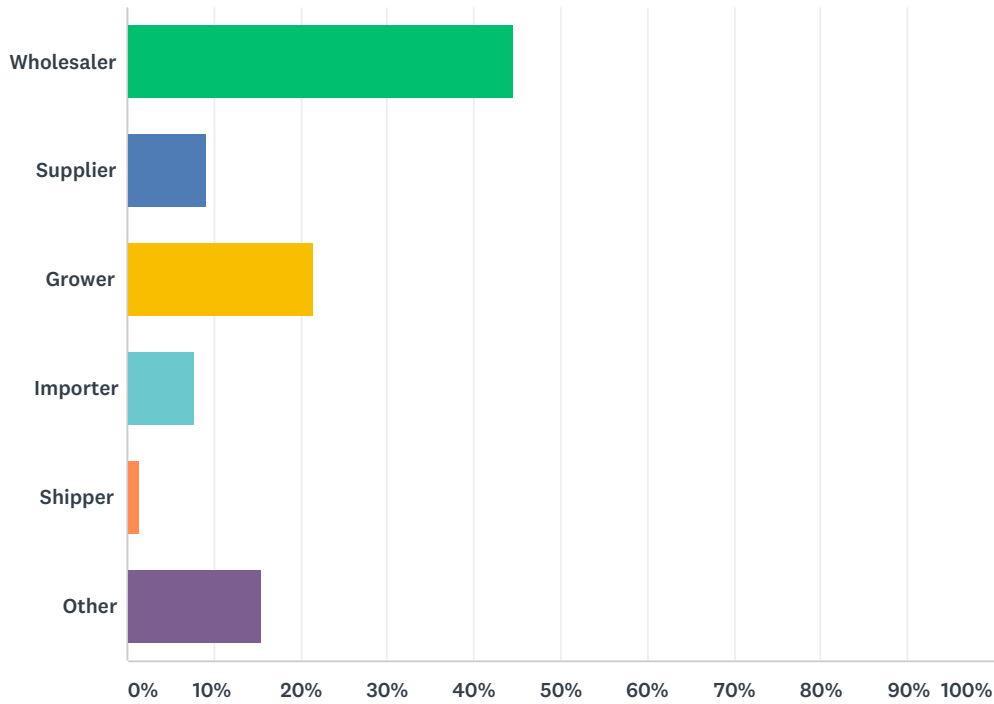


## Q1 Which of the following best describes your business?

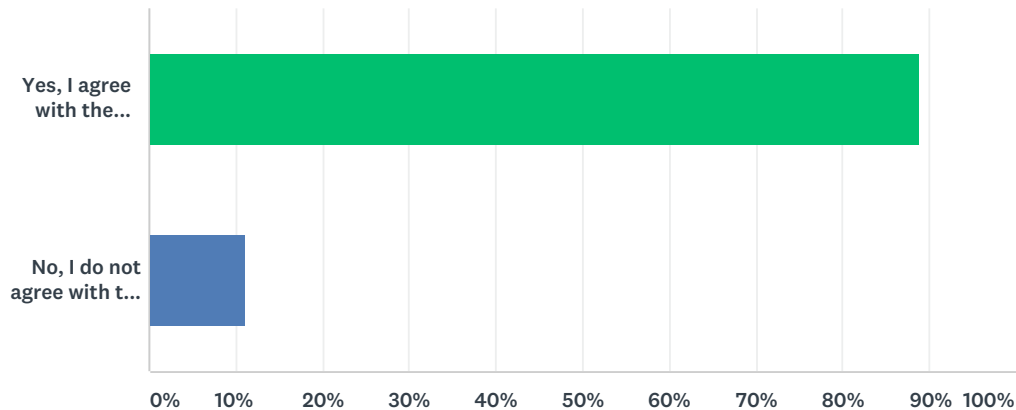
Answered: 65 Skipped: 1



ANSWER CHOICES	RESPONSES	
Wholesaler	44.62%	29
Supplier	9.23%	6
Grower	21.54%	14
Importer	7.69%	5
Shipper	1.54%	1
Other	15.38%	10
TOTAL		65

**Q2 This year, WF&FSA made a significant change to the Conference. We only allowed WF&FSA members to attend and exhibit in the Table Tops. Do you agree with this change and do you think it made a positive impact on the show?**

Answered: 63 Skipped: 3

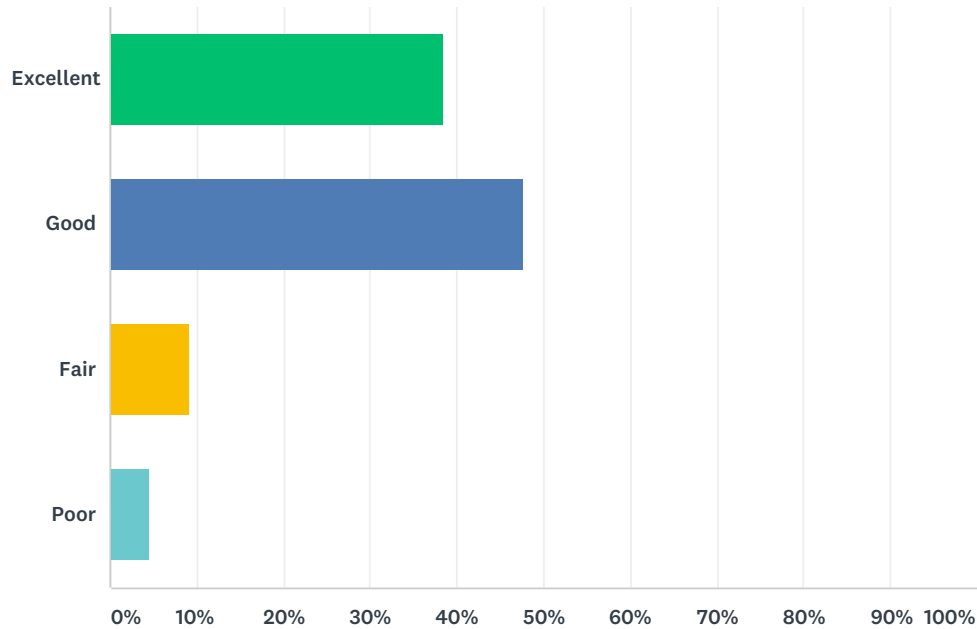


ANSWER CHOICES	RESPONSES	
Yes, I agree with the changes	88.89%	56
No, I do not agree with the changes	11.11%	7
Total Respondents: 63		

#	OTHER (PLEASE SPECIFY)	DATE
1	I think to attract wholesalers we need as many exhibitors as possible but a differential rate should be charged	10/31/2018 2:28 PM
2	I believe I still noticed non members attending the table top area. For example Dekker.	10/31/2018 10:39 AM
3	One past exhibitor / importer who was either excluded or just chose not to exhibit (not sure which) told me he completely understood and agreed with the policy.	10/26/2018 12:04 PM
4	long overdue	10/26/2018 11:13 AM
5	I did not notice who was not there	10/26/2018 11:09 AM
6	There were some members that wants to go in a see the things, but it was not possible because they do not have table	10/24/2018 8:46 AM
7	For newcomers who just want to feel how it is you should make a exception. To make it more friendly to get connected with WFFSA.	10/23/2018 3:17 PM
8	Could non-member Wholesalers come in the future and pay a higher rate to enter (and be in front of the exhibitors)?	10/19/2018 1:28 PM
9	some people were being allowed to come in without the bracelet	10/19/2018 12:33 PM

### Q3 How would you rate the overall value of attending WF&FSA's 2018 Floral Distribution Conference?

Answered: 65 Skipped: 1



ANSWER CHOICES	RESPONSES	
Excellent	38.46%	25
Good	47.69%	31
Fair	9.23%	6
Poor	4.62%	3
TOTAL		65

#	ADDITIONAL COMMENTS:	DATE
1	Not enough people visiting the booth. Networking was good. Need broader spectrum of growers. If always in FL you might consider discounting CA Growers to get more to attend.	10/31/2018 2:28 PM
2	Those who did not attend really missed out this year!	10/31/2018 10:58 AM
3	We sell hard good Floral Boxes and it seems the people that attended were Greenery buyers not hard goods.	10/31/2018 10:21 AM
4	there was not enough product displayed and there were not enough suppliers	10/26/2018 12:39 PM
5	I thought the panel with all the country to be good; however the seminar with the trends was very poor and a waste of time for me.	10/26/2018 11:22 AM
6	This was my first year attending and I had a great time!	10/23/2018 7:55 PM
7	The presentations where of great value to me, next year I'll have a tabletop as well. I missed some important figures in the game because I did not had a TT.	10/23/2018 3:17 PM
8	International Panel (Jim Daly) was outstanding. As table top company...NEED MORE WHOLESALERS	10/22/2018 3:26 PM

## 2018 WF&FSA Floral Distribution Conference Evaluation Survey

9	Appreciated the focus on getting wholesalers to attend. The sessions were very well done and having the table top room closed during the sessions and food in the sessions really helped. As a table top vendor previously, you missed the sessions because you didn't want to loose and opportunity to speak with a potential customer.	10/22/2018 3:25 PM
10	Could have used a little more focused educational sessions I believe.	10/19/2018 1:36 PM
11	could not attend. Business is just too robust in October	10/19/2018 12:51 PM
12	It's a great place to network with industry peers and to catch up on industry specific current events. The conferences were very interesting except the last one in the last day. I'm not sure that it caters so much to the WFFSA crowd. I thought it was more content geared towards SAF.	10/19/2018 12:47 PM
13	There were not enough people attending, felt empty at times	10/19/2018 12:20 PM
14	Buyers do not stay at the conference venue.	10/19/2018 12:13 PM
15	It seems that the amount of exhibitirs has decrease	10/19/2018 12:13 PM

