

The Finest Companies Advertise in the



Directory & EXPO GUIDE 2009

Connecticut Florists Association

You'll reach more than 1,600 florists and wholesalers when you advertise in CFA's 2009 Directory—given out to everyone who attends the Northeast Floral Expo, one of the nation's four largest florist conventions!

This show has become the one-and only regional florist show serving all 6 New England states, New York, and mid-Atlantic states. Last year, more than half the attendees came from outside Connecticut. Combined together, they represent a \$300 million++ market.

The 2009 Directory features a beautiful 4-color cover in 8.5" x 11" format. By advertising, you'll receive a copy, which contains valuable lists and address of florists and their suppliers. And for those Connecticut florists who don't come to the Expo, we'll mail them a copy, ensuring total saturation of the state.

The CFA Directory & Expo Guide. A handy reference guide kept year-long by florists. Can we find a spot in there for you?

FlowerShopNetwork.com
you will receive...

customer business at 100%
competition for your customers
incoming florist to florist orders
web site value in the floral industry
alternative for sending orders out of town
dues, low sending or quality assurance fees

FlowerShopNetwork.com

How can you find the right tool for the right job?

Call 800-634-5557 by CESCO Catalog #18
Order on line from CESCO Catalog #18
www.cescoinc.com

Carrying a complete line of hand tools
DESCO, Inc. • P.O. Box 540, 7th Fl., Corvallis, OR 97331
800-634-5557 • 541-330-4335 • FAX 541-330-4481
www.cescoinc.com • 1800-634-5557

Welcome!

Please stop by the FTD BOOTH to meet your FTD team and to take advantage of our show specials and discounts.

FTD SHOW HIGHLIGHTS

- Technical Updates presented by FTD Experts
- FREE PRYING in 15 minutes when placed in the box!
- See the Spring 2009 FTD Product Displays
- See the latest FTD address in diversity for florists for nearly 100 years!

FTD... Supporting member

Thank you for your business!

At Horan's We Have Flowers, and So Much More!

- Wide Variety of Fresh Cut Flowers
- Collectible Stuffed Animals
- Permanent Botanicals
- Unusual Greeting Cards
- Orchid Plants
- Pottery and Baskets
- Crystal Vases
- Gift Books
- Mylar Balloons

Expressing Your Thoughts/Events Since 1958

DAILY SERVICE TO GREENWICH AND STAMFORD, WITH STYLE.

PATSY CRUCIATI & SONS
FLORIST AND GREENHOUSE
203-583-8077
1000 Main Street
Greenwich, CT 06830

VILLAGE FLOWER SHOP

203-794-7267
100 Main Street, 1st Floor
Meriden, CT 06450

Lelaani Tropicals

P.O. Box 426
Paloa, Hawaii 96778
Tel: (808) 965-7122
Fax: (808) 965-8065
Toll Free: (800) 889-1038
lelaanitropicals@verizon.net

VARIETY & QUALITY

Boronia Inc. has been serving New England florists retailers for over 60 years. From top quality fresh baskets and gift baskets to fresh flowers, tropical wonderland blooming plants, Boronia has tailored more for you.

If you're interested in everything from the house to the exotic, then you owe it to yourself to not what Boronia can do for you.

Co-owner Greg Vacciano
Director of Product & Floral
301-250-5482

or
Liane Benicoff
Category Manager

We Deliver Freshness

Delaware Valley Florists Association

is proud to support

Connecticut Florists Association

We are a full service wholesale distributor offering one stop shopping. Speak to our sales staff and order from all of our product lines:

- Farm Direct Fresh Flowers from 27 Counties
- Essential and Seasonal Supply Lines
- Daily Gardens & foliage and Blooming Botanicals

Northeast Floral Expo

The entire staff BloomNet wishes educational rewarding

Please stop by the booth to

We Bring Value to Flowers!

Mark Nance, AAF Vice-President of Marketing & Sales

Brent Eggeston Regional Vice-President



Directory 2009

Deadline: Feb. 1, 2009

RETURN THIS FORM & YOUR PAYMENT TO:
Connecticut Florists Association
590 Main St.-Bart Center, Monroe CT 06468
800-352-6946 • Fax 203-261-5429

Company _____
Contact _____
Address _____
Town _____ State _____ Zip _____
Phone _____ Fax _____

CHECK ENCLOSED
 CHARGE TO MY CREDIT CARD:

Card Number: _____
Expiration ____/____ Signature _____
 SEND BILL (Net 30 terms)

ADVERTISING RATES (circle size & amount)		
SIZE	B&W	COLOR
Patron page (one line)	\$25.00	NA
Business card	\$50.00	\$100.00
One-Sixth-page	\$75.00	\$145.00
Quarter-page	\$125.00	\$200.00
Third-page	\$150.00	\$275.00
Half-page	\$200.00	\$350.00
Full-page	\$350.00	\$550.00
Centerfold	\$700.00	\$1350.00
Inside front cover	NA	\$725.00
Inside back cover	NA	\$725.00
Outside back cover	NA	\$825.00
Typesetting/layout service (if needed)	\$25.00	\$25.00
10% DISCOUNT FOR CFA MEMBERS	-\$ _____	

TOTAL ENCLOSED ----- \$ _____

TERMS & CONDITIONS: Payments to the Connecticut Florists Association may be tax deductible as business expenses, not as charitable contributions. All fees nonrefundable. Advertiser understands that quality of ads in Yearbook depends on quality of original art or electronic files furnished to CFA by advertiser, and agrees to pay for ad regardless of final Yearbook publication quality.

The CFA Directory & Expo Guide Publication Information, Sizes & Rates

Overall book size: 8.5" x 11", Covers in full color (with bleed). Inside pages available in both color and black-and-white (bleeds only for full page ads) (inside color ads grouped on coated stock). Submit camera-ready copy, or electronic files. CFA works in Quark. We can also translate high-resolution PDF files, along with TIF, GIF, JPG, EPS files. Our e-mail address is CTFLORISTS@aol.com Typsetting/layout charges \$25 & up. Please get your ad in by February 1, 2008. CFA Members take 10% off the following ad rates:

AD	SIZE	B&W	COLOR
Patron page	(one line)	\$25.00	NA
Business card	3.5"x2.25"	\$50.00	\$100.00
One-Sixth-page	2.5"x5"	\$75.00	\$145.00
Quarter-page	3.75"x5"	\$125.00	\$200.00
Third-page	2.5"x10" or 5"x5"	\$150.00	\$275.00
Half-page	5"x8"	\$200.00	\$350.00
Full-page	8"x10.5"	\$350.00	\$550.00
Centerfold	10.5"x16.5"	\$700.00	\$1350.00
Inside front cover	8.5"x11"	NA	\$725.00
Inside back cover	8.5"x11"	NA	\$725.00
Outside back cover	8.5"x11"	NA	\$825.00

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FEB. 28-MAR. 1 2009 • CROWNE PLAZA HOTEL • CROMWELL

