponsorship levels

Next Gen Live! Raleigh - Interactive Experiences

AVAILABLE

SOLD

- Photobooth \$3,500: Be prominently featured as the official photobooth of convention with dual branded printed photo strips for attendees.

 *photobooth priced separately
- \$2,900: Delight guests
 with a floral lounge cosponsored by an event
 furnishing company and
 decked out in flowers. The
 lounge will be in the
 networking break area,
 perfect for selfies!
- Give Back Booth \$1,500:
 Featured prominently in the hallway, invite attendees to take part in a project for a charity such as making bouquets for area hospitals promote your brand while giving back!
- Al Head Shot Bar \$2,900:
 Put on your best business attire and strike a pose!
 Then using the power of Al, adjust the background on your new headshot.

- Virtual Reality Experience \$2,500: Dive into a new world where you can virtually design the garden of your dreams. *VR priced separately
- Video/Photo Contest
 \$2,500: Encourage
 attendees to take creative
 pictures and videos and
 upload them to social
 channels using a branded
 tag of your choice. The
 bigger the prize, the better!
 Think a floral trip, all expense
 paid convention 2026, etc.
 Promoted in app, signage
 and from podium.
- Hands on Workshop
 S5,500: Put attendees to
 work in a fun, interactive
 workshop designed to
 ignite their creative spark.
 SAF will work with you on
 the workshop teacher and
 logistics.





Convention Attendee Demographics













32%

of attendees report gross annual earnings between \$1-5 million and 35% report \$5 million+ 82%

met new suppliers they will do business with in the future

92%

attendees report learning a new process they will implement

86%

rank SAF's convention as a way to connect with new vendors, business partners and customers

Three Thrilling Days.

20+ education sessions, 3 experience zones, 8 networking functions and hundreds of the floral industry's top decision makers.



SAF Amelia Island Supplier Showcase Quick Glance

Secure your space early

Single Space 6' L X 4' W \$2,695

Includes: One complimentary full event registration

Double Space X'L x X'W \$4,995

» Includes: One complimentary full event registrations and one supplier expo registration

All supplier expo booth fees include:

- » Logo placement on all digital and printed event signage
- » Virtual Supplier Expo: SAF is extending your impact beyond Amelia Island with a Virtual Supplier Expo from August to October 2026 with the flexibility to extend your virtual presence.

Main Events

SAF PRESIDENT'S WELCOME PARTY: Enjoy a casual dinner and network during this opening reception.

KICK-OFF BREAKFAST: Explore big-picture trends during this breakfast that highlights Outstanding Varieties winners.

BUSINESS SESSION & KEYNOTE
BREAKFAST: SAF announces the
results of its elections and presents
a keynote address.

ALL-INDUSTRY SESSIONS Immerse your brand in the heart of floral industry innovation with diverse topics and strategic overviews, where influential presenters share strategic synopses that impact every facet of our vibrant community.

EXPERIENCE Shine as the exclusive partner of SAF's awards experience — complete with dinner and dancing — that celebrates the industry's most accomplished individuals during a night to remember.

Receptions

FIRST-TIMERS RECEPTION

Your company can impress first-time attendees during this special event. Get a leg up on your competition and capitalize on connecting and cultivating relationships.

NEXT-GEN RECEPTION

The industry's Next-Gen members age 45 and under network during this special reception.

SAF PAC PARTY Your support helps grow industry's only national floral political action fund. Help ramp up the party with food/beverage as we embark on bringing awareness to SAF's advocacy initiatives for our industry, all while having a blast with like-minded individuals who share our passion.

Work Shops

HANDS-ON WORKSHOP

\$8,000

Hands-on design workshop (*limited to 50 attendees*) and business building workshop.

Hand-on workshops will be a co-sponsor opportunity with up to three non-competing companies.

Competitions

OUTSTANDING VARIETIES

\$5.000

More than 5,000 stems will be judged in one of the industry's biggest flower and plant competitions. Sponsor provides all floral preservative for the competition.