## Q4 What were the Conference highlights for you, in terms of value to you and your company?

Answered: 49    Skipped: 17

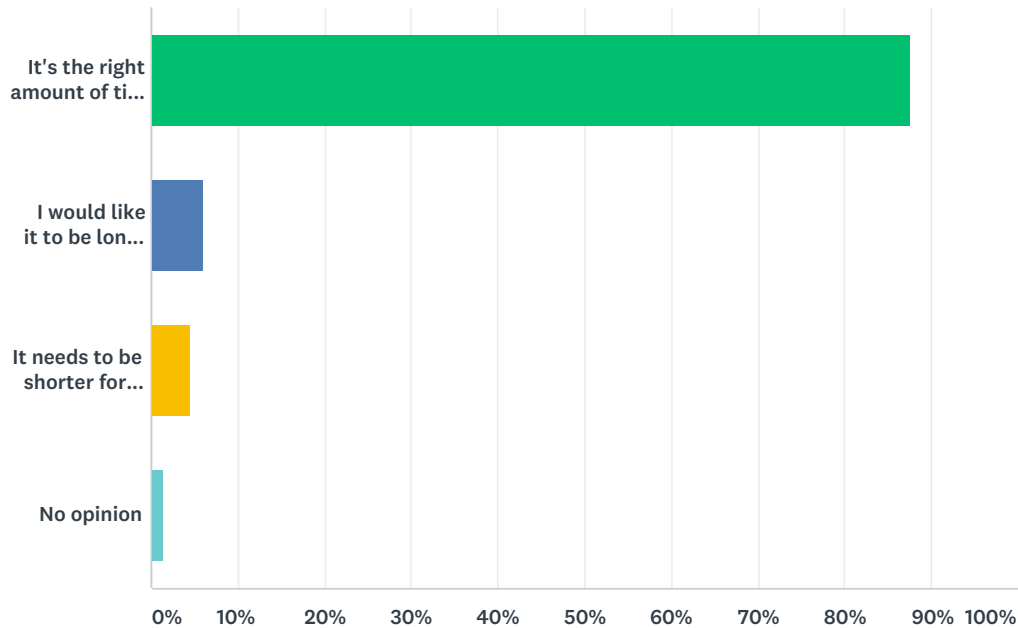
#	RESPONSES	DATE
1	Seeing old friends	10/31/2018 2:28 PM
2	Getting to learn more about the industry and meeting our vendors and other wholesalers	10/31/2018 1:27 PM
3	TABLETOPS DEREK'S TREND PRESENTATION FLOWERS AROUND THE WORLD PRESENTATION	10/31/2018 10:58 AM
4	Listening to the trends of the business, having customers & potential customers visually see our products in person at our booth, and meeting & greeting customers and potential customers & vendors.	10/31/2018 10:53 AM
5	The International perspective of floral distribution. The social format on first night seemed well received.	10/31/2018 10:37 AM
6	Table top networking	10/31/2018 10:31 AM
7	Networking	10/31/2018 10:21 AM
8	seeing growers	10/31/2018 10:12 AM
9	interacting with other growers is of great value	10/31/2018 10:10 AM
10	Feedback from Vendors and Networking	10/31/2018 9:45 AM
11	The International panel	10/30/2018 7:52 AM
12	Networking opportunities in the hospitality suites and out on the patio. Also the main educational session and Q&A.	10/26/2018 4:34 PM
13	Linking up with other wholesalers	10/26/2018 2:26 PM
14	Very nice conferences. Actual topics. great Job!	10/26/2018 1:45 PM
15	the opening of the conference was very nice.	10/26/2018 12:39 PM
16	Synergy from everyone being together.	10/26/2018 12:04 PM
17	Floral Trends seminar, best seminar I have heard in many years	10/26/2018 11:44 AM
18	Key Note Panel	10/26/2018 11:22 AM
19	I like the conference in Miami as i can meet with logistics and vendors all at the same time	10/26/2018 11:22 AM
20	visibility of so many wholesalers	10/26/2018 11:13 AM
21	The trends session with Derek Woodruff	10/26/2018 11:10 AM
22	Expose our new products to the customers and buyers	10/24/2018 8:46 AM
23	Meeting vendors and sales reps for the first time in person. It is easy for me to get caught up in the day to day, so being at the show was very beneficial to see what else our vendors have to offer. Also the presentations were very educational.	10/23/2018 7:55 PM
24	Once again: the presentations, really good, full of information and new aspects of the flowergame! Keep that going.	10/23/2018 3:17 PM
25	Interaction with other wholesalers	10/22/2018 3:50 PM
26	I liked a lot the setting where there are speeches during breakfast and lunch	10/22/2018 3:28 PM
27	International Panel - 5 star	10/22/2018 3:26 PM
28	Quality of conversation at the table tops, the panel around the world of flowers and the food...it was excellent.	10/22/2018 3:25 PM

## 2018 WF&FSA Floral Distribution Conference Evaluation Survey

29	Networking	10/22/2018 1:25 PM
30	The emerging of the Asian Market was impressive, can I get the presentation to share with my team?	10/22/2018 10:15 AM
31	speakers	10/20/2018 8:47 PM
32	Interpersonal - meeting people, both other wholesalers and vendors	10/19/2018 8:28 PM
33	Networking, face to face meeting of suppliers and other wholesale companies	10/19/2018 5:55 PM
34	Networking opportunities. Opening around the world was great - music not too loud so communication possible. Trade show floor was good	10/19/2018 1:36 PM
35	Networking. One place to see alot of current customers.	10/19/2018 1:28 PM
36	Customer Meetings Panel Discussion, excellent! Closing Table Tops to encourage more people to attend session during lunch Hospitality Suite -- very valuable to host customers and preview products in a social setting	10/19/2018 1:06 PM
37	The topics on the conferences were great, helped us on knowing the trends and emerging markets like china. But here is a thing, it was too cold inside the conference that i couldn't resist it, and most people was telling me the same	10/19/2018 1:06 PM
38	Connection to existing customers and vendors face to face. Smaller does not mean less value but more personal and not so rushed	10/19/2018 1:01 PM
39	As always we're able to meet face to face with dozens of customers in a fun and relaxed environment. The show is very valuable to us.	10/19/2018 12:47 PM
40	Ability to meet our customers	10/19/2018 12:42 PM
41	Good , serious, and very interested group of customers that attended this year. International Speakers from Holland, Asia and Africa really exposed a lot of interesting factors directly related to the flower industry around the world.	10/19/2018 12:33 PM
42	The conferences where good! And catching up with some clients.	10/19/2018 12:20 PM
43	networking	10/19/2018 12:13 PM
44	just getting to talk to others in the industry and meeting my vendors face to face	10/19/2018 12:11 PM
45	keynote panel presentation - bravo tabletop displays/trade fair	10/19/2018 12:08 PM
46	Derek's presentation	10/19/2018 12:08 PM
47	Networking	10/19/2018 12:07 PM
48	The networking	10/19/2018 12:05 PM
49	The changes were great, the networking at lunch and breakfast the panel and the closing presentation.	10/19/2018 12:05 PM

## Q5 Overall, how would you rate the length of the Conference?

Answered: 65 Skipped: 1

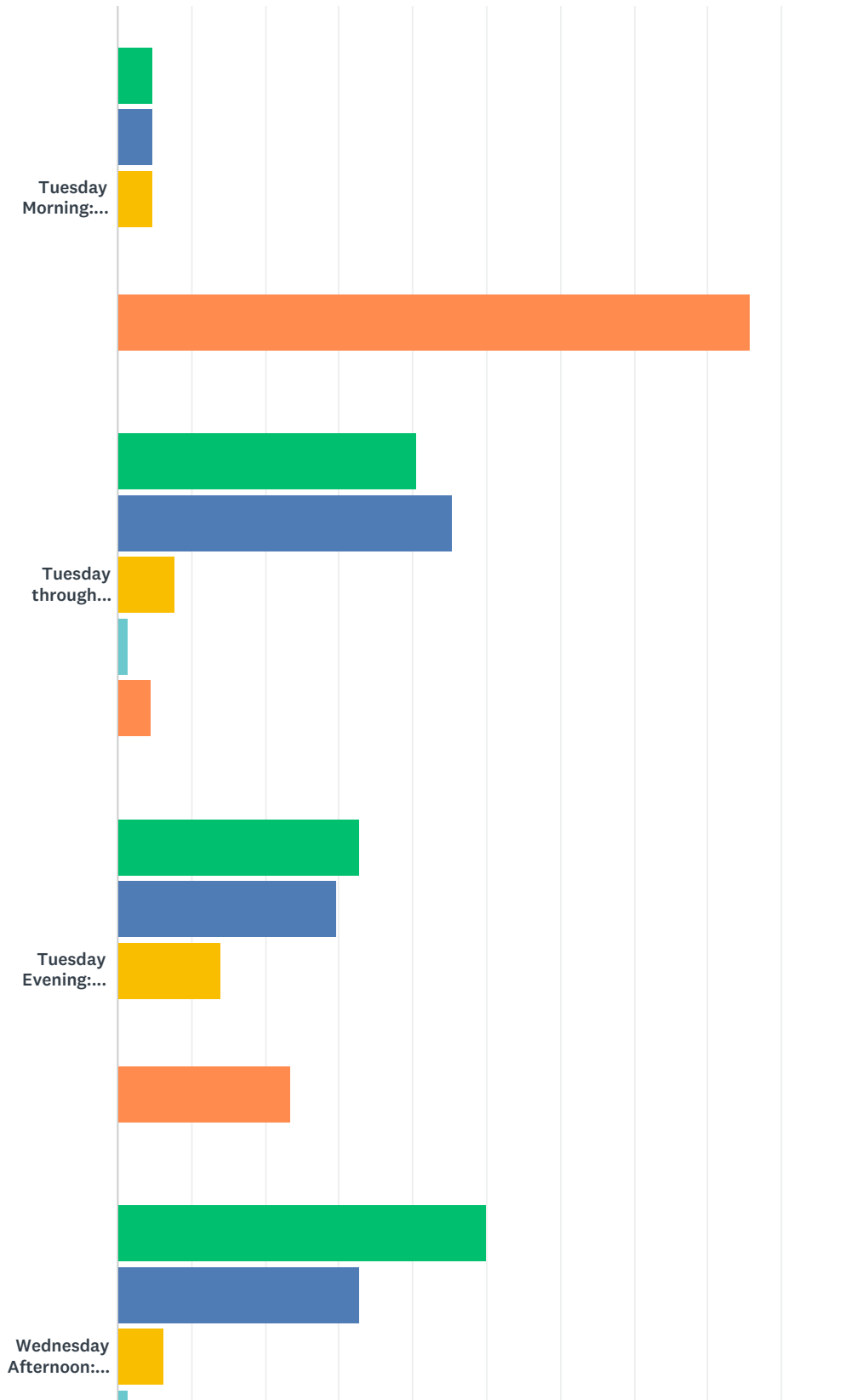


ANSWER CHOICES	RESPONSES	
It's the right amount of time for me to conduct business.	87.69%	57
I would like it to be longer so I could meet with more customers.	6.15%	4
It needs to be shorter for less time out of the office.	4.62%	3
No opinion	1.54%	1
<b>TOTAL</b>		<b>65</b>

