

2019 FLORAL *Distribution Conference*

CHANGING TIDES

November 5-7, 2019 • Miami Airport Convention Center • Miami, FL



REGISTER
NOW



WFFSA.ORG



SCHEDULE OF EVENTS

MONDAY, NOVEMBER 4TH

2:00 PM – 6:30 PM Committee Meetings

TUESDAY, NOVEMBER 5TH

7:00 AM – 6:00 PM Registration Desk
7:00 AM – 2:00 PM Table Top Set Up
8:00 AM – 11:00 AM Board Breakfast & Meeting
9:00 AM Logistics Tour
2:30 PM – 3:00 PM VIP Reception
3:00 PM – 5:00 PM Table Tops Open with Cash Bar
5:00 PM – 6:30 PM Table Tops Opening Party

WEDNESDAY, NOVEMBER 6TH


8:00 AM – 5:00 PM Registration Desk
8:00 AM – 8:30 AM Attendee Breakfast
8:30 AM – 10:00 AM *President's Address & Business Session, LTK Award Presentation, Retail Florist of the Year*
10:00 AM – 12:30 PM Table Tops Open
Keynote Address: Change and Disruption in the Floral Distribution Channel
(With Lunch, Table Tops Closed)
2:30 PM – 5:00 PM Table Tops Open
5:30 PM Transportation Departs for WF&FSA's Yacht Life Party
6:00 PM – 9:00 PM WF&FSA's Yacht Life Party aboard Biscayne Lady

THURSDAY, NOVEMBER 7TH

8:00 AM – 12:30 PM Registration Desk
8:00 AM – 8:30 AM Attendee Breakfast
8:30 AM – 10:30 AM **Keynote Address:** Trends in Floral and Logistics & President's Closing Address
10:30 AM – 12:30 PM Table Tops Open
12:30 PM – 2:30 PM Table Tops Break Down

SESSIONS

KEYNOTE SESSION

 Luncheon Keynote: November 6, 2019
12:30 PM – 2:30 PM

Change and Disruption in the Floral Distribution Channel

PRESENTERS:



Patrick Busch
Len Busch Roses



Jack Chidester
DVFlora



Ross Johnson
Rosaprima




Christi Lopez
AIFD CFD EMC
The Business of Flowers



Moderated by Bob Williams
Strategic Business Development
in Floriculture

This session will focus on the evolution of the wholesale floral channel and how experts in the industry are rethinking the way they run their businesses. What are leaders in the wholesale channel implementing in order to be successful in today's changing marketplace? What trends have driven these changes? Where is the wholesale floral industry headed? During this informative session, Melinda Knuth with Texas A&M University and Bob Williams with Strategic Business Development in Floriculture will present findings from a collaborative research study designed to answer these questions and more. Learn more by attending this luncheon keynote to see where the industry is headed and how you can adapt your own company's business model.

FLORAL TRENDS SESSION

 Morning Presentation: November 7, 2019
8:30 AM – 10:30 AM

Trends in Floral and Logistics

PRESENTERS:



Sarah Campbell
Intrigue Designs



Steve Daum
Smithers Oasis

This session will showcase top trends in the floral industry, related to floral and social media, as well as transportation and logistics. Join your fellow industry leaders for the first part of this presentation that will teach attendees how to sell the product they want and reach the customers who matter. Then, learn more about new transportation trends, including the expansion of sea containership and their effect on product and the overall floral industry.

TABLE TOP

TABLE TOP DISPLAYS

TUESDAY, NOVEMBER 5TH

3:00 PM – 5:00 PM **(with Cash Bar)**

5:00 PM – 6:30 PM **Opening Party**

WEDNESDAY, NOVEMBER 6TH

10:00 AM – 12:30 PM

2:30 PM – 5:00 PM

THURSDAY, NOVEMBER 7TH

10:30 AM – 12:30 PM



The WF&FSA FDC Table Tops is THE place to see the newest products and meet with suppliers and wholesalers. There will be multiple opportunities to network and expand your connections with colleagues.

Only wholesaler WF&FSA members will be permitted access to the Table Top area. Supplier companies that do not purchase a Table Top **will not be permitted** on the show floor.

Note: Table Tops at FDC will again be **Members Only**.

Questions? Please contact our Director of Conferences, Jessica Hauser Forte by email, jforte@wffsa.org or WF&FSA's Sales Coordinator, Mike Criscuoli, at mcriscuoli@wffsa.org.

