

August 27 through Labor Day, Sept. 7, 2009 MINNESOTA STATE FAIR

Shop FRESH—Shop LOCAL MNSFA Drives Customers to Your Door!

MNSFA is proud to sponsor the rotunda in the Horticulture Building for 12 days at the Great Minnesota State Fair. We believe order gathers such as Pro-Flowers, Flowerpetal.com, and 1800flowers.com are taking business away from the neighborhood florist and the consumer needs to be shown the difference. MNSFA is focusing our efforts to combat companies and have put together the following program:

- A brochure featuring the LOCAL florist. Inside a coupon redeemable for \$10*.
- In the center of the rotunda a huge banner outlining the state of MN. We will list the name of YOUR SHOP & where you are from.
- Together with Len Busch Roses, MNSFA will have a drawing for FREE WEDDING FLOWERS. Details to follow.
- MNSFA & LBR is sponsoring TWO Flowers for Kids Presentations & giving away flowers for the 1st 100 kids.
- The Designer of the Year Competition—Sept. 2nd & 3rd- where your shop can enter & show off the your talents!

YOU will have to opportunity to market directly to the 12,000 consumers that walk through the Hort. Building each day of the fair. For your 6 hour shift you can:

- Dress your staff up to reflect you shop's image or creative interactive fun to attract attention.
- Directly Market with coupons, business cards, and/or brochures.
- Bring photos, samples, posters, anything that promote your shops style.
- Give away flowers, gift items to keep focus on you!

MNSFA will:
Contact & Promote through local TV Stations, and newspapers. We will also making a clear statement on the difference between a local florist and Pro-flowers.

* Coupons are redeemable at participating florist. \$5 of coupon is sponsored by MNSFA and participating Local Wholesalers. \$5 of coupon is responsibility of the Florist.



Fax information to 612-724-6693 or Sign Up at MNSFA.ORG



MINNESOTA
STATE FLORISTS
ASSOCIATION

3305 East Lake Street
Minneapolis, MN 55406
localmnflorist.com
Phone: 612-724-3606
Fax: 612-724-6693

Name _____	
Address _____	
E-Mail _____	
Phone _____	# Admissions Needed _____
Method of Payment	
<input type="checkbox"/> Invoice Me	<input type="checkbox"/> Website
<input type="checkbox"/> Check	<input type="checkbox"/> Will Pay Online
<input type="checkbox"/> Credit card	<input type="checkbox"/> Credit card
Credit Card # _____	Exp. date _____
Signature _____	

Sign Up NOW! Deadline is August 15th!

- | | |
|---|-------------------------|
| <input type="checkbox"/> Membership (Must be paid member to participate) | Price
\$50.00 |
| <input type="checkbox"/> Banner and Brochure Recognition
Must work 6 Hr shift in MNSFA BOOTH** | \$150.00 |
| <input type="checkbox"/> Brochure Recognition | \$50.00 |

**Includes Admission for up to 4 Members of your staff and parking pass near Hort Building.

