

2023

FLORAL

Distribution Conference

the Future
in
Bloom

2023 Conference
Sponsorship Kit

MARCH 7–9, 2022 • THE DORAL • MIAMI, FL

WFFSA.ORG

WF&FSA is pleased to offer discount packages, specially curated to increase your impact and expand your brand awareness during the Conference and extending throughout the year.

**EXCLUSIVE
OPPORTUNITY**

GARDEN PACKAGE: \$12,500

This is an exclusive opportunity; your branding will be prominent throughout the Conference.



- Floral Distribution Company Swag Bags – your logo linked to your website included in daily emails sent to each attendee during the Conference
- WF&FSA Party custom branding throughout the patio event, your company logo on signage and recognition on the FDC schedule in the Conference Mobile App, on the FDC web page, and marketing materials
- Two Walkway Awning Flags designed by you
- Two Window decals in the North Foyer
- Two patio pillars on the Grand Foyer Patio with custom branding on two sides
- Company logo on WF&FSA's FDC website
- Prominent onsite conference signage recognition
- Recognition in WF&FSA's newsletter and marketing materials as a Floral Partner
- Recognition as a sponsor on WF&FSA's social media channels before and after the event

BLOSSOM PACKAGE: \$7,500 Just two opportunities available!



- Introduce your company when you welcome one of the speakers to the stage and introduce a three-minute commercial live broadcast at the beginning of the session. Host a post-focused session on Tuesday, March 7th, or business session on Wednesday, March 8th. This package includes your company logo on signage at the event and recognition on the FDC schedule in the Conference Mobile App, on the FDC web page, and in marketing materials
- Two Walkway Awning Flags designed by you
- Two window decals in the North Foyer
- One patio pillar on the Grand Foyer Patio with your custom branding on two sides
- Company logo on WF&FSA's FDC website
- Onsite signage recognition
- Recognition in WF&FSA's newsletter and marketing materials as a sponsor
- Recognition as a sponsor on WF&FSA's social media channels before and after the event

PETAL PACKAGE: \$4,000 Three opportunities available. (Only one left!)

- Two Walkway Awning Flags designed by you
- One window decal in the North Foyer
- One patio pillar on the Grand Foyer Patio with your custom branding on two sides
- Company logo on WF&FSA's FDC website
- Onsite signage recognition
- Recognition in WF&FSA's newsletter and marketing materials as a sponsor
- Recognition as a sponsor on WF&FSA's social media channels before and after the event

A-La-Carte Sponsorships

A-La-Carte and Add-on Sponsorships – includes acknowledgment as a sponsor on the FDC web page, onsite conference signage, and podium recognition.

FDC FLORAL DESIGNER: \$3,000

Every room, session, and event will have your flowers on display, including a card with your logo in each arrangement.

PERSONAL ITEMS

Given to all attendees, these sponsorships are a cost-effective way to get your brand seen by everyone at the Floral Distribution Conference.

- **Badge Lanyards: \$2,500** — Your company name or tagline printed on the name badge lanyard worn during the FDC. **SOLD**
- **Tote Bags: \$1,500** — Your company logo on all attendee bags as they gather items from Table Tops. **SOLD**
- **Room Keys: \$3,500** — Your company's logo/artwork on every attendee's hotel room keys at the Doral. **SOLD**
- **Pens: \$2,500** — Your company's logo will be on all pens during the convention, a great way to show off your company because everybody needs a pen and will grab yours. **SOLD**

CONFERENCE MOBILE APP: \$3,500

Sponsor this item and when attendees access the app to see the schedule, they'll see your logo front and center.

DISPLAY ITEMS

Place your logo around the Doral to maximize your branding's impact at the Floral Distribution Conference.



- **Grand Patio Pillars: \$1,500** — Brand the pillars visible through the North Foyer windows and from

Grand Patio where the WF&FSA party will take place. Includes your custom branding on both sides of the pillar. (14 available)

- **North Foyer Transom Windows: \$750** — Your design will be visible from both the North Foyer and the Grand Patio. (40 available)

- **Foyer Display: \$1,000** — Create a one-of-a-kind display in the North Foyer. (2 available) **SOLD**

- **Walkway Awning Flags: \$550** — Your personalized flag adorns the walkway from sleeping rooms to the convention space. Limited availability; this popular item sells out quickly! (24 available)

- **Coffee Break: \$2,000** — Your logo on signage at the coffee station and acknowledgment in the conference schedule. (2 available) **SOLD**



NEW FOR
2023

- **Conference WiFi: \$5,000** — Includes a unique username and password with your company information as well as signage everywhere you look! (3 available, 1 per day)

- **Speed Networking: \$3,000** — Your logo on signage at the event and acknowledgment in the conference schedule on the FDC webpage and in the mobile app. **SOLD**

- **Networking Breakfast - \$3,000** — Your logo on signage at the event and acknowledgment in the conference schedule on the FDC webpage and in the mobile app.

- **Supplier Instashow: \$1,000** — Give wholesalers a sneak peek at your products and services during a live show on Instagram during the weeks leading up to the conference. (only 5 available)

- **Drink Tickets: \$200** — Entertain potential customers or surprise your staff. Purchase a 10-pack of drink tickets redeemable at the Table Tops Cash Bar on Monday or the WF&FSA After Party Tuesday Night.