#	ADDITIONAL COMMENTS:	DATE
1	less wffsa business time and more table top time	10/31/2018 10:14 AM
2	The last AM Session may not be needed	10/31/2018 9:45 AM
3	The half day on Thursday was tough as a lot of people leave early due to it only being 2 hours long on the last day	10/22/2018 10:37 AM
4	na	10/19/2018 1:56 PM
5	I would discontinue the Thursday last day.	10/19/2018 12:42 PM

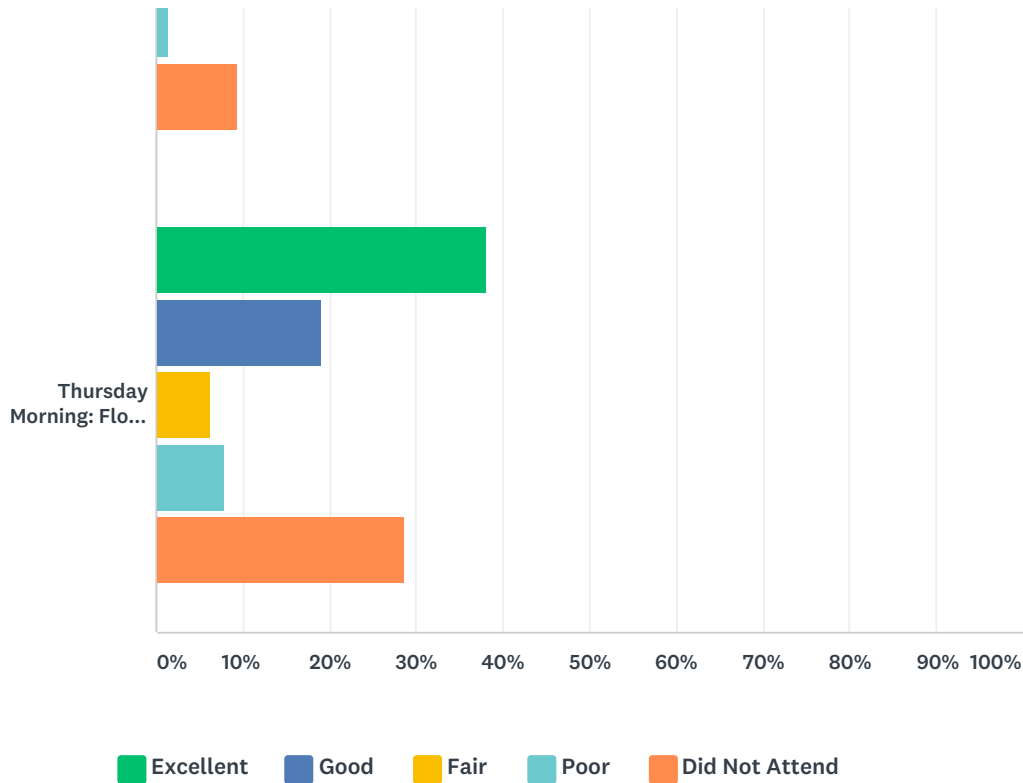
Q6 Please rate each of the business presentations, events and activities noted below. Do not rate any item not attended.

Answered: 64 Skipped: 2





## 2018 WF&FSA Floral Distribution Conference Evaluation Survey



	EXCELLENT	GOOD	FAIR	POOR	DID NOT ATTEND	TOTAL
Tuesday Morning: Logistics Tour	4.76% 3	4.76% 3	4.76% 3	0.00% 0	85.71% 54	63
Tuesday through Thursday: Table Top Exhibits	40.63% 26	45.31% 29	7.81% 5	1.56% 1	4.69% 3	64
Tuesday Evening: WF&FSA's Flowers Around the World Party	32.81% 21	29.69% 19	14.06% 9	0.00% 0	23.44% 15	64
Wednesday Afternoon: Trends in Global Flower Production (Panelists)	50.00% 32	32.81% 21	6.25% 4	1.56% 1	9.38% 6	64
Thursday Morning: Floral Trends Session presented by Derek C. Woodruff, AIFD, CFO, CF, PFCI	38.10% 24	19.05% 12	6.35% 4	7.94% 5	28.57% 18	63

#	COMMENTS ON PRESENTATIONS, SPEAKERS OR EVENTS	DATE
1	Logistics tour too short, would like to see more next time	10/31/2018 11:34 AM
2	I did not like the food. I thought it was scary to eat some of the fishy/seafood items & vegetarian burgers & desserts ; but I know that I am a minority on this issue. :)	10/31/2018 10:58 AM
3	Derek Woodruff did an amazing job! Loved his presentation. It was very interesting to hear everything the panelists had to say. Understanding the impact the floral industry has globally is an important part of our business.	10/31/2018 10:56 AM
4	Thursday perspective from customers nice change.	10/31/2018 10:37 AM
5	I thought Derek's presentation on trends was mediocre	10/31/2018 9:45 AM
6	several of his comments were not appropriate, he should have checked the audience before making comments, arrogant.	10/26/2018 11:44 AM
7	he said he was showing his favorite trends I thought it should be the biggest trends	10/26/2018 11:09 AM
8	Great addition to your event!	10/23/2018 3:17 PM
9	very informative but the Panel session was a little long	10/22/2018 3:50 PM

## 2018 WF&FSA Floral Distribution Conference Evaluation Survey

10	Mostly terrific...well done. Wasn't sure the Europe speaker was on topic like the others were for their regions. More like a sales pitch.	10/22/2018 3:25 PM
11	excellent	10/20/2018 8:47 PM
12	Derek was great	10/19/2018 5:55 PM
13	na	10/19/2018 1:56 PM
14	Most of the Production presentation on Wednesday was informative.	10/19/2018 1:36 PM
15	Move the food further into the rooms at the events/breakfasts in order to encourage attendees to spread out to all the tables and not just to one side.	10/19/2018 1:28 PM
16	Having a Global panel of presenters was excellent; shows collaboration and spoke to many different business types in the audience	10/19/2018 1:06 PM
17	it was too cold inside the conference that i couldn't resist it, and most people was telling me the same	10/19/2018 1:06 PM
18	The lightning from Tuesday evenings party could've been better. Too many bright lights placed horizontally made talking to people hard since it was too bright. Music volume was perfect.	10/19/2018 12:47 PM
19	Holland, Asia, and Africa Speakers were great.	10/19/2018 12:34 PM
20	excellent presentation- very well done and informative	10/19/2018 12:14 PM
21	Loved the film clips supporting wholesalers	10/19/2018 12:08 PM
22	Great and smart presenters with insight-full information.	10/19/2018 12:05 PM

## Q7 This year we introduced a new plated lunch format for the Keynote Session: "Trends in Global Flower Production". Let us know your thoughts on the presentation and format.

