

# ON SITE REGISTRATION CaliFlora 2019

## Floral Artistry Showcase

Saturday & Sunday, November 2nd & 3rd

The Original Los Angeles Flower Market - 766 Wall Street, Los Angeles, CA 90014

Day	Class	Instructor	Price
Saturday -AM Hands-On Design Class	Lei Making Workshop	Wilton Lee CCF	<input type="checkbox"/> Member \$120.00 <input type="checkbox"/> Non-Member \$145.00
Saturday - AM Hands-On Design Class	Garland Construction - Basics and Beyond	Anthony Alvarez AIFD, CCF, EMC	<input type="checkbox"/> Member \$120.00 <input type="checkbox"/> Non-Member \$145.00
Saturday - PM Hands-On Design Class	Surprise Package 101 - How to take it to number One	Lee Burcher AIFD, CCF, CFD, PFCI	<input type="checkbox"/> Member \$120.00 <input type="checkbox"/> Non-Member \$145.00
Saturday - PM Hands-On Design Class	Floral Crown & Body Flower Designing Made Easy	Reina Sumabat AIFD, CCF	<input type="checkbox"/> Member \$120.00 <input type="checkbox"/> Non-Member \$145.00
Sunday - All Day Events (including Top Ten & Student Design Competi- tions & lunch)	Sunday Afternoon Design Program Featuring Joyce Mason-Monheim AIFD, CFD, AAF, PFCI, AzMF		<input type="checkbox"/> Member \$85.00 <input type="checkbox"/> Non-Member \$95.00

Registration Form: (one per attendee please)

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ Email: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

After October 15th All Prices Increase by \$10 per event

### California State Floral Association (CSFA) Cancellation Policy

#### Total Fees:

Saturday Registration: \$ \_\_\_\_\_

Sunday Registration: \$ \_\_\_\_\_

Total Due: \$ \_\_\_\_\_

CSFA makes every effort to teach scheduled workshops, but occasionally, unforeseen circumstances arise such as instructor emergencies, location issues, or low enrollment. If CSFA postpones or cancels your workshop we will provide you with as much advance notice as reasonably possible under the circumstance. Once you are notified of a workshop cancellation, you have the right to reschedule or request a refund. Please keep this policy in mind as you make travel arrangements, as CSFA will not be liable for travel costs. The following outlines CSFA's cancellation policy: If you cancel a workshop 7 days prior to class start: No charges incurred. If you cancel 6 days or fewer prior to class start: You will be charged 100% of the class fee. If you register during the cancellation period, the policy is in effect immediately. If you are registered in a workshop and fail to attend, you will be charged 100% of the class fee.

#### PAYMENT METHOD:

Check payable to "CSFA"

Credit Card: \_\_\_ Visa \_\_\_ Mastercard \_\_\_ Amex

Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

Verify # \_\_\_\_\_ Signature: \_\_\_\_\_

Name on card: \_\_\_\_\_

(please print)

Contributions or gifts to CSFA are not deductible as charitable contributions.

Return Form to: California State Floral Association 1521 "I" Street, Sacramento, CA 95814

Phone: (916) 448-5266 Fax: (916) 446-1063 Email: ann@agamsi.com



**California State Floral Association presents...**  
**CaliFlora 2019 - November 2nd & 3rd**  
**“Floral Artistry Showcase”**  
**The Original Los Angeles Flower Market**  
**Sponsorship Opportunities**

**PREMIER SPONSORSHIP - \$10,000**  
*Acknowledged as Premier sponsor at every event during CaliFlora 2019*  
*Banner Ad in Newsletter and on Website for 6 Months*  
*Recognized on large sponsor banner at CaliFlora 2019*  
*Full Page Program Advertisement at CaliFlora 2019*  
*Booth at the CaliFlora Trade Show 2019*  
*Ten Registrations to CaliFlora 2019*  
*Full Page Advertisement in two email issues of CSFA Floral Flash*

