

# AIFD SOUTHERN CONFERENCE "DIVERSITY"

**APRIL 13-15. 2012**

AIFD is dedicated to recognizing and promoting the floral industry. Today, it is the floral industry's leading non-profit organization committed to establishing and maintaining the highest standards in design and professionalism in the floral industry. With over 1,200 members worldwide, AIFD and its members are in the forefront of the industry in presenting educational and design programs.

AIFD Southern Chapter is holding their annual Southern Conference, April 13-15.2012 at the wonderful Peabody Hotel, Orlando Florida.

This year's forum is entitled "DIVERSITY"- we're rising to new heights. We are excited about the opportunity to explore other art forms and combine them with Floral Art. We will be hosting some of the industries leading designers, educators and floral conference attendee from all over the United States and Puerto Rico.

We would like your help in making this conference a huge success, as our industry suppliers your support is invaluable.

There are several opportunities and levels of support & participation where your help is needed:

**Trade Fair and advertising options;**

<u>Meal function sponsorship</u>	Partial	\$500.00	Trade fair table fee \$150
	Full	\$1000.00	Trade fair table free

* <u>Program advertisement</u>	Half page	\$50.00
<b>(Black &amp; White)</b>	Full page	\$100.00

Trade Fair Booth \$200 entire weekend (if registered by March 20<sup>th</sup> 2012.)

Trade fair vendor space will be a 60" round table with a white table cloth. Vendors are encouraged to send representative to attend Southern Conference, but if schedule conflicts will not allow you to send a representative we do encourage you to send your products and we will have professional AIFD designers set your presentation up for you .Our Saturday Buffet Lunch will be held in the trade area, which is open to the stage area giving high profile at all times for our vendors.

**We are also seeking vendors to sponsor our designers in fresh product or hard goods.**

We will make concessions on vendor trade fair or advertising fees in exchange for product. If you would like to support AIFD Conference in this manner please do not hesitate to contact us.

For further information or clarification please do not hesitate to contact us.

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We are excited to have this opportunity to spend time with our members, retail florists, fellow floral designers and industry partners. Southern Region Conference is looking forward to have you join us in partnership in the further education and growth of our magnificent industry.

With Warm Regards,

Brita Edlbauer AIFD Conference Chair