Answered: 51   Skipped: 15

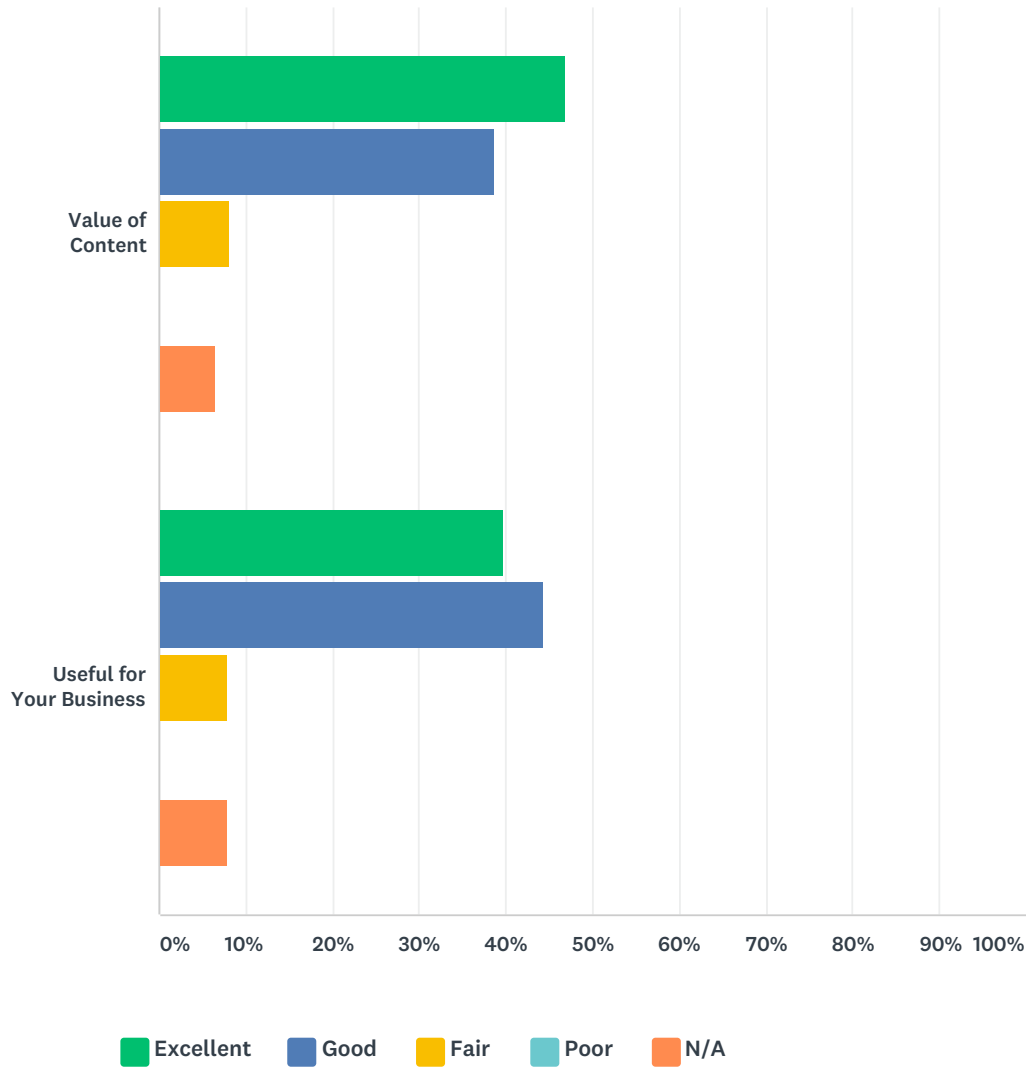
#	RESPONSES	DATE
1	I really enjoyed hearing from the different speakers from around the world	10/31/2018 1:27 PM
2	Very interesting! enjoy it.	10/31/2018 11:34 AM
3	It was one of the best meals, along with breakfast.	10/31/2018 10:58 AM
4	Lunch was very good.	10/31/2018 10:56 AM
5	presentation during lunch is a good time. I expected more of a interactive approach	10/31/2018 10:39 AM
6	Format worked well. Panel represented well.	10/31/2018 10:37 AM
7	Good	10/31/2018 10:26 AM
8	Did not attend	10/31/2018 10:21 AM
9	lunch was nice	10/31/2018 10:14 AM
10	it was good- interested to see if wholesale buyers saw value in it.	10/31/2018 10:10 AM
11	Very interesting and relevant to the Industry and future	10/31/2018 9:45 AM
12	I believe it was an extremely well formed panel with a nice insight view of other parts of our flower world and how it makes it all turn.	10/30/2018 7:53 AM
13	This was a great session and lunch was delicious.	10/26/2018 4:34 PM
14	excellent	10/26/2018 12:04 PM
15	FABULOUS, Lots of information not enough time, very timely	10/26/2018 11:44 AM
16	It was great.	10/26/2018 11:22 AM
17	Was nice to sit and listen	10/26/2018 11:22 AM
18	perfect... session and lunch at the same time	10/26/2018 11:16 AM
19	very helpful good information	10/26/2018 11:13 AM
20	This was a great idea	10/26/2018 11:10 AM
21	very nice	10/26/2018 11:09 AM
22	I did not attend	10/24/2018 8:50 AM
23	It was a great combination between great valuable entertainment and food	10/23/2018 3:17 PM
24	It was OK, but food was not great.	10/22/2018 3:50 PM
25	Excellent for me in general	10/22/2018 3:28 PM
26	It worked well.	10/22/2018 3:26 PM
27	Perfect. Only concern I had was for the speakers that had to present while we were eating. If they were comfortable with it, then i thought it was a great way to keep things rolling.	10/22/2018 3:25 PM
28	"Time saver	10/22/2018 1:25 PM
29	It was amazing and well done, can i get the presentation to share with my team?	10/22/2018 10:16 AM
30	fantastic	10/20/2018 8:47 PM
31	Much more organized and good to have the chance for everybody to listen to the presentation instead of having to man the table tops	10/19/2018 5:55 PM

## 2018 WF&FSA Floral Distribution Conference Evaluation Survey

32	na	10/19/2018 1:56 PM
33	Good - a little long though - some speakers not so clear	10/19/2018 1:36 PM
34	Very interesting.	10/19/2018 1:28 PM
35	-	10/19/2018 1:11 PM
36	Excellent presentaion; plated lunch was welcoming and the fact that table tops closed encouraged more attendees for the Keynote Session	10/19/2018 1:06 PM
37	was great!	10/19/2018 1:06 PM
38	pretty good panel	10/19/2018 1:02 PM
39	I think that it was great. This made everyone attend the keynote session and lunch, which was normally a waste of time, is now used in a productive way.	10/19/2018 12:47 PM
40	Presentation was solid with good content, downside is the volume of detail in time it took place was compressed too much	10/19/2018 12:42 PM
41	Great!!!	10/19/2018 12:34 PM
42	I liked it, just that the place was too cold to enjoy	10/19/2018 12:20 PM
43	excellent idea	10/19/2018 12:14 PM
44	couldn't attend	10/19/2018 12:13 PM
45	it was a lot of information. handouts would have been useful	10/19/2018 12:11 PM
46	excellent, perfect for our times, not done before-something new, lots of valuable and interesting information presented, provided a greater understanding of the U.S. and worldwide floral industry	10/19/2018 12:08 PM
47	Too long. Room was freezing	10/19/2018 12:08 PM
48	Informative and appreciated TT being closed	10/19/2018 12:07 PM
49	Great	10/19/2018 12:07 PM
50	Had dietary restrictions that were not considered or met. Could not eat the provided meals.	10/19/2018 12:07 PM
51	Great.	10/19/2018 12:05 PM

## Q8 What describes your overall feeling about the educational programs?

Answered: 63 Skipped: 3



	EXCELLENT	GOOD	FAIR	POOR	N/A	TOTAL
Value of Content	46.77% 29	38.71% 24	8.06% 5	0.00% 0	6.45% 4	62
Useful for Your Business	39.68% 25	44.44% 28	7.94% 5	0.00% 0	7.94% 5	63

#	ADDITIONAL COMMENTS:	DATE
1	Trends was very poor but the global market discussion was interesting	10/26/2018 11:22 AM
2	I was hoping for a little more education, perhaps an management type component.	10/26/2018 11:10 AM
3	na	10/19/2018 1:56 PM
4	Sharing global perspectives is important so that people from the industry have a wider vision of what's going on in the world.	10/19/2018 12:47 PM

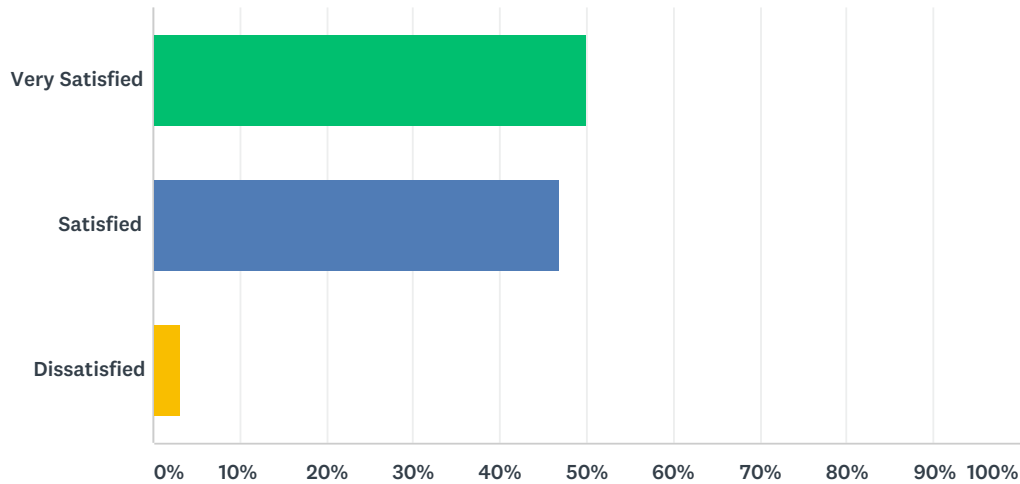
## Q9 If there are educational topics or speakers you would like to recommend for the 2019 Conference, please enter them here:

Answered: 18    Skipped: 48

#	RESPONSES	DATE
1	Helen Miller would make an excellent Floral Trends designer & speaker for the 2019 conference. She is an awesome knowledgeable designer with much to offer.	10/31/2018 10:56 AM
2	I believe on the same avenue where things went this year is the way of the future. Make the world smaller , so invite people from all continents as this year. I would like to see MORE interaction from the audience, meaning maybe have 10 or so questions ready from people (If if set up before hand) from the audience... I believe more interaction is good for our industry overall.	10/30/2018 7:53 AM
3	Climate changes and how to work with them	10/26/2018 1:51 PM
4	A program about shipping flowers on sea containers: how it works, what flowers work best and why, how long to different ports, cost, etc.	10/26/2018 12:04 PM
5	not sure right now but i can tell you the educational seminar in costa mesa in the summer was great	10/26/2018 11:22 AM
6	logistics	10/26/2018 11:13 AM
7	Management	10/26/2018 11:10 AM
8	None	10/24/2018 8:50 AM
9	keep on informing us on floral trends! Pantone of the year is a good use for us to predict trends, so maybe something on predicting trends?	10/23/2018 3:17 PM
10	Consumerism is king. Technology is the key.	10/22/2018 3:26 PM
11	Helen Miller, AIFD on Trends	10/22/2018 1:25 PM
12	not yet	10/22/2018 10:16 AM
13	Shorter seminars. Pre-printed material ahead of time with details to decide if it is worth the time to attend the session. If only there for 1 full and 2 half days I have to decide where to spend my time.	10/19/2018 1:56 PM
14	Succession Planning Hiring and Retaining good employees so I can ok when I leave the office and come to events like this.	10/19/2018 1:28 PM
15	-	10/19/2018 1:11 PM
16	Don't have any ideas at the time.	10/19/2018 12:47 PM
17	Industry Company / Farm Owners Queens Flowers, Elite Flowers, Passion Growers, Multiflora International, Natural Flowers, etc etc etc	10/19/2018 12:34 PM
18	Technology in the flower business	10/19/2018 12:07 PM

## Q10 How satisfied were you with the quality of Table Top Exhibits?

Answered: 62 Skipped: 4

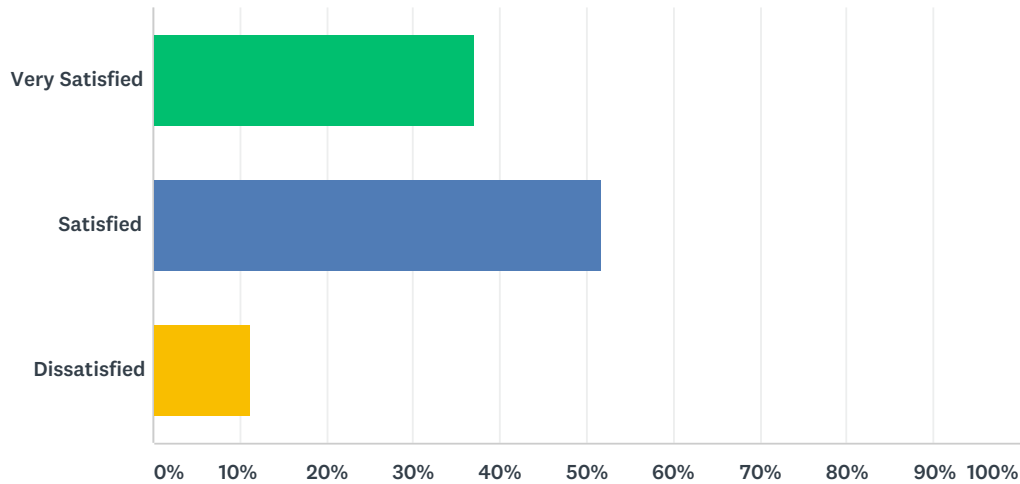


ANSWER CHOICES	RESPONSES	
Very Satisfied	50.00%	31
Satisfied	46.77%	29
Dissatisfied	3.23%	2
TOTAL		62

#	ADDITIONAL COMMENTS:	DATE
1	Just not enough wholesalers	10/31/2018 2:28 PM
2	Some farms could have done better. Better display, more flowers. But for the first-time displayers, maybe they didn't know the "normal" look.	10/31/2018 10:58 AM
3	We were a participant.	10/31/2018 10:39 AM
4	Did not attend	10/31/2018 10:21 AM
5	much nicer the amount of space and room	10/26/2018 11:22 AM
6	Surprised by the number of table tops that were paid for but left empty	10/19/2018 5:55 PM
7	na	10/19/2018 1:56 PM
8	We had a table top in the middle an it was great. However if I had a table top on the edges looking towards the walls I would have been very disappointed since it looked like you were around and not in the show.	10/19/2018 12:47 PM

## Q11 How satisfied were you with the number of Table Top Exhibits?

Answered: 62 Skipped: 4



ANSWER CHOICES	RESPONSES	
Very Satisfied	37.10%	23
Satisfied	51.61%	32
Dissatisfied	11.29%	7
TOTAL		62

#	ADDITIONAL COMMENTS:	DATE
1	I heard some farms that were displaying say that there were not enough.	10/31/2018 10:58 AM
2	Too many empty tables interspersed. If there were No Shows the Tables should be removed.	10/31/2018 9:45 AM
3	I see no reason to limit the number of exhibitors. The more the better!!!	10/26/2018 12:04 PM
4	many importers vendors didn't attend..... that have always attended	10/26/2018 11:44 AM
5	could have been a little more; and WFFSA needs to ensure proper distance between direct competitors	10/26/2018 11:13 AM
6	Could have been more I missed some important wholesalers	10/23/2018 3:17 PM
7	I felt badly for the vendors that were by unsold tables. Typically, at shows, once the cut-off for the space is complete, they would redo the layout to keep vendors from being by empty spots.	10/22/2018 3:25 PM
8	There were a lot of empty table tops. But the ones that were full were great!	10/22/2018 10:37 AM
9	na	10/19/2018 1:56 PM
10	We had some more space as exhibitors and since more customers attended, it was perfect! More time to spend with each one.	10/19/2018 1:11 PM
11	number has gone down	10/19/2018 12:14 PM
12	Most exhibitors had the same variety.	10/19/2018 12:07 PM



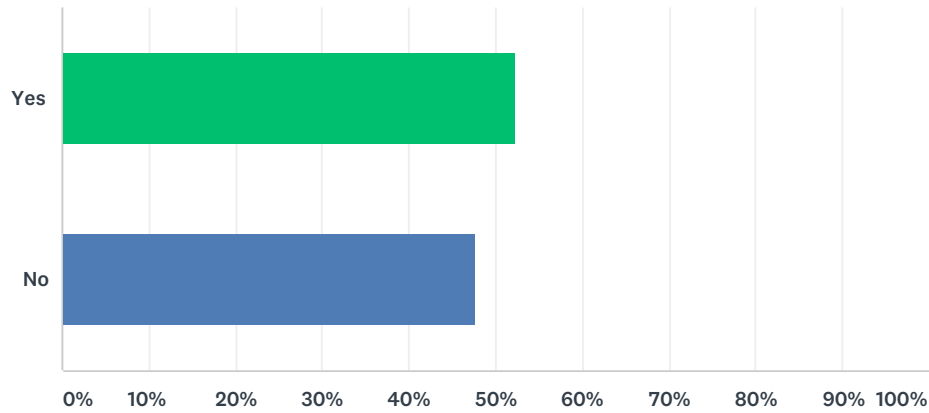
## Q12 What other companies would you like to see exhibit at the Table Tops?

Answered: 11    Skipped: 55

#	RESPONSES	DATE
1	A few more hard good vendors	10/31/2018 10:37 AM
2	bouquet makers	10/31/2018 10:14 AM
3	Maybe invite a small group (Maybe 5) of "SMALLER" farm/growers that WFFSA sponsors but exposes to wholesalers ?	10/30/2018 7:53 AM
4	fresca, queens,	10/26/2018 12:39 PM
5	any flower or supplier exhibitors willing to pay the price...	10/26/2018 12:04 PM
6	Cargo Agencies	10/22/2018 10:16 AM
7	breeders, suppliers	10/20/2018 8:47 PM
8	If in Miami- It would seem that 90+% of importers should attend. Whther it be cost or other fctors, their needs should be addressed to get 90% of importers that supply wholesale florist at the show as table tops.	10/19/2018 1:56 PM
9	What we had was perfect	10/19/2018 1:11 PM
10	Big wholesale	10/19/2018 12:20 PM
11	Co-op, Greenex, Ferntrust,	10/19/2018 12:17 PM

## Q13 Did you attend the hospitality suites?

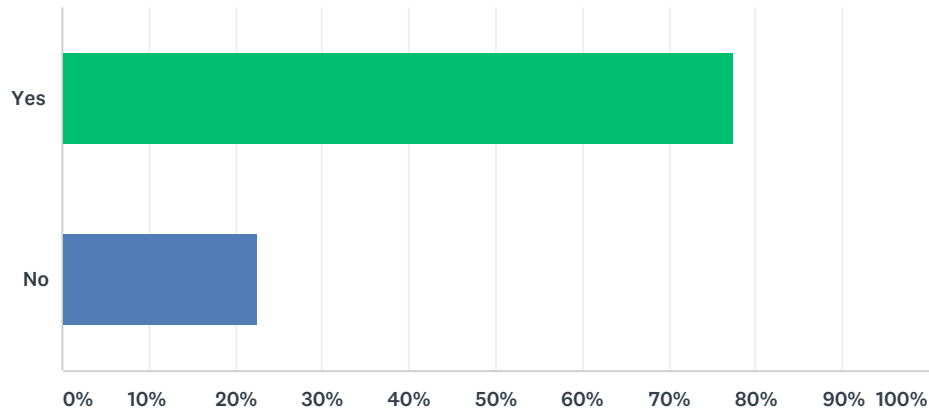
Answered: 65 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	52.31%	34
No	47.69%	31
Total Respondents: 65		

## Q14 If you attended the hospitality suites, did you like the format?

Answered: 40 Skipped: 26

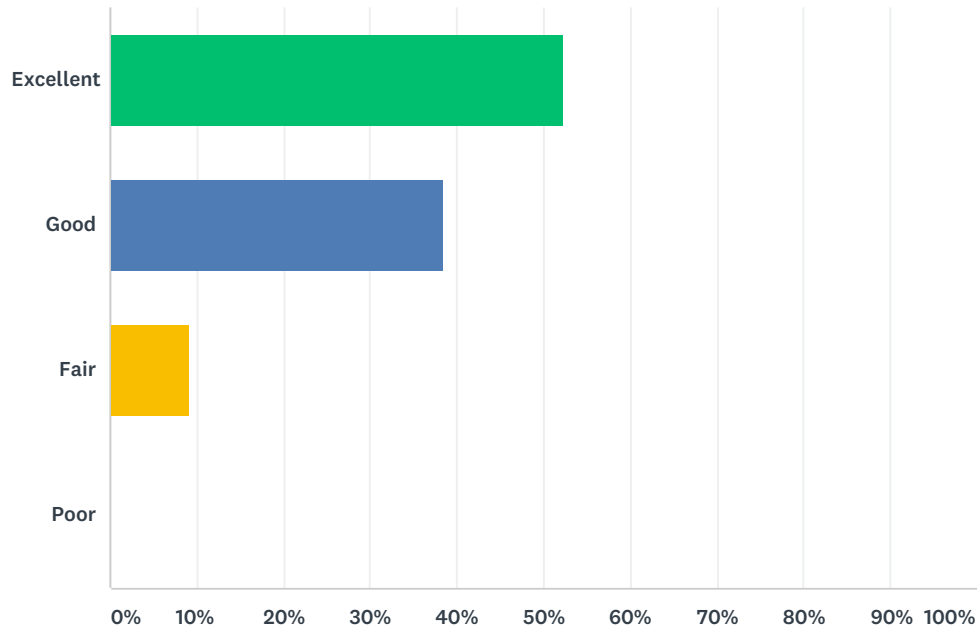


ANSWER CHOICES	RESPONSES	
Yes	77.50%	31
No	22.50%	9
Total Respondents: 40		

#	ANY RECOMMENDATIONS FOR AN ALTERNATIVE FORMAT?	DATE
1	They were a little crowded and noisie	10/31/2018 2:28 PM
2	We went out to dinner and did not have enough time. Next year we will not leave so that we have more time to network at this event.	10/26/2018 12:04 PM
3	needed more last year 8 or 10 this year 3	10/26/2018 11:09 AM
4	There were few of them and the rooms were too closed.	10/22/2018 3:29 PM
5	surprised only three companies participated.	10/19/2018 5:56 PM
6	Invited but Did not attend	10/19/2018 1:56 PM
7	Maybe time for a change from the suites	10/19/2018 1:36 PM
8	I think that hospitality suites are done. We need to come up with something better where more people can share. I also met a couple of people that were NOT registered in the show at the hospitality suites and this should be controlled better.	10/19/2018 12:47 PM
9	didnt attend	10/19/2018 12:14 PM
10	Figure out something new to keep group together	10/19/2018 12:07 PM

