

# 2017 FLORAL Distribution Conference

## By The Numbers

*When it comes to the wholesale world, WF&FSA makes sure you are informed of industry wide experiences and processes. They have enabled me, coached me and always provide invaluable information. They go above and beyond to ensure that you walk away with vastly more than expected.*

*- Jennifer Camelia, Sales Manager, Berwick Offray - CSS Industries*

over  
  
900

attendees each year

representing 73 wholesaler  
and 113 supplier companies

from  
33  
states



and  
10  
countries



more than

125

table tops



featuring a wide range  
of products and services

including:

Cut Flowers  
Floral Supplies  
Hard Goods

Greens

Logistics

Importers

and much, much more!

93% of attendees were  
satisfied or very  
satisfied with the  
quality of Table Top  
Exhibits



Over 75% of  
attendees were  
satisfied with the overall  
networking opportunities



80% of attendees  
plan to attend Floral  
Distribution  
Conference again in 2018



89% of the attendees  
surveyed who  
downloaded the  
Conference App  
found it valuable and  
useful