



SPONSORSHIP PACKAGES

Floral Partner Package: \$15,000 – This is an exclusive opportunity; your branding will be prominent throughout the Conference

- Floral Distribution Conference Dailies – your logo linked to your website is included in daily emails sent to each attendee during the Conference
- ‘Know Before You Go’ email – Your logo linked to your website is included in the email sent to all attendees
- WFFSA Party Sponsorship – includes custom branding throughout the event, a VIP table, your company logo on signage, and recognition on the FDC schedule in the Conference Mobile App, on the FDC web page, and marketing materials
- Opportunity to supply a table drop
- Two Walkway Awning Flags designed by you
- Two large window decals in the North Foyer
- Video interview conducted, post-produced, and posted on social media during the conference promoting your products and services. Includes a copy of the video file with full editing permission to use in your marketing materials throughout the year
- One golf cart digital ad
- Verbal recognition from the podium at FDC
- Company logo on WFFSA’s FDC website
- Prominent onsite conference signage recognition
- Recognition in WFFSA’s newsletter and marketing materials as a Floral Partner
- Dedicated social media post on WF&FSA’s social media channels
- Digital promotional toolkit

Blossom Package: \$10,000 – Two opportunities are available

- Introduce your company when you welcome one of the speakers to the stage or submit a three-minute commercial to be shown at the beginning of the session (sustainability session on Tuesday, March 5th, 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 large window decals in the North Foyer
- Video interview conducted, post-produced, and posted on social media during the conference promoting your products and services. Includes a copy of the video file with full editing permission to use in your marketing materials throughout the year
- One golf cart digital ad
- Verbal recognition from the podium at FDC
- Company logo on WFFSA's FDC website
- Onsite signage recognition
- Recognition in WFFSA's newsletter and marketing materials as a sponsor
- Dedicated social media post on WFFSA's social media channels
- Digital promotional toolkit

Stamen Package: \$7,000 – two opportunities available

- Opening Reception with Exhibitors Sponsorship – includes custom branding on the bar, signature drink, option to supply a giveaway (branded napkins, koozie, stir stick, etc.) from the bar, logo on signage, and recognition on the FDC schedule in the Conference Mobile App, on the FDC web page, and marketing materials for the event
- 20 branded drink tickets to hand out to your favorite customers
- Two Walkway Awning Flags designed by you
- One Large window decal in the North Foyer
- Video interview conducted, post-produced, and posted on social media during the conference promoting your products and services. Includes a copy of the video file with full editing permission to use in your marketing materials throughout the year
- Verbal recognition from the podium at FDC
- Company logo on WFFSA's FDC website
- Onsite signage recognition
- Recognition in WFFSA's newsletter and marketing materials as a sponsor
- Dedicated social media post on WFFSA's social media channels
- Digital promotional toolkit

Petal Package: \$5,000 – three opportunities are available

- Two Walkway Awning Flags designed by you
- One large window decal in the North Foyer
- Video interview conducted, post-produced, and posted on social media during the conference promoting your products and services. Includes a copy of the video file with full editing permission to use in your marketing materials throughout the year
- Company logo on WFFSA's FDC website
- Onsite signage recognition
- Recognition in WFFSA's newsletter and marketing materials as a sponsor
- Dedicated social media post on WFFSA's social media channels
- Digital promotional toolkit

A