

2019  
**FLORAL**  
*Distribution Conference*

# CHANGING TIDES

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



REGISTER  
**NOW**



[WFFSA.ORG](http://WFFSA.ORG)



# SCHEDULE OF EVENTS

## MONDAY, NOVEMBER 4<sup>TH</sup>

2:00 PM – 6:30 PM      Committee Meetings

## TUESDAY, NOVEMBER 5<sup>TH</sup>

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 6<sup>TH</sup>

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 7<sup>TH</sup>

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

**T**his 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

**T**his 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 5<sup>TH</sup>

3:00 PM – 5:00 PM **(with Cash Bar)**

5:00 PM – 6:30 PM **Opening Party**

### WEDNESDAY, NOVEMBER 6<sup>TH</sup>

10:00 AM – 12:30 PM

2:30 PM – 5:00 PM

### THURSDAY, NOVEMBER 7<sup>TH</sup>

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](mailto:jforte@wffsa.org) or WF&FSA's Sales Coordinator, Mike Criscuoli, at [mcriscuoli@wffsa.org](mailto: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](mailto: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](http://wffsa.org/conference) for exclusive and exciting sponsorship options!

## **i** 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](http://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](http://wffsa.org/conference) to learn how you can elevate your brand!

[WFFSA.org](http://WFFSA.org)

# FDG 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	\$325
Logistics Tour	\$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**.

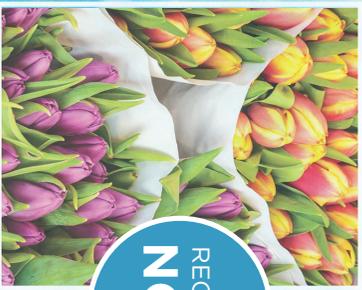
2019

# FLORAL

*Distribution Conference*

## CHANGING TIDES

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REGISTER  
NOW



**WF&FSA**

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Annapolis, MD 21403

1-410-940-6580

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[WFFSA.org](http://WFFSA.org)