

2021 FLORAL *Distribution Conference*

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



STRONGER TOGETHER
BETTER THAN EVER

WFFSA.ORG

Letter from the PRESIDENT

It's Time for FDC 2021!



It is my honor and privilege to invite you to join me and fellow WF&FSA members June 7-9, 2021 in sunny Miami, Florida for WF&FSA's 2021 Floral Distribution Conference. This show has been moved to the spring, which is something WF&FSA has wanted to do for some time now, to allow our members the opportunity to kick off 2021 with the FDC. And, after the year we have had, nothing makes me happier than the thought of getting together for three days of successful business networking with colleagues and friends. WF&FSA's leadership and staff has been hard at work designing a program that keeps our attendees' health at the forefront of planning, while also providing an interactive, fun and educational experience you have come to expect from FDC.

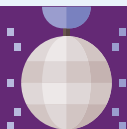
Will this year look different? Yes, it will. But we can meet with each other – many of us for the first time in almost a year – safely and conveniently under one roof. Just that alone is well worth the price of admission. And, WF&FSA and the Doral have implemented extensive safety protocols to ensure the best possible experience for our attendees. I have found what I have learned to be incredibly positive and I encourage you to learn more about these new measures by visiting the WF&FSA website at wffsa.org.

Business continues to move forward, and I look forward to the opportunity for us all to gather and put 2020 behind us as we focus on the future of the wholesale floral industry. Check out this brochure and all the show has to offer – we look forward to seeing you in Miami!

Tim Dewey

WF&FSA President

DVFlora



WF&FSA Together Again Party

Tuesday, June 8 | 6:00 PM – 8:00 PM

2019 seems a lifetime ago. We are so excited to come together again and reconnect with friends, share stories, make memories, and celebrate how we are conquering these tough times—stronger together, better than ever.

Join us on the DJT Grand Patio offering great interactive games, entertainment, and a time of reflection and laughter with fellow colleagues.

Visit wffsa.org/conference for exclusive and exciting sponsorship opportunities.

SCHEDULE

of events



Sunday, June 6

9:00 AM – 12:00 PM	Company Meeting Rooms	
1:00 PM – 4:00 PM	Company Meeting Rooms	
2:30 PM – 6:30 PM	Committee Meetings	
	Marketing Committee	Lantana
	Education Committee	Rose
6:30 PM – 8:30 PM	Committee Dinner	Living Room Lounge

Monday, June 7

7:00 AM – 6:00 PM	Registration Desk	DJT Registration
7:00 AM – 2:00 PM	Table Top Set Up	DJT G-L
8:00 AM – 11:00 AM	Board Breakfast & Meeting	Magnolia
9:00 AM – 12:00 PM	Company Meeting Rooms	
1:00 PM – 4:00 PM	Company Meeting Rooms	
2:30 PM – 3:00 PM	VIP Reception	DJT West Foyer
3:00 PM – 5:00 PM	Table Tops Open with Cash Bar	DJT G-L
5:00 PM – 6:30 PM	Opening Party in Table Tops	DJT G-L
6:30 PM	Open Evening	

Tuesday, June 8

8:30 AM – 5:00 PM	Registration Desk	DJT Registration
9:00 AM – 10:30 AM	Morning Hospitality with Networking & Discussion	DJT North Foyer/ Grand Patio
9:00 AM – 12:30 PM	Table Tops Open	DJT G-L
9:00 AM – 12:00 PM	Company Meeting Rooms	
12:30 PM – 2:30 PM	Networking Lunch: Business Session President’s Address & LTK Award (with Lunch, Table Tops Closed)	DJT A-F
1:00 PM – 4:00 PM	Company Meeting Rooms	
2:30 PM – 5:00 PM	Table Tops Open	DJT G-L
6:00 PM – 8:00 PM	WF&FSA Together Again Party	DJT Grand Patio

