

2027



CLIENT INFORMATION GUIDE

ASHLAND ADDISON FLORIST

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Photo by Armenteros Weddings

Who WE ARE

Ashland Addison Events provides thoughtfully curated floral and event design for weddings and celebrations of all sizes throughout Chicago and the surrounding areas.

With a combined 30 years of industry experience, our team of event stylists is dedicated to creating a personalized design experience for every client and couple. We are a team of creative professionals who value collaboration and genuine connection, working closely with each client to thoughtfully bring their vision to life.

We offer **Full-Service** design for weddings and events, combining custom floral design with day-of services, including delivery, setup, and pickup. For clients seeking a more flexible approach, we also offer a curated selection of **À La Carte** floral designs and services.





What WE DO



Our **Full-Service** design experience is thoughtfully tailored to each couple, taking into consideration their unique style and personalities, chosen venue, overall vision, and any special considerations.

Designed for clients seeking a dedicated stylist throughout the planning process, our **Full-Service** offering combines custom floral design with comprehensive day-of floral logistics. Your stylist will guide you through all of the important design details, such as color palettes, seasonal floral selections, and thoughtful ways to maximize your floral and décor budget.

From the initial consultation through your wedding day, your stylist will be your dedicated point of contact, as well as your floral designer. They will oversee the process from start to finish, ensuring your vision is carefully translated into a cohesive design and beautifully executed on your wedding day.

Design PROCESS

DESIGN CONSULTATION

During your initial consultation, you and your stylist will work through your floral and décor needs together, discussing each element individually to confirm the quantities, placement, and vision for each piece. You'll have the opportunity to share your ideas and preferences while your stylist provides guidance on design style, color palettes, and seasonal floral varieties.

PROPOSAL DEVELOPMENT

Your stylist will create a personalized proposal based on your collected inspiration images and the details discussed during your initial design consultation.

SAVE THE DATE

Time to make it official! When you're ready to move forward, your date will be reserved with a signed agreement. A 30% retainer is collected at the time of signing to confirm your services.

IN-PERSON SAMPLE MEETING

Six to twelve weeks before your wedding, we'll meet for your final sample meeting, where you'll see your completed table centerpieces fully styled and staged in a finished tabletop setting. We'll talk through each floral and décor element together, confirming every detail and making any final adjustments to ensure everything is exactly as planned for your wedding day.

EVENT COORDINATION & STYLING

Your stylist will coordinate with you, your venue, and other necessary point persons to ensure all delivery, setup, on-site styling, and rental pickup details are fully coordinated and taken care of. Our experienced event team will execute your floral and décor design and collect all rentals at the end of the event, allowing you to fully enjoy your celebration.

Pricing GUIDELINES

We value transparency and understand that planning the floral and décor details of a wedding involves many considerations. Every couple receives a customized experience based on their unique needs and vision, and we're pleased to offer tiered investment guidelines to provide a helpful starting point* as you plan your celebration.

Full-Service wedding investments begin at \$6,000 & include day-of styling & coordination.

FULL-SERVICE WEDDING *considerations*

STARTING AT \$6,000

PERSONALS

Focal Bouquet	1
Accent Bouquets	4-5
Focal Boutonniere	1
Accent Boutonnieres	6-7
Corsages	2

CEREMONY

Focal Arrangements	2
Decor Transfer/Room Flip	✓

COCKTAIL

Highboy/Cab Decor	✓
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RECEPTION

Floral Centerpieces <i>low & lush</i>	5-7
Candle-Focused Centerpieces	5-7

STARTING AT \$8,000

PERSONALS

Focal Bouquet	1
Accent Bouquets	6-8
Focal Boutonniere	1
Accent Boutonnieres	8-10
Corsages	2

CEREMONY

Focal Arrangements	2
Decor Transfer/Room Flip	✓

COCKTAIL

Highboy/Cab Decor	✓
Place Card Table Decor	✓
Welcome Arrangement	✓

RECEPTION

Floral Centerpieces <i>low & lush</i>	6-8
Candle-Focused Centerpieces	6-8
Sweetheart Table/Head Table Decor	✓

STARTING AT \$10,000

PERSONALS

Focal Bouquet	1
Accent Bouquets	6-8
Focal Boutonniere	1
Accent Boutonnieres	8-10
Corsages	2

CEREMONY

Arch, Chuppah, or Focal Arrangements	✓
Decor Transfer/Room Flip	✓

COCKTAIL

Highboy/Cab Decor	✓
Place Card Table Decor	✓
Welcome Arrangement	✓

RECEPTION

Centerpieces	12-15
<i>low & lush, candle collection, &/or elevated floral clouds</i>	
Sweetheart Table/Head Table Decor	✓

*Please note that this budget estimator is intended as a general planning guide only. Final pricing will vary based on factors such as floral selections, design complexity, quantities, seasonality, venue requirements, delivery, setup, and other event details.

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Ashland Addison

FLORAL & EVENT DÉCOR

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