SYLVIA CUP DESIGN

\$10.000

The 55th Annual Sylvia Cup Design Competition unites the nation's best floral designers as they are given the same flowers, foliage, design supplies and two hours to create three arrangements.



Continues on next page





SAF AMELIA ISLAND 2026 - OPPORTUNITIES AT-A-GLANCE

☐ AVAILABLE

× SOLD

Brand Awareness

LANYARDS

\$8,000

Showcase your logo co-branded with SAF on every attendee. Logo size, color, and placement will be based on the lanyard design and are subject to SAF approval.

CONVENTION APP

\$7,500

SAF attendees use the official convention app as a resource to guide their convention experience.

The sponsor will have the opportunity to submit artwork for the app's splash page, as well as one banner ad.

S5.000+

One of our highest profile sponsorships, your company logo will be co-branded with SAF.

+Cost of bag.

HOTEL KEY CARDS

\$5.000

Be the first to welcome attendees with sponsor-branded key cards to access their hotel rooms. Sponsor will receive exposure on the front of each card, opposite SAF's branding on the back.

■ NOTEBOOKS

\$5,000

Quality notebooks co-branded with SAF and your company logo will be placed in the official conference tote.

CONVENTION HIGHLIGHTS

\$5.000

Branded promotional slides are featured in the attendee slide show presented before and after each all-industry session and on the slider in the registration area. (2 breakfasts, 2 all-industry educational sessions and on the slider at registration)

REFRESHMENT BREAK

\$5,000/per break:

Be the host with the most! Surprise and delight attendees with tasty snacks.

EXPERIENCE ZONE

\$3,500/per presentation:
Experience Zones are informal
presentations where attendees can
interact with presenters to learn a new
skill. Your company representative
introduces the speaker.

INDIVIDUAL EDUCATIONAL PROGRAM \$2,800

Top-notch education on a range of topics covering issues impacting every aspect of running a floral business.

Your representative will open the session with 2 minutes of podium time and close the session at its conclusion.

PENS

\$1.200*

Be assured that your organization makes an impression on all attendees by providing a customized pen with your company logo in each convention tote bag. *sponsor provided pens.

TOTE BAG INSERT

\$850*

Your company's flyer or pamphlet will be placed into the official convention tote bags, available for all attendees to pick up in the registration area.

*sponsor ships marketing assets to convention hotel.





FRESH for 2026!

☐ Photobooth:

\$3.500*

Be prominently featured as the official photobooth of convention with dual branded printed photo strips for attendees.

*photobooth priced separately

☐ Floral Lounge:

\$3,500

Delight guests with a floral lounge co sponsored by an event furnishing company and decked to the nines in flowers. The lounge will be in the networking break area, perfect for selfies!

☐ Give Back Booth:

\$1,500

Featured prominently in the hallway, invite attendees to take part in a project for a charity such as making bouquets for area hospitals- promote your brand while giving back!

☐ Al Head Shot Bar:

\$3.500

Put on your best business attire and strike a pose! Then using the power of AI, adjust the background on your new headshot.

☐ Virtual Reality Experience:

\$3.500*

Dive into a new world where you can virtually design the garden of your dreams.

*VR priced separately

☐ Video/Photo Contest:

\$2.900

Encourage attendees to take creative pictures around around a hashtag of your choice. The contest is up to you! The bigger the prize, the better! Think a floral trip, all expense paid convention 2026, etc. Promoted in app, signage and from podium.











SAF's 1-Day Profit Blast provides opportunities for growers and suppliers to make new connections with florists.

Contact **Maura Kenny** for an exclusive invitation to network with customers one-on-one at one of the regional events.

January 25, 2026 Washington, D.C.

Additional location to be announced!



Profit Blast ExhibitorOuick Glance

Tabletop Display/\$995 includes one event registration

- » 2 minutes of podium time to introduce your company/ competitive advantage.
- » Listed in the on-site handout.
- » Listed on safnow.org Profit Blast page.
- » Attendee list for after event follow-up.
- Listing in Floral Education Hub
 Virtual Supplier Showcase



For sponsorship and advertising opportunities contact:

Maura Kenny

703-838-5225

START YOUR PROGRAM TODAY!