Wednesday, June 9

8:00 AM – 12:30 PM	Registration Desk	DJT Registration
8:00 AM – 8:30 AM	Attendee Breakfast “What A Year It’s Been” Photo Slideshow	DJT North Foyer
8:30 AM – 10:30 AM	Incoming President’s Address Helping Leaders Perform Better, Mike Staver	DJT A-F
10:30 AM – 12:30 PM	Table Tops Open	DJT G-L
12:30 PM – 2:30 PM	Table Tops Break Down	DJT G-L
1:00 PM – 4:00 PM	Company Meeting Rooms	

KEYNOTE SESSION



Wednesday, June 9



Morning Presentation: 8:30 AM – 10:30 AM
Helping Leaders Perform Better
Presented By: Mike Staver, Leadership Expert

Do you want to become a better leader, especially in times when you don't know what lies ahead? Join your fellow WF&FSA attendees for this insightful and inspirational talk to learn how to lead your company to future success by focusing on three things: 1) living what matters most; 2) getting the support you need; and 3) taking back control.



Table Top Displays

Monday, June 7

3:00 PM – 5:00 PM Cash Bar
5:00 PM – 6:30 PM Opening Party

Tuesday, June 8

9:00 AM – 12:30 PM
2:30 PM – 5:00 PM

Wednesday, June 9

10:30 AM – 12:30 PM

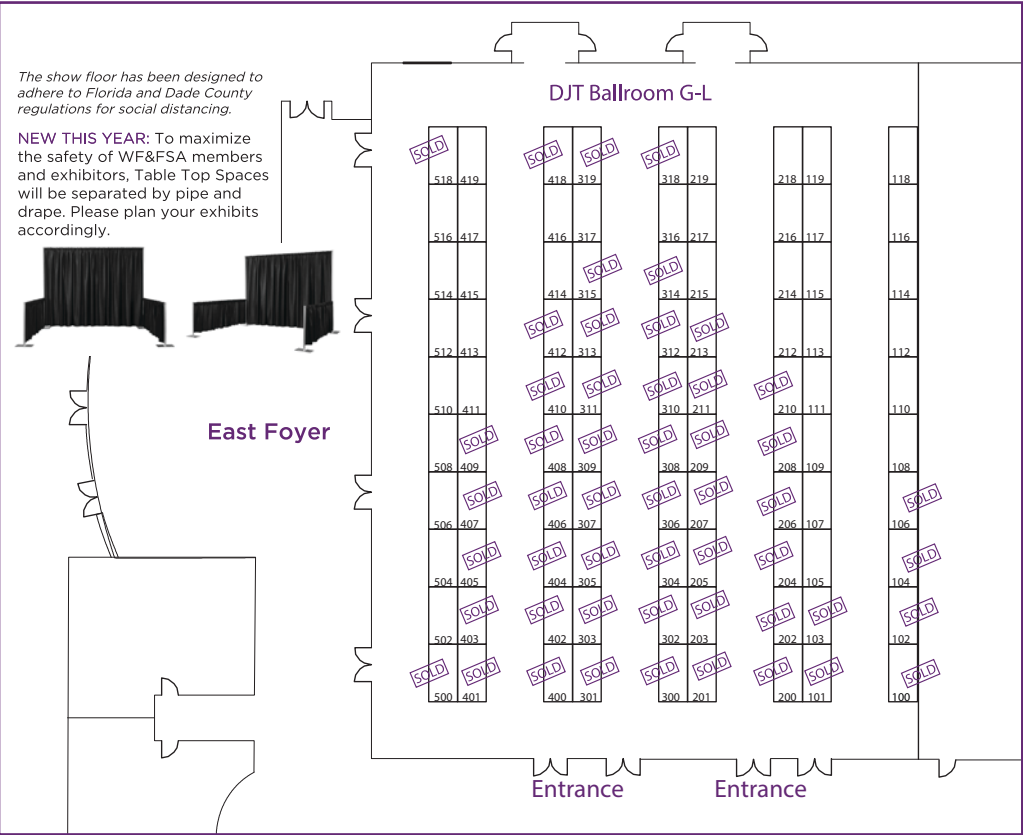
The WF&FSA FDC Table Tops is the place to see the newest products and meet with suppliers and wholesalers. There will be multiple opportunities to network and expand your connections with colleagues. Please note social distancing protocols will be in place.