COMPANY MEETING ROOMS

Interested in hosting your company sales meeting at WF&FSA FDC 2019? Rooms are available for companies interested in accomplishing multiple goals during this year's event. The meeting room is offered free of charge. Food/beverage and A/V will be handled on an individual basis. Contact Cathy Vick at cvick@wffsa.org for more information.



WF&FSA'S YACHT LIFE PARTY

\$100 per ticket

Evening Event:

Nov 6, 2019 | 6:00 PM – 9:00 PM

Transportation departs from the MACC at 5:30 PM sharp; yacht embarks at 6:00 PM sharp.

Take a step outside the MACC and set sail aboard the Biscayne Lady luxury yacht for the ultimate WF&FSA experience in Miami. Join your fellow attendees and cruise in style on this spectacular yacht, with the gorgeous Miami skyline offering great views, photo opportunities, entertainment, and all of the glitz and glamour for which the city of Miami is famous. **This party is exclusively available to the first 500 participants.**

There is an additional fee for the WF&FSA Yacht Life Party. We expect this event to sell out, purchase your tickets today. Visit wffsa.org/conference for exclusive and exciting sponsorship options!

INFORMATION

MIAMI AIRPORT CONVENTION CENTER (MACC)

711 NW 72nd Avenue, Miami, FL 33126 • (305) 261-4200

HOTEL - The Doubletree Miami Airport

711 NW 72nd Avenue, Miami, FL 33126 • (305) 261-3800

Room rate: Single/double occupancy \$190/night + applicable taxes and fees. Please note the DoubleTree by Hilton Miami has a one-night minimum guarantee. You will be charged for one night if you cancel after reserving your hotel room. Visit WFFSA.org to book your reservation.

GAIN EXPOSURE

Multiple sponsorship opportunities are available at the 2019 FDC – get your name, company, product, and message in front of up to 1,000 floral professionals by investing in WF&FSA's premier event. Opportunities exist for any budget – visit wffsa.org/conference to learn how you can elevate your brand!

WFFSA.org

FDC 2019

FLORAL DISTRIBUTION CONFERENCE 2019 FEES

Wholesalers who register before October 2, 2019 will receive a buy-one-get-one registration fee **rebate**. What this means is all wholesalers who register more than one attendee will receive the second registration refunded to them after the event. Wholesalers **must physically attend** the Convention to receive the rebate. After the Convention, if attendance is confirmed, a refund for the buy-one-get-one will be processed to the same credit card used when completing this registration. If paying by check, a refund for the buy-one-get-one will be issued to the company issuing the check. Each wholesaler is required to pick up their own badge from the Registration Desk and we encourage wholesalers to bring as many company employees as possible as this will apply for all attendees. (Examples: if you bring four attendees, WF&FSA will refund two, bring six attendees, we will refund three, etc.)

REGISTRATION

By October 1

Member Registration – First Five (5) Attendees	\$225
Member Registration – All Other Attendees	\$175
Logistics Tour	\$50

October 2 – November 1

Member Registration – First Five (5) Attendees	\$275
Member Registration – All Other Attendees	\$225
Logistics Tour	\$75

After November 1

Member Registration – First Five (5) Attendees	\$325
Member Registration – All Other Attendees	\$100

CANCELLATIONS

In order to obtain a refund for conference registration fees, written notice of cancellation must be received at the WF&FSA office, by the dates noted below. If you must cancel your meeting registration, it is also your responsibility to cancel hotel room reservations. Please note the DoubleTree by Hilton Miami has a one-night minimum guarantee. You will be charged for one night if you cancel.

- By October 1, 2019 – for Full Refund
- After October 1, 2019 – No Refund, with the exception of a medical emergency to be received in writing at the WF&FSA office.

TABLE TOP

By September 10

Single (5' x 10')	\$2,000
Double (10' x 10')	\$4,000

After September 10

Single (5' x 10')	\$2,500
Double (10' x 10')	\$5,000

CANCELLATIONS

In order to obtain a refund for Table Top fees, written notice of cancellation must be received at the WF&FSA office, by the dates noted below.

- By September 6, 2019 – for Full Refund
- September 7 – October 4, 2019 – \$700 cancellation fee.
- After October 4, 2019 – no refund

To register and reserve a table top, visit **WFFSA.org**.

2019

FLORAL

Distribution Conference

CHANGING TIDES

November 5-7, 2019 • Miami Airport Convention Center • Miami, FL



REGISTER
NOW



WF&FSA

105 Eastern Avenue, Suite 104
Annapolis, MD 21403
1-410-940-6580
info@wffsa.org
WFFSA.org