## Q15 What is your overall satisfaction with the networking opportunities?

Answered: 65 Skipped: 1

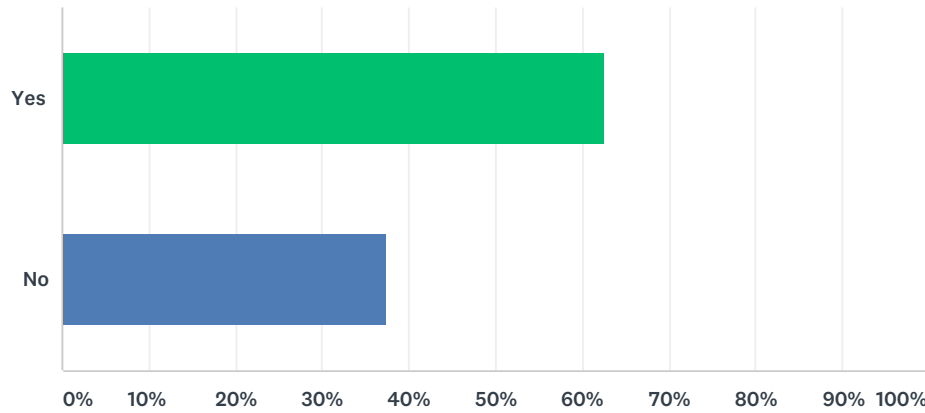


ANSWER CHOICES	RESPONSES	
Excellent	52.31%	34
Good	38.46%	25
Fair	9.23%	6
Poor	0.00%	0
TOTAL		65

#	ADDITIONAL COMMENTS:	DATE
1	to network as a newbie is more difficult, because the old dinosaurs know each other already. And they are sometimes sturdy with the newcomers	10/23/2018 3:22 PM
2	Great that there wasn't a loud band on the opening night so you could talk. The spot lights were annoying	10/19/2018 5:56 PM
3	na	10/19/2018 1:56 PM
4	Best show we've had.	10/19/2018 1:11 PM
5	most of buyers are taken away from the conference	10/19/2018 12:13 PM

## Q16 Did you download the Conference Mobile App?

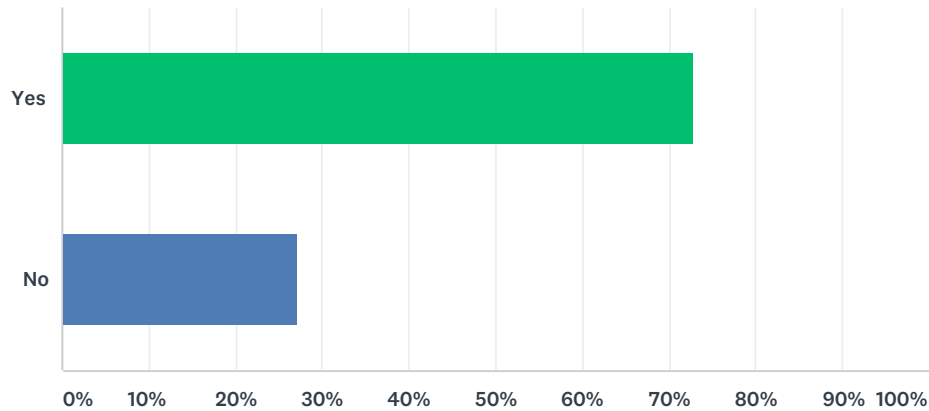
Answered: 64 Skipped: 2



ANSWER CHOICES		RESPONSES	
Yes		62.50%	40
No		37.50%	24
TOTAL			64

## Q17 If you downloaded the App, did you find this useful?

Answered: 44 Skipped: 22

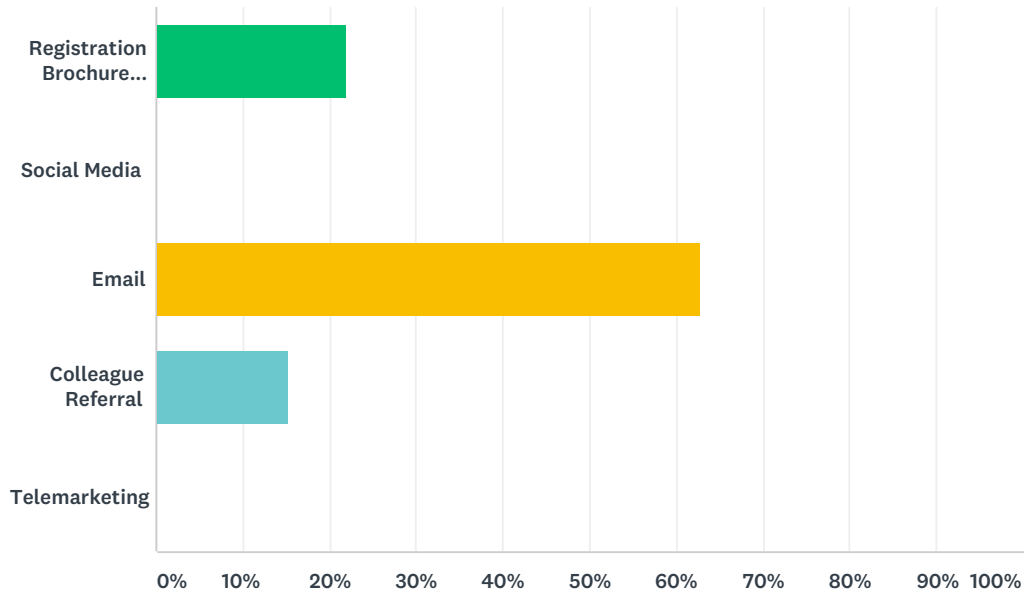


ANSWER CHOICES	RESPONSES	
Yes	72.73%	32
No	27.27%	12
TOTAL		44

#	COMMENTS:	DATE
1	I liked the app. It allowed me to find locations of sessions & table tops without having to carrying around paperwork or booklets.	10/31/2018 10:56 AM
2	somewhat	10/26/2018 11:14 AM
3	Used it every day. however found that a lot of the messages I sent out were not responded to. I wonder if the wholesalers realized the value.	10/22/2018 3:25 PM
4	sort of, it didn't seem that as many people used it as last year. I did like the daily email from wffsa each morning with the agenda, etc.	10/19/2018 5:56 PM
5	It was a nice touch. Not sure how helpful but used for agenda daily.	10/19/2018 1:56 PM
6	Don't find it useful since the show is in a small place. It would work great in a show twice the size and 3 times more customers.	10/19/2018 1:11 PM
7	Hard time with the access to the ap	10/19/2018 1:02 PM
8	Great to know how's going, the agenda (plus you can push the events to your own calendar which is great). Very valuable tool.	10/19/2018 12:47 PM
9	not applicable	10/19/2018 12:14 PM
10	Couldn't connect	10/19/2018 12:09 PM

## Q18 How did you hear about WF&FSA's 2018 Floral Distribution Conference?

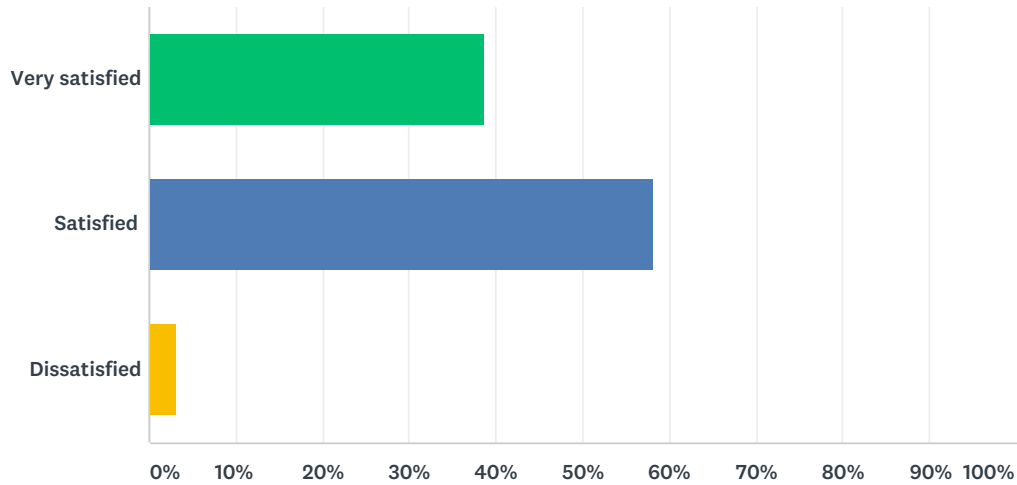
Answered: 59 Skipped: 7



ANSWER CHOICES	RESPONSES	
Registration Brochure (direct mail)	22.03%	13
Social Media	0.00%	0
Email	62.71%	37
Colleague Referral	15.25%	9
Telemarketing	0.00%	0
TOTAL		59