Note: Table Tops at FDC will again be members only, meaning any non-member exhibitor from previous years will have to apply and be approved for membership to secure a Table Top space. 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.

Any questions? Please contact Cathy Vick, WF&FSA Sales Development Manager, by emailing cvick@wffsa.org.

FLOORPLAN

We have a **NEW** and **IMPROVED** floorplan this year!



Offering 5 x 10 single and 10 x 10 double booths with extra space for social distancing.

All locations are better positioned for attendees to maneuver the hall and visit with you, taking into consideration social distancing regulations currently in place. WF&FSA and the venue will be taking every precaution necessary to ensure the health and safety of our guests.

Increase Your Company's Exposure:

Multiple sponsorship opportunities are available at FDC 2021. Elevate your company's presence and support WF&FSA's Floral Distribution Conference. New this year – more than \$2,000 in savings when you purchase a package and receive a 20% discount on the purchase of additional sponsorship opportunities al-la-carte! Opportunities exists for any budget. Visit wffsa.org/conference to learn more, or contact Cathy Vick at cvick@wffsa.org for more information.

Company Meeting Rooms:

Interested in hosting your company's sales meeting during WF&FSA's FDC? Want a place to meet with customers to host follow-up conversations? Rooms are available for companies interested in accomplishing multiple goals during this event, free of charge. Contact Stacie Binnix at sbinnix@wffsa.org for more information.

HOTEL & TRAVEL INFO

Welcome Back to Miami!

The Doral pairs legendary golf courses with exceptional views. Conveniently located eight miles from Miami International Airport, WF&FSA chose a hotel easily accessible to our members.

Hotel Address:

The Doral
4400 N.W. 87th Avenue
Miami, FL 33178

Room Rate:

1 king bed/2 queen beds **\$289/night** + tax & resort fee of **\$10/night**.

Visit [WFFSA.org/conference](https://www.wffsa.org/conference) to book your room at WF&FSA's reduced rate.

Hotel room cancellation policy (non-COVID): Cancellations made within 5 days prior to 4 pm local time day of arrival will be assessed a charge of one night plus applicable taxes.

All other cancellations are handled on a case by case basis. Please call the hotel at 1-305-592-2000 for more information.

Check-In:

Hotel check-in: 4 PM

Hotel check-out: 11 AM

Hotel cut-off date: May 4, 2021

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CONFERENCE & SHOWCASE

Registration Fees

Conference Registration Rates:

November 10, 2020 - April 9, 2021	Early Bird Fee: \$225
April 10, 2021 - May 7, 2021	Regular Fee: \$275
After May 7, 2021	Late and Onsite Fee: \$325

Table Top Registration Rates:

By April 14, 2021

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

After April 14, 2021

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

To register and reserve a Table Top, visit wffsa.org/conference.

Risk-Free Registration:

WF&FSA's priority is the health and safety of all attendees. In the event you need to cancel your conference registration, **full refunds will be given**. Please note it is also your responsibility to contact the hotel directly and cancel hotel room reservations.

COVID-19 Policy and Procedures:

WF&FSA wants to ensure the health and safety of each attendee is at the forefront of our minds. As a result, Conference attendees and staff will be expected to adhere to all Miami-Dade County COVID-19 policies and procedures that are in place at the time of our 2021 Floral Distribution Conference.

The hospitality industry has worked exceptionally hard during these past few months to ensure a safe and enjoyable in-person meeting experience. Visit wffsa.org/conference for links and guidelines for the latest hotel, airline, city, and county procedures.



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