



FleurEx 2020 is happening !

We will be building on the great success of previous years which has seen the show grow significantly and created a great industry buzz!

This year will be a little different (which seems to be the theme for 2020) and we will take FleurEx totally virtual.

BFA FleurEx annual show is a firm fixture on the floristry calendar and hotly anticipated by florists, business owners, students, colleges, suppliers, the industry as a whole.

Hundreds of florists attend FleurEx to visit trade exhibitors stands, watch floristry demonstrations, attend floristry workshops and take part in floristry competitions.

This year we plan to have:

- **A Virtual Exhibition Hall:** This will showcase all the exhibitors on a page with a video of the business, the company, the products and any offers you want to promote.
- **A Virtual Growers Hall:** This will showcase growers on a page with a video about the business, the products and the available products.
- **The Virtual Demonstrations:** Our Demonstrators are prepped to create short videos and demonstrate some designs online
- **The Virtual Workshop:** A purchasable workshop will give florists the feeling of being at the event itself!

Please follow the link below to see a draft sample Exhibition page. The welcome from the BFA video would be updated. **There will be no charge for people to view Virtual FleurEx and with over an 18.5K page view average on our website each week, This is a great opportunity to capture the attention of thousands of florists from all over the UK.**

<https://www.britishfloristassociation.org/fleurex-exhibition-hall/>

To reserve your space please complete the booking form enclosed and return to manager@britishfloristassociation.org or for more information call the office on 02475090326 option1

We look forward to welcoming you to Virtual FleurEx 2020, **Sunday 1st November to 30th November 2020.**



Event **Exhibitor Hall** Package £250.00 (€275.00)

The package will give your company optimum coverage of the whole virtual event. FleurEx will be announced as going Virtual in Mid-August to the public and members. All Exhibitors pay the same price and will be rotated on the page to make sure everyone is seen. BFA will Promote Virtual FleurEx 2020 event through our social media channels, E shots, magazine and press release.

What will you get?

- Up to a 5 minute video on your company displayed for one month (1st -30th November) on the BFA website FleurEx pages (Your company will need to create this video and submit to us by October 1st) Please contact us to discuss your video if you have concerns. kate@britishfloristassociation.org We would like this video to depict your business. It is a unique opportunity to connect with florists all over the country. Show them where you work, introduce staff members, showcase your products or services and highlight any special offers you wish with them to receive.
- Inclusion on BFA Editorial Blog posts about your company on the BFA website
- Company Logo with links highlighted on exhibitor page <https://www.britishfloristassociation.org/fleurex-exhibition-hall/>
- Logo on E-Shots and Newsletters about Virtual FleurEx sent to our 5,000 florists.
- Company name mention on all Social media, Facebook, Instagram and Twitter

The STATS

- 18.5K BFA Facebook followers and a private Facebook members group**
- 1.8K IoPF Facebook followers**
- 3K+ Instagram Followers**
- 5K Email Newsletter subscribers**
- 18.8K average website page views per month**
- 4.9K Twitter Followers**



Event **Grower Hall** Package £250.00 (€275.00)

The package will give your company optimum coverage of the whole virtual event. FleurEx will be announced as going Virtual in Mid-August to the public and members. All Exhibitors pay the same price and will be rotated on the page to make sure everyone is seen. BFA will Promote Virtual FleurEx 2020 event through our social media channels, E shots and press release.

What will you get?

- Up to a 5 minute video on your company displayed for one month (1st -30th November) on the BFA website FleurEx pages (Your company will need to create this video and submit to us by October 1st) Please contact us to discuss your video if you have concerns. kate@britishfloristassociation.org We would like this video to depict your business. It is a unique opportunity to connect with florists all over the country. Show them where you work, introduce staff members, showcase your products or services and highlight any offers you with them to receive.
- Inclusion on BFA Editorial Blog posts about your company on the BFA website
- Company Logo with links highlighted on exhibitor page <https://www.britishfloristassociation.org/fleurex-exhibition-hall/>
- Logo on E-Shots and Newsletters about Virtual FleurEx sent to our 5,000 florists.
- Company name on all social media, Facebook, Instagram and Twitter
- Company name highlighted during Gala dinner evening which.

The STATS

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Terms & Conditions

All conditions as laid out below become valid only when the sponsorship booking form has been received

The contract is considered by both parties to be binding.

Exhibitors will receive the level of exposure as listed. The BFA reserve the right to refuse any application.

Once your package has been agreed, you will be contacted with a request for your branding & advertising content. This is required for the prompt and full exposure of your company. We will confirm receipt of content from you and where appropriate we arrange for it to be uploaded within 10 working days of the content being received.

Tracy Tomlinson will be your point of contact and can be contacted by emailing manager@britishfloristassociation.org or calling 024 75 090326 and selecting option 1.

Exhibitor content

The supply of content for packages will be the responsibility of the Exhibitor.

The British Florist Association Ltd shall not be liable to the Client or the delegate if it is prevented from carrying out any or all of its obligations by circumstances beyond its reasonable control, including government intervention, strikes, labour disputes, accidents, acts of God, pandemics, national or local disasters or any event causing the whole event cancelled.



BFA Virtual FleurEx 2020 Exhibitor Booking Form

Please fill the form below to reserve the package for BFA Virtual FleurEx 2020
Please tick as required –

Event Exhibitor Hall £250.00 (€275.00)

Event Grower Hall £250.00 (€275.00)

Company name	
Address	
Tel number	
Email	
Website address	
Contact name	
Mobile number	

All prices plus VAT at the prevailing rate.

I agree to the terms and conditions as outlined in the sponsorship document and agree to pay the invoice that will be sent on acceptance of this booking and set out in the terms and conditions.

Signed

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Please save the document for your own records and forward a copy to
Tracy Tomlinson Association Manager at manager@britishfloristassociation.org



Payment terms

A VAT invoice will be raised when the BFA FleurEx Booking Form has been received , discount for BFA members will be deducted on this invoice. **The Vat invoice will be raised on the 1st August 2020 and thereafter.**

The invoice must be paid at the latest **by 1st October**, earlier payment will be welcome.

The British Florist Association reserve the right to resell any stand or table if payment is not received by the due date.

Cheques are not accepted at this time.

British Florist Association, PO Box 365, Workshop, S80 9EF

To pay by Bank Transfer or **BACS**, please use the following details:

Account Name: British Florist Association
Sort Code: 30-91-97 Account Number 00120080

If paying by Bank Transfer or BACS, please email your remittance advice/notification info@britishfloristassociation.org

Please note Overseas bank transfer charges may apply.

Credit and debit card payments available on 0247 509 0326, option1.

Cancellation Policy

Up to 30 days prior to event – Full payment will be payable unless the sponsorship can be resold

31 days – 60 days – invoice paid non-refundable unless sponsorship can be resold

60 days + - Full refund will be given