## Q19 How satisfied were you with the promotional materials you received prior to the event?

Answered: 62 Skipped: 4



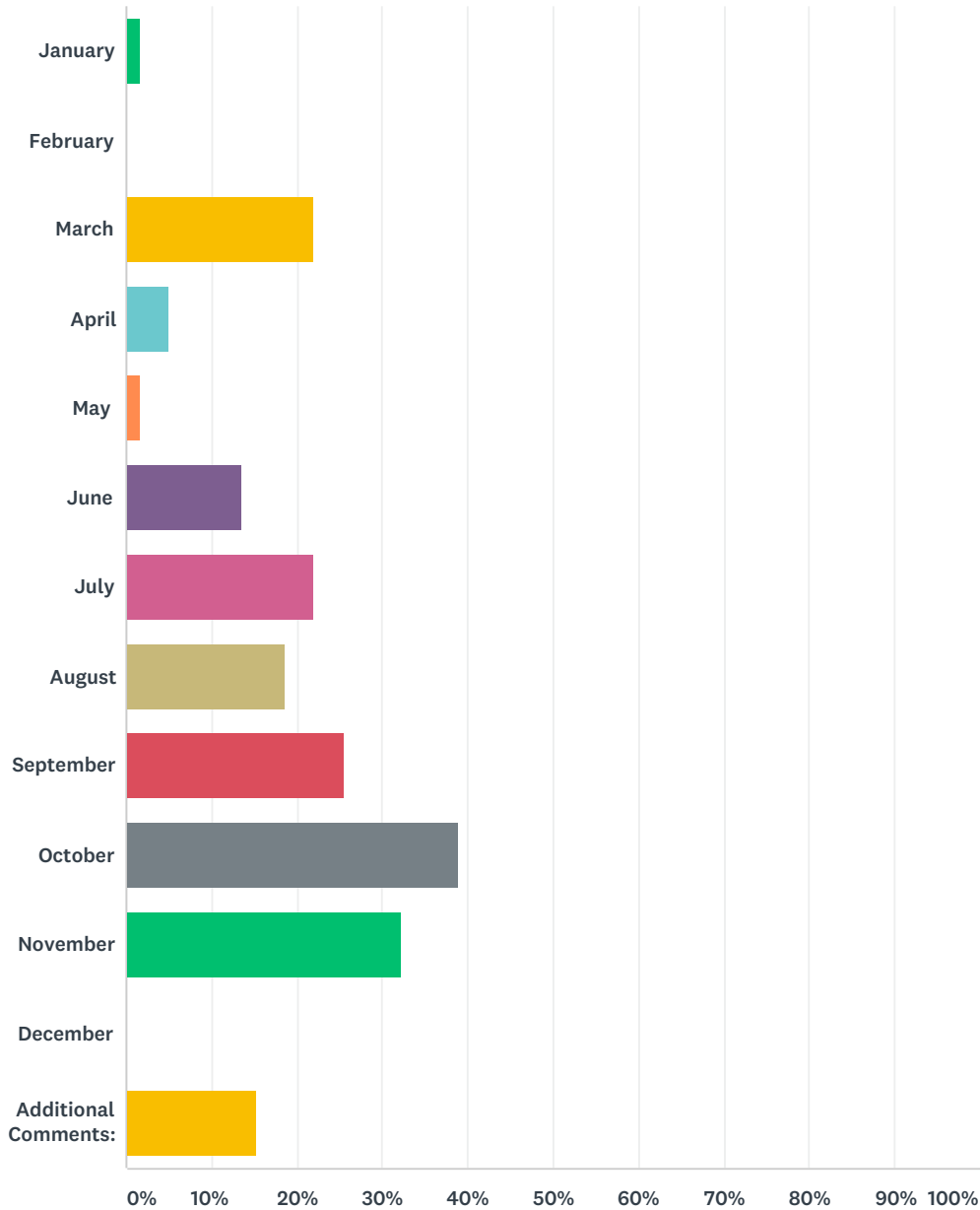
ANSWER CHOICES		RESPONSES	
Very satisfied		38.71%	24
Satisfied		58.06%	36
Dissatisfied		3.23%	2
TOTAL			62

#	ADDITIONAL COMMENTS:	DATE
1	NEED A MAP OF FLOOR LAYOUT	10/31/2018 10:14 AM
2	na	10/19/2018 1:56 PM
3	Love the way that the daily emails are sent out.	10/19/2018 12:47 PM



Q20 In an attempt to avoid conflicting with other industry events, WF&FSA is considering alternative months to host the Floral Distribution Conference. Which of the following month(s) would work best for you and your business?

Answered: 59 Skipped: 7



ANSWER CHOICES	RESPONSES	
January	1.69%	1
February	0.00%	0
March	22.03%	13

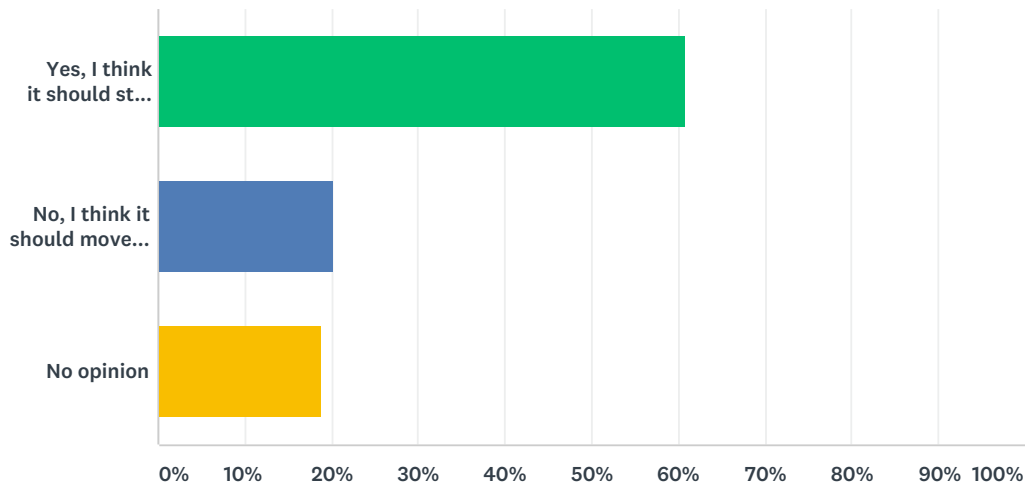
## 2018 WF&FSA Floral Distribution Conference Evaluation Survey

April	5.08%	3
May	1.69%	1
June	13.56%	8
July	22.03%	13
August	18.64%	11
September	25.42%	15
October	38.98%	23
November	32.20%	19
December	0.00%	0
Additional Comments:	15.25%	9
Total Respondents: 59		

#	ADDITIONAL COMMENTS:	DATE
1	It might be worth co-locating with PMA...same city same time	10/31/2018 2:28 PM
2	Lots of industry downtime after Valentine and into mid or late March.	10/31/2018 9:45 AM
3	not sure which months are good, not good would be February, March, April, May, but it's a good idea. not to compete with other shows at same time or a couple of week's before or after	10/26/2018 11:44 AM
4	3 week in October	10/26/2018 11:09 AM
5	October feels like our hardest month to buy. It has turned into our biggest wedding month. Makes it a little harder to get away from the office and also for vendors to attend.	10/23/2018 7:55 PM
6	A little separation between this show and the PMA show would be great as our company exhibits at both shows.	10/22/2018 10:37 AM
7	na	10/19/2018 1:56 PM
8	no preferences	10/19/2018 12:14 PM
9	No comment	10/19/2018 12:09 PM

## Q21 Do you think that the Floral Distribution Conference should always be located in Miami?

Answered: 64 Skipped: 2



ANSWER CHOICES	RESPONSES
Yes, I think it should stay in Miami	60.94% 39
No, I think it should move locations	20.31% 13
No opinion	18.75% 12
TOTAL	64

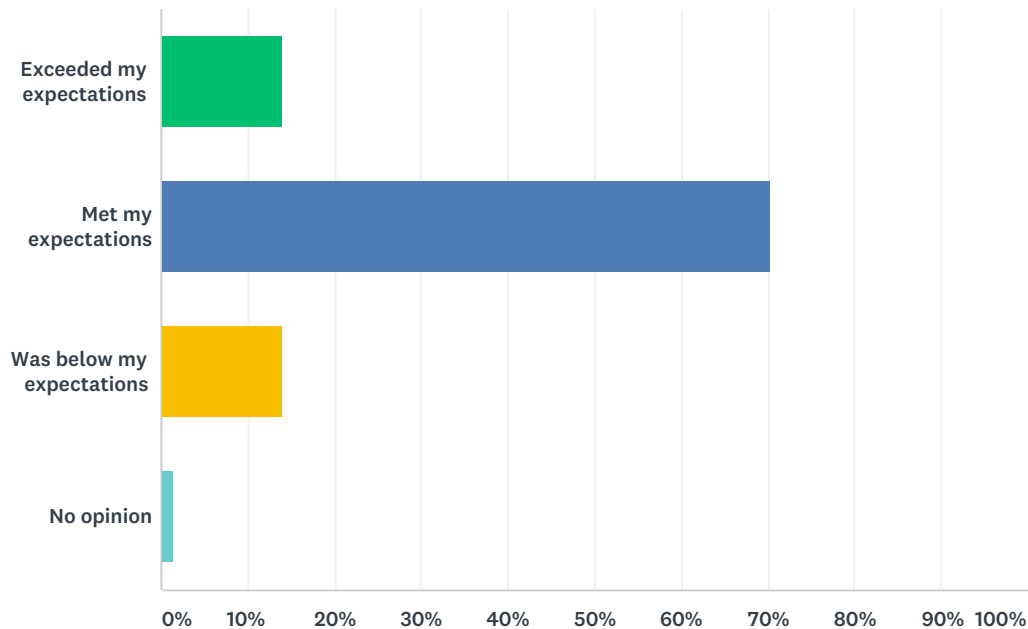
#	IF YOU THINK IT SHOULD MOVE, PLEASE PROVIDE LOCATION SUGGESTIONS:	DATE
1	It all depends on if you can get support. It is more expensive for out of area growers to attend vs those that live in the city.	10/31/2018 2:28 PM
2	west coast now & then.	10/31/2018 11:34 AM
3	In MIAMI, with a better hotel if possible.	10/31/2018 10:58 AM
4	If Miami, another venue.	10/31/2018 9:45 AM
5	i never say always to anything but i like the show in miami so i can meet with logistics companies as well as vendors at the same time	10/26/2018 11:22 AM
6	I dont have much experiece going but it seems like a good fit since that is where majority of the vendors are.	10/23/2018 7:55 PM
7	It's quite convenient for many people.	10/22/2018 3:29 PM
8	Large cities with an excellent convention center.	10/22/2018 1:25 PM
9	I'm not a fan of Miami (being a west coaster) but I do understand it's the only reasonable option.	10/19/2018 8:29 PM
10	I think that if it was not in Miami less people would attend as most companies are based in Miami and more of there staff can attend. I'm sure this hurts trying to attract wholesalers from other areas of the country however, and more wholesalers are who needs to attend to benefit the growers and suppliers.	10/19/2018 5:56 PM
11	na	10/19/2018 1:56 PM
12	This is probably the most central location for the industry plus people can learn about logistics. Doing it someplace else would remove the opportunity to learn how flowers are moved through the supply chain (at least seeing it in action).	10/19/2018 12:47 PM

