

2021
FLORAL
Distribution Conference

The Doral • Miami, Florida
June 7-9, 2021



2021

Conference Sponsorship Kit

For Additional Questions:

Contact Cathy Vick, WF&FSA's Sales Development Manager at cvick@wffsa.org or 410-940-6580.

WFFSA.org

WF&FSA is pleased to announce **all new discount packages** for exhibitors.

Add a-la-carte sponsorship items to your package and **receive a 20% discount** on the additional items.

BRANDING PACKAGE I - \$5,500

More than \$2,000 in savings as a package!

- One 5' x 10' exhibit booth space (single booth)
- One attendee registration
- Stronger Together party sponsor; includes your design on a preferred pillar on the Grand Foyer Patio
- One Walkway Awning Flag with logo
- Company logo on WF&FSA's FDC website page linked to your website
- Onsite conference signage recognition
- Conference podium recognition
- Recognition in WF&FSA's newsletter as a sponsor, includes logo linked to your website
- Recognition as a sponsor on WF&FSA's social media channels before and after the event

BRANDING PACKAGE II - \$7,000

More than \$2,500 in savings as a package!

- One 10' x 10' exhibit booth space (double booth)
- One attendee registration
- Stronger Together party sponsor; includes your design on a preferred pillar on the Grand Foyer Patio
- Two Walkway Awning Flags with logo
- Company logo on WF&FSA's FDC website page linked to your website
- Onsite conference signage recognition
- Conference podium recognition
- Recognition in WF&FSA's newsletter as a sponsor, includes logo linked to your website
- Recognition as a sponsor on WF&FSA's social media channels before and after the event

**Best
Value**

PRODUCT PACKAGE I - \$6,500

More than \$2,000 in savings as a package!

- One 5' x 10' exhibit booth space (single booth)
- One attendee registration
- One 15-30 second commercial shown before and after FDC on WF&FSA social channels
- 10-minute product presentation time slot
- Company meeting room to close the deal (4-hour time slot)
- One Walkway Awning Flag with logo
- Company logo on WF&FSA's FDC website page linked to your website
- Onsite conference signage recognition
- Conference podium recognition
- Recognition in WF&FSA's newsletter as a sponsor, includes logo linked to your website
- Recognition as a sponsor on WF&FSA's social media channels before and after the event

PRODUCT PACKAGE II - \$8,000

More than \$2,500 in savings as a package!

- One 10' x 10' exhibit booth space (double booth)
- One attendee registration
- One 15-30 second commercial shown before and after FDC on WF&FSA social channels
- 10-minute product presentation time slot
- Company meeting room to close the deal (4-hour time slot)
- Two Walkway Awning Flags with logo
- Company logo on WF&FSA's FDC website page linked to your website
- Onsite conference signage recognition
- Conference podium recognition
- Recognition in WF&FSA's newsletter as a sponsor, includes logo linked to your website
- Recognition as a sponsor on WF&FSA's social media channels before and after the event

**Best
Value**

FDC2021

A-La-Carte Sponsorships

**ELEVATE YOUR COMPANY'S PRESENCE
AND SUPPORT WF&FSA'S FLORAL
DISTRIBUTION CONFERENCE**

Save when you purchase one of the ALL NEW sponsorship packages!

All sponsorships include
acknowledgment as a sponsor on
the FDC web page at WFFSA.org,
onsite conference signage, and
podium recognition.

Lanyards - \$1,500

Your company name or tag line will
be printed on name badge lanyards
worn during FDC.

Tote Bags - \$3,000

Your company's logo on all
attendee's bags as they gather items
from Table Tops.

Room Keys - \$3,000

Your company's logo/
artwork on every
attendee's hotel room
keys (double sided).

WF&FSA Floral Designer - \$5,000

Every room, session, and event will
have your flowers on display as a
sponsor with signage!

Pens - \$2,000 (2 Available)

Your company's logo will be on all
pens during the conference. It's a
great way to show off your company
because everybody needs a pen and
will grab yours!

Conference Mobile App - \$3,000

Sponsor this item and when
attendees access the App to see the
schedule, they will see your logo
front and center!

Phone Wallets - \$3,000

Add your logo to card
holders that go on
the back of attendee's
smart phones and/or
name badges.

Charging Table Together Again Opening Party - \$2,000 (2 Available)

Sponsor a custom
branded charging table
to be placed on the
Grand Patio during
the WF&FSA Together
Again Opening Party.

Charging Locker - \$3,500 (3 Available)

Sponsor a branded
charging locker for
attendees to quickly
charge their devices.
Includes custom
wrapping on the tower
and a customized
video to play
throughout the show.

Walkway Awning Flag - \$225 ea. (24 Available)

Your personalized flag
adorns the walkway
from sleeping rooms to
the conference space.

Grand Patio Pillars - \$750 per side (14 Available)

WF&FSA's Together
Again Opening
Party and the
Morning Hospitality
Networking Event
will be held on the
Grand Patio. Brand
the pillars facing the windows to the
Convention with your logo!

Networking Lunch: Business Session - \$5,000

Luncheon Presentation: Tuesday,
June 8, 2021; 12:30 pm – 2:30 pm.
Start off the session with a brief
introduction about yourself and your
company.

Keynote Address on Leadership - \$5,000

Morning Presentation: Wednesday,
June 9, 2021; 8:30 am – 10:30 am.
Say something about yourself and
your company when you introduce
the speaker.

Together Again Opening Party - \$3,000 (14 available)

Tuesday, June 8, 2021; 5:00 pm –
6:30 pm on the Grand Patio. Includes
your logo on all marketing materials
and signage for the party, and your
design on the Grand Patio pillars
facing the patio.

