

**2021**  
**FLORAL**  
*Distribution Conference*

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

A background image of a dining table set for a conference, featuring a large, lush floral centerpiece with greenery and flowers. The table is set with white linens, glassware, and plates. People are seated at the table, and a server is pouring wine.

# 2021

## Conference Sponsorship Kit

**For Additional Questions:**

Contact Cathy Vick, WF&FSA's Sales Development Manager at [cvick@wffsa.org](mailto: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.

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| <p><b>BRANDING PACKAGE I - \$5,500</b><br/><b>More than \$2,000 in savings as a package!</b></p> <ul style="list-style-type: none"> <li>• One 5' x 10' exhibit booth space (single booth)</li> <li>• One attendee registration</li> <li>• Stronger Together party sponsor; includes your design on a preferred pillar on the Grand Foyer Patio</li> <li>• One Walkway Awning Flag with logo</li> <li>• Company logo on WF&amp;FSA's FDC website page linked to your website</li> <li>• Onsite conference signage recognition</li> <li>• Conference podium recognition</li> <li>• Recognition in WF&amp;FSA's newsletter as a sponsor, includes logo linked to your website</li> <li>• Recognition as a sponsor on WF&amp;FSA's social media channels before and after the event</li> </ul>   | <p><b>BRANDING PACKAGE II - \$7,000</b><br/><b>More than \$2,500 in savings as a package!</b></p> <ul style="list-style-type: none"> <li>• One 10' x 10' exhibit booth space (double booth)</li> <li>• One attendee registration</li> <li>• Stronger Together party sponsor; includes your design on a preferred pillar on the Grand Foyer Patio</li> <li>• Two Walkway Awning Flags with logo</li> <li>• Company logo on WF&amp;FSA's FDC website page linked to your website</li> <li>• Onsite conference signage recognition</li> <li>• Conference podium recognition</li> <li>• Recognition in WF&amp;FSA's newsletter as a sponsor, includes logo linked to your website</li> <li>• Recognition as a sponsor on WF&amp;FSA's social media channels before and after the event</li> </ul> <p><b>Best Value</b></p>   |
| <p><b>PRODUCT PACKAGE I - \$6,500</b><br/><b>More than \$2,000 in savings as a package!</b></p> <ul style="list-style-type: none"> <li>• One 5' x 10' exhibit booth space (single booth)</li> <li>• One attendee registration</li> <li>• One 15-30 second commercial shown before and after FDC on WF&amp;FSA social channels</li> <li>• 10-minute product presentation time slot</li> <li>• Company meeting room to close the deal (4-hour time slot)</li> <li>• One Walkway Awning Flag with logo</li> <li>• Company logo on WF&amp;FSA's FDC website page linked to your website</li> <li>• Onsite conference signage recognition</li> <li>• Conference podium recognition</li> <li>• Recognition in WF&amp;FSA's newsletter as a sponsor, includes logo linked to your website</li> <li>• Recognition as a sponsor on WF&amp;FSA's social media channels before and after the event</li> </ul> | <p><b>PRODUCT PACKAGE II - \$8,000</b><br/><b>More than \$2,500 in savings as a package!</b></p> <ul style="list-style-type: none"> <li>• One 10' x 10' exhibit booth space (double booth)</li> <li>• One attendee registration</li> <li>• One 15-30 second commercial shown before and after FDC on WF&amp;FSA social channels</li> <li>• 10-minute product presentation time slot</li> <li>• Company meeting room to close the deal (4-hour time slot)</li> <li>• Two Walkway Awning Flags with logo</li> <li>• Company logo on WF&amp;FSA's FDC website page linked to your website</li> <li>• Onsite conference signage recognition</li> <li>• Conference podium recognition</li> <li>• Recognition in WF&amp;FSA's newsletter as a sponsor, includes logo linked to your website</li> <li>• Recognition as a sponsor on WF&amp;FSA's social media channels before and after the event</li> </ul> <p><b>Best Value</b></p> |

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.

**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.



**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!



**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.



**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.



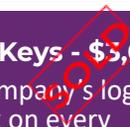
**Charging Locker - \$3,500 (3 Available)**

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.



**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!

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

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



**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.