## 2018 WF&FSA Floral Distribution Conference Evaluation Survey

13	Consider rotation so it is a different geographic region each year	10/19/2018 12:42 PM
14	I think Miami is a relevant location. The hotel is not ideal. I think a cleaner hotel would be better.	10/19/2018 12:17 PM

## Q22 How would you rate your overall experience at the Miami Airport Convention Center (MACC)?

Answered: 64 Skipped: 2

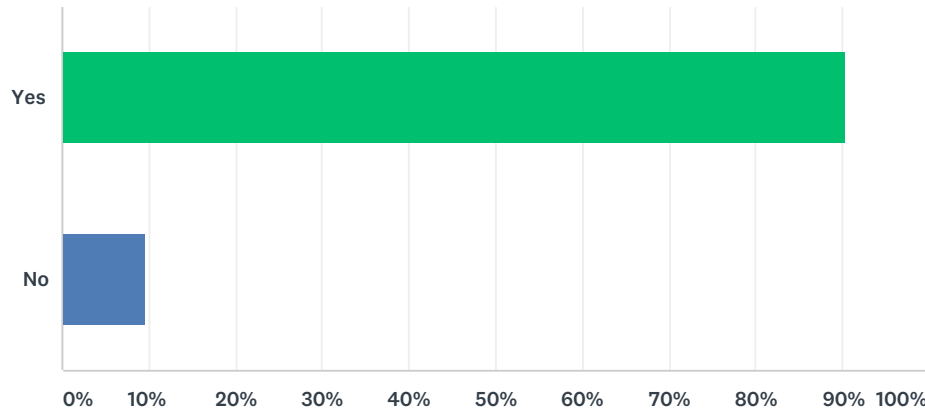


ANSWER CHOICES	RESPONSES	
Exceeded my expectations	14.06%	9
Met my expectations	70.31%	45
Was below my expectations	14.06%	9
No opinion	1.56%	1
<b>TOTAL</b>		<b>64</b>

#	ADDITIONAL COMMENTS:	DATE
1	It was OK. Not great but OK and accomplished what it needed to do.	10/31/2018 2:28 PM
2	...but was not clean. The pool area was not kept up.	10/31/2018 10:58 AM
3	Hotel is dated and in need of upgrade. Pool area was not up to par.	10/31/2018 10:37 AM
4	other than to cold in buildings	10/26/2018 2:27 PM
5	outdated	10/26/2018 11:14 AM
6	Was never able to logon to the WIFI in the convention center.	10/26/2018 11:10 AM
7	The Double Tree Hotel is sub-standard, shabby with the poorest lighting in the world.	10/22/2018 1:25 PM
8	paid parking without "in/out" policy is absurd.	10/20/2018 8:47 PM
9	The hotel started out not so great, and has gone downhill. Two of my party had to change rooms (with great difficulty) due to unusable facilities or cleanliness.	10/19/2018 8:29 PM
10	na	10/19/2018 1:56 PM
11	I think that the venue is average at best.	10/19/2018 12:47 PM
12	Long walk	10/19/2018 12:09 PM

## Q23 Do you plan to attend WF&FSA's 2019 Floral Distribution Conference?

Answered: 62 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	90.32%	56
No	9.68%	6
TOTAL		62

#	COMMENTS:	DATE
1	Our company probably will but I may not.	10/31/2018 2:28 PM
2	Undecided	10/31/2018 10:21 AM
3	if the number of presenters does not increase i have no reason to attend.	10/26/2018 12:39 PM
4	up to boss	10/26/2018 11:44 AM
5	Most likely yes, however it was very tough to leave the business short handed for several days.	10/19/2018 5:56 PM
6	I haven't attended a wffsa show since Atlanta prior to this year. I am not sure about next year yet.	10/19/2018 1:56 PM
7	only if the date changes	10/19/2018 12:51 PM
8	There was not enough people at the event	10/19/2018 12:20 PM
9	Haven't decided	10/19/2018 12:09 PM

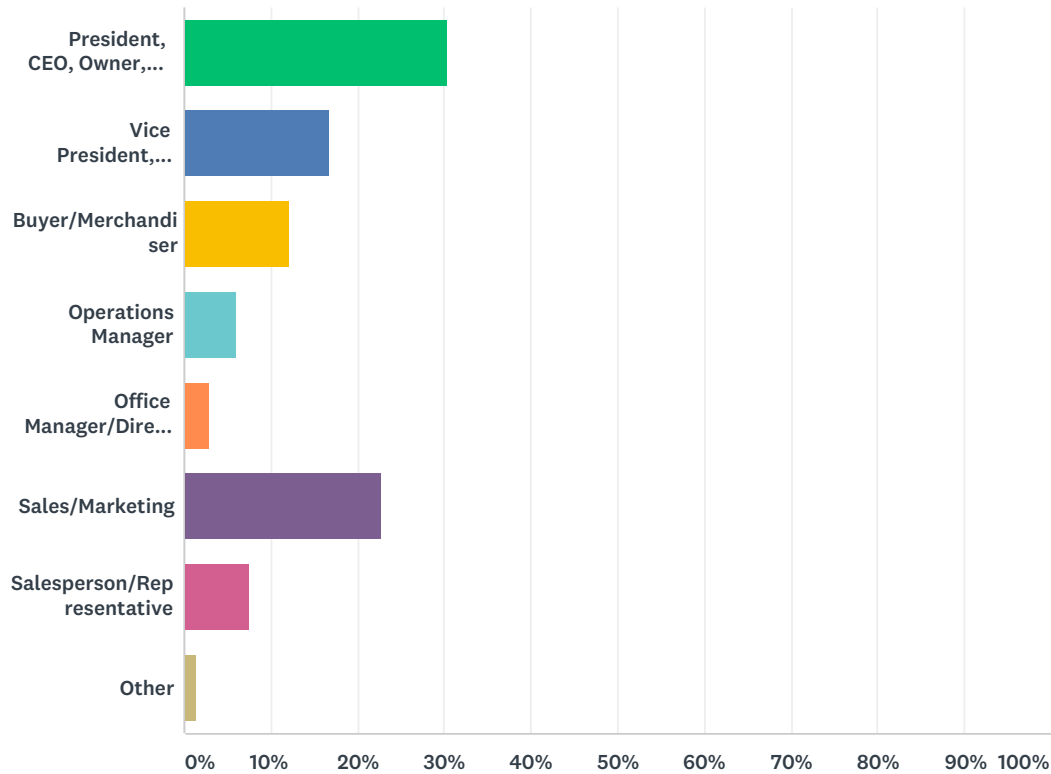
## Q24 What suggestions do you have for improving future WF&FSA Conferences?

Answered: 24 Skipped: 42

#	RESPONSES	DATE
1	None come to mind at this point	10/31/2018 2:28 PM
2	New Venue!	10/31/2018 10:58 AM
3	No Suggestions.	10/31/2018 10:56 AM
4	Perhaps some input from the mass market or Event companies.	10/31/2018 10:37 AM
5	need a map of the table top layout.	10/31/2018 10:14 AM
6	the conference needs to add more presenters with larger displays	10/26/2018 12:39 PM
7	I'd like to have more people come. Please keep the registration cost down for multiple people like you did with the BOGO or a significant discount for additional attendees.	10/26/2018 12:04 PM
8	more wholesalers or customers attending, or at least visiting the table top	10/26/2018 11:16 AM
9	better location in Miami	10/26/2018 11:14 AM
10	Work to make wholesalers more keen on the introduction of new varieties to improve their sales chances breaking a vicious circle in the market that is difficult to break only by breeders.	10/22/2018 3:29 PM
11	More wholesale operations AND more personnel from each wholesale operation	10/22/2018 3:26 PM
12	The large Wholesale groups have their meetings and many of their members do not attend the Table Top displays.	10/22/2018 1:25 PM
13	attract more quality visitors	10/19/2018 11:18 PM
14	Consider moving to a more "vacation-able" location - even if the cost has to increase some. It might attract more members who would otherwise stay on the fence.	10/19/2018 8:29 PM
15	Round table and/or networking session with just wholesalers so we could exchange information best practices	10/19/2018 5:56 PM
16	More importers/tabletops	10/19/2018 1:56 PM
17	Keep trying to beat what you did the prior year.	10/19/2018 1:29 PM
18	Badge Scanning that displays attendee's picture on a screen to eliminate people entering with borrowed badges. Even though there was the purple bracelet, there were still people that had badges turned backwards that were borrowed.	10/19/2018 1:11 PM
19	Get rid of the wrist band	10/19/2018 1:02 PM
20	Can't think of anything right now.	10/19/2018 12:47 PM
21	Sitting areas where customers can sit down to talk business with their suppliers.	10/19/2018 12:34 PM
22	Timing with other shows, pma was a huge thing for some people, allowing suppliers, growers and other people to attend without having a table top or being part of wffsa, just the fair entry price	10/19/2018 12:20 PM
23	have different options in pricing. ie if only interested on exhibitions and table top should not be paying for the entire event.	10/19/2018 12:14 PM
24	Try different location	10/19/2018 12:07 PM

## Q25 What comes close to describing your job title? (Check only one)

Answered: 66 Skipped: 0



ANSWER CHOICES	RESPONSES	
President, CEO, Owner, Partner	30.30%	20
Vice President, Director, GM, Secretary/Treasurer	16.67%	11
Buyer/Merchandiser	12.12%	8
Operations Manager	6.06%	4
Office Manager/Director	3.03%	2
Sales/Marketing	22.73%	15
Salesperson/Representative	7.58%	5
Other	1.52%	1
TOTAL		66