

Arizona State Florists Association Expo Vendor and Sponsor Program

ASFA annual Expo will be held at The Desert Willow Conference Center, 4340 E Cotton Center Blvd, Phoenix, AZ 85040 on July 26th and 27th, 2025, from 8am-5pm. Florists from around the state enjoy a full day of design education, business inspiration, networking at the Vendor Walk, design competition, and fun! We invite you to join us!

Please consider one of the following levels of sponsorship. In return, you will receive a contact list of attendees, your information on our website azflorists.org, option to place marketing material and/or product samples in the swag bags given to every attendee, signage along with short presentation time during the sponsored program! Exhibitors in the Vendor Walk will each be given a spotlight time to present their company.

Product Donation Opportunities

- **Designer of the Year Competition** - Requested flowers and hard goods to be determined.
 - Competition organized by Brian Vetter
- **Designer Relay Competition** - Requested flowers and hard goods to be determined.
 - Competition organized by ASFA Board of Directors
- **Grand Ballroom and Lobby Decor** - Product needed for Centerpiece Workshop, lobby and stage decorations. Requested flowers, foliage, containers by workshop instructor.
- **Morning Main Stage Design Program** -
 - Hard goods and requested flowers to be determined by Floriology Designer, Alexander Campbell
- **Breakout Sessions**
 - Morning 1- Profitable Event Business with Kate Gonzalez (M1)
 - Morning 2- Floral Presentation with Paul Miller (M2)
 - Afternoon 1- Path to Accreditations, panel of accredited florists (A1)
 - Afternoon 2- Sustainable Floristry with Lea Romanowski (A2)
- **Closing Design Program** -
 - Hard goods and requested flowers to be determined by Teleflora Designer, Tim Farrell

Other Opportunities

- **Vendor Booth** - Includes contact list of attendees, your logo on our website, option to place items in swag bags, plus one 6' skirted vendor table, and 1 vendor lunch badge.
- **Program Advertisement** - Purchase a half page or full-page color ad in our Expo Program.
- **Swag Bag Donations** - If you can't party with us, you can send all your swag!

Support the industry while educating and networking with ASFA members from across the state!

YES! Sign me up to be involved with ASFA annual Expo!

Arizona State Florists Association Vendor and Sponsor Form 2025

- ____ Designer of the Year Product Donation
- ____ Designer of the Year Monetary Sponsorship \$850
- ____ Centerpiece Workshop Product Donation
- ____ Designer Relay Product Donation
- ____ Morning Mainstage Design Program Product Donation
- ____ Closing Mainstage Design Program Product Donation
- ____ Breakout Program Product Donation M1____ M2____ A1____ A2____
- ____ Breakout Program Monetary Sponsorship M1\$200____ M2\$200____ A1\$400____ A2\$400____
- ____ Expo Program Advertisement ____ Half Page (\$150) ____ Full Page (\$300)
- ____ Swag Bag Items - Ship 120 items to: Fred's Flowers 1860 E Warner Rd. Ste108 Tempe, AZ 85284

Vendor Booth Registration

One 6' Table with black linen and 1 Vendor Lunch Badge	\$150	Quantity____	Total____
Additional Vendor, including Lunch Badge	\$75 each	Quantity____	Total____
Electrical Outlet	\$25	Quantity____	Total____

Vendor booth set up is Saturday July 26th 9am - 4pm.

The venue will open at 7am on Sunday July 27th. Please be at your booth ready to network no later than 8am (Attendee Registration begins at 8am).

Please do not begin to tear down your booth until after 3:00pm Sunday July 27th.

Please have one item at your booth for a raffle drawing during **Vendor Walk**.

Deadline for booth registration is July 4th, 2025.

Company Name_____

Attendee Name(s)_____

Company Address_____

Phone_____ Email_____

Please Email your logo, website address or any other important details to ASFAcontactus@gmail.com

Total amount enclosed_____

Please make checks payable to Arizona State Florists Association

Check or credit card accepted. Please mail, email or fax your completed form and payment to:

ASFA 1860 E Warner Rd Ste 108, Tempe AZ 85284 or ASFAcontactus@gmail.com or Fax 480-456-3216

CC_____EXP_____CCV_____Billing Zip_____

Or Check number_____