**PLATINUM SPONSORSHIP - \$5,000**  
*Recognized on large sponsor banner at CaliFlora 2019*  
*Full Page Program Advertisement at CaliFlora 2019*  
*Booth at the CaliFlora Trade Show 2019*  
*Five Registrations to CaliFlora 2019*  
*Full Page Advertisement in two email issues of CSFA Floral Flash*

**GOLD SPONSORSHIP - \$2,500**  
*Full Page Program Advertisement at CaliFlora 2019*  
*Booth at the CaliFlora Trade Show 2019*  
*Two Registrations to CaliFlora 2019*  
*Full Page Advertisement in one email issue of CSFA Floral Flash*

**SILVER SPONSORSHIP - \$1,000**  
*Full Page Program Advertisement at CaliFlora 2019*  
*Booth at the CaliFlora Trade Show 2019*  
*One Registration to CaliFlora 2019*

**BRONZE SPONSORSHIP - \$500**  
*1/4 Page Program Advertisement at CaliFlora 2019*

**GENERAL SPONSORSHIP - \$100**  
*1/4 Page Program Advertisement at CaliFlora 2019*

**Sponsor Categories: (choose one)**

\_\_\_\_\_ Saturday Classes Co-Sponsor      Taken \_\_\_\_\_ Sunday Design Show Featuring Joyce Mason Monheim  
 \_\_\_\_\_ Top Ten Design Competition & Awards      \_\_\_\_\_ Sunday Luncheon Co-Sponsor  
 \_\_\_\_\_ Student Design Competition & Awards      \_\_\_\_\_ Program      \_\_\_\_\_ General Event      \_\_\_\_\_ Coffee Break

**Total Enclosed:** \_\_\_\_\_ **Check** \_\_\_\_\_ **Credit Card No.** \_\_\_\_\_ **Exp.** \_\_\_\_\_

**Verify #** \_\_\_\_\_ **Billing Address** \_\_\_\_\_ **Zip Code** \_\_\_\_\_ **Signature** \_\_\_\_\_

Company Name (as you would like it published) \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**If you have any questions concerning the above, contact Ann Quinn in the CSFA Office.**

Some events are spoken for in advance, however, we will try to accommodate your first choice if possible.

We must receive your selection no later than October 15th in order to include company information in the on-site program. Please fax form and/or mail with check payable to CSFA to:

1521 I Street, Sacramento, CA 95814/ 916-448-5266 Fax 916-446-1063 email: ann@agamsi.com

Payments to the California State Floral Association are not deductible as charitable contributions for federal income tax purposes. However, they may be deductible as ordinary and necessary business expenses.



california state floral association

## ADVERTISING SPACE AVAILABLE IN THE *CALIFLORA 2019 PROGRAM*

The upcoming premier show entitled "**CALIFLORA 2019 – FLORAL ARTISTRY SHOWCASE**" has advertising space available in the on-site program. There will be an opportunity to have your name at the fingertips of the floral industry at the California State Floral Association's annual event November 2<sup>nd</sup> & 3<sup>rd</sup> at The Original Los Angeles Flower Market, 766 Wall Street, Los Angeles, CA. It is through the support of our advertisers that we can continue to keep the cost of this event at an affordable level for attendees. The program is approximately 16 pages in a 5 1/4 x 8 1/2 format.

The following sizes and prices are available:

- |   |       |   |       |
|---|-------|---|-------|
| <input type="checkbox"/> Back Cover           | \$250 | <input type="checkbox"/> Inside Front Cover | \$200 |
| <input type="checkbox"/> Inside Back Cover    | \$200 | <input type="checkbox"/> Full Page          | \$185 |
| <input type="checkbox"/> 1/2 page (5 1/4 x 4) | \$100 | <input type="checkbox"/> 1/4 Page           | \$ 65 |
| <input type="checkbox"/> Business Card Ad     | \$ 35 |   |       |

Please send ad copy along with this insertion order by **October 15th**.

CONTACT NAME \_\_\_\_\_

COMPANY NAME (as you would like it published) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

Total Enclosed: \_\_\_ Check \_\_\_\_\_

Credit Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

Verify # \_\_\_\_\_ Billing Address Zip Code \_\_\_\_\_

Please Send Me An Invoice

Return to the CSFA office: 1521 "I" Street, Sacramento, CA 95814

Phone: (916) 448-5266 Fax: (916) 446-1063 Email: [ann@agamsi.com](mailto:ann@agamsi.com)

Website: [www.calstatefloral.com](http://www.calstatefloral.com)



## ATTENTION VENDORS!

Plans are under way and we are very excited about the California State Floral Association's Annual Event – **CALIFLORA 2019, "FLORAL ARTISTRY SHOWCASE"** being held at **The Original Los Angeles Flower Market, 766 Wall Street, Los Angeles, CA on November 2<sup>nd</sup> and 3<sup>rd</sup>**. We are taking our existing format and giving it much more! We feel that everyone in the floral industry will have an opportunity to participate and benefit from the program that this year's committee has put together.

We recognize that you are asked to participate in many events throughout the year and that the investment needs to be worth your efforts. In our attempt to address the needs of vendors we would like to offer you space as a **product and varieties display table**. These tables do not necessarily have to be manned like a booth. It is designed as an opportunity for your company to show its products, services and varieties to the attendees and membership. These display spaces will be up for viewing on Sunday from 8:00 am until 3:30 pm.

You have the option of setting this display space up yourself or simply mailing your supplies directly to The Original Los Angeles Flower Market and our committee will be happy to assist in displaying your products and information. We feel this will allow more personal involvement for those who would like to attend and interact with the attendees and the membership rather than be required to stay at your display table. This also accommodates those who would indeed like to support this event, but do not have the time to be at every show. This way your name and your company's information is in front of the attendees and the membership.

We try to keep the price reasonable for the display space as we are sensitive to the fact that there are many shows you may wish to be involved with and support. These fees go to support the show and allow us to keep the admission to attendees at a lower rate; thus allowing more people to come. Your support is very much appreciated and needed to continue our effort. **We are pleased to offer an 8ft table space for \$190.00 to members and \$275.00 to non-members.** Your company will also be recognized on signs, in the event program and on the CSFA website at [www.calstatefloral.com](http://www.calstatefloral.com). Space is limited to the first 30 displays reserved. Display space fee includes registration of ONE representative. An additional charge of \$30.00 per person is required for others attending the event. Deadline for reservation is October 15<sup>th</sup>, 2019.

We look forward to seeing you at CaliFlora 2019!

Best regards,

Ann Quinn  
Executive Vice President



The California State Floral Association presents.....  
Top Ten & Annual Event...

**CaliFlora 2019**  
**“Floral Artistry Showcase”**

**Products and Varieties Display Space**  
**RESERVATION FORM**

Company \_\_\_\_\_ Contact \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Are you a CSFA member? Yes No (Please circle)

**Display Space includes:** 8 ft Table & registration for one company representative.  
(additional representatives will be charged \$30.00)

CSFA Members: \$190.00 for one display space

Non-Members: \$275.00 For one display space (join CSFA now and save!)

\_\_\_\_\_ A company representative will set-up the Display Space.

\_\_\_\_\_ Help is needed to set-up the Display Space.

**Total Enclosed:** \_\_\_\_\_ **Check** \_\_\_ **Credit Card No.** \_\_\_\_\_

**Exp.** \_\_\_\_\_ **Verify #** \_\_\_\_\_ **Billing Address** \_\_\_\_\_ **Zip Code** \_\_\_\_\_

**Signature** \_\_\_\_\_

\_\_\_\_\_ Please send me an invoice

**Set-up time:**  
**SATURDAY 11/2/19—4:00 PM-5:00 PM**  
**SUNDAY 11/3/19— 7:00 AM-8:00 AM**

**Send Shipments to:**  
**The Original Los Angeles Flower Market**  
**C/O CSFA/Ann Quinn**  
**766 Wall Street, Los Angeles CA**  
**916-448-5266—Label: Hold For CSFA/Ann Quinn**

**Deadline for reservations: October 15, 2019**

**Send packages**  
**to arrive Friday**  
**November 1**  
**(not before)**

Please make checks payable to CSFA and mail or fax to:  
California State Floral Association - 1521 I Street, Sacramento, CA 95814  
916-448-5266 Fax 916-446-1063  
contact email: ann@agamsi.com



## california state floral association

Dear CSFA Member,

The California State Floral Association (CSFA) is asking YOU to help make CaliFlora 2019 a uniquely successful experience for everyone!

California Certified Florist (CCF) testing and Education Workshops will be held during the day on Saturday, November 2<sup>nd</sup>.

All convention events will be held at The Original Los Angeles Flower Market, 766 Wall Street, Los Angeles, California.

The Student Competition will be held on Sunday morning , November 3<sup>rd</sup> and the Top Ten Competition will be held immediately following the Student Competition on Sunday morning.

The Sunday afternoon design program sponsored by Accent Décor, will feature Joyce Mason-Monheim AIFD, CFD, AAF, PFCI, AzMF.

Sunday's line-up also includes a Trade Show, California Certified Florist Pinning Ceremony along with an auction of cutting edge floral arrangements.

Special Sunday Feature – Silent Auction. This has become a very popular and successful event at convention. Your donation to the Silent Auction will go a long way to ensuring that CSFA remains a vital part of the floral industry.

Please complete and email the attached Silent Auction donation form to Ann Quinn at [ann@agamsi.com](mailto:ann@agamsi.com) and confirm your support of CSFA! You can also fax your form to 916-446-1063 or call the CSFA office at 916-448-5266.

Sincerely,

A handwritten signature in black ink that reads "Wilton Lee". The signature is written in a cursive, flowing style.

Wilton Lee CCF  
President

# ***CaliFlora 2019***

## ***“Floral Artistry Showcase”***

### ***Silent Auction Needs Your Support!***

The California State Floral Association is asking you for unique items, gift cards, event tickets, specialty baskets, travel vouchers or anything else you think someone might find worth buying! Your donation will contribute to a silent auction to be held on Sunday, November 3rd at our CaliFlora 2019 “Floral Artistry Showcase” Convention being held at The Original Los Angeles Flower Market, 766 Wall Street, Los Angeles, CA.

The California State Floral Association (CSFA) is the only organization that represents the entire floral industry (growers, wholesalers, retailers, professional floral designers, educators, students and allied industries) on a state level. In addition to hosting Calif Flora, CSFA contributes to the California floral community by overseeing the California Certified Florist (CCF) program, presenting education workshops and design shows throughout the year, Lobbying at the Capitol on critical issues and working closely with allied organizations. Drawing our membership and board of directors from all segments of the industry we are able to address industry concerns and issues from a position of strength and unity.

Donations received by October 15th will be recognized in the silent auction program handed out to all conference participants, specifying the donated item and company/person it was donated by (unless asked to remain anonymous). We also welcome a company flier or business card to appear with the donated item on the silent auction table. Please consider asking your board members, staff and others in your greater community who might be willing to give to a good cause!

**Donation Suggestions:**

- Items that reflect the “Floral Artistry Showcase” theme of the conference
- Gift certificates for shopping, traveling, dining out
- Themed-baskets, including wine, coffee, candy, spa, etc.
- Tickets to a sporting or other event
- Handmade craft items
- Travel or timeshare properties
- Specialty items that you have collected through the years such as books, jewelry, memorabilia

Donation	Value of Item	
Donation	Value of Item	
Company		
Contact Person		
Address		
Phone Number	Email	Address

**Please reply to the California State Floral Association by October 15th**  
**For more information call or email the CSFA office (916-448-5266)**  
**Ann Quinn | ann@agamsi.com | (916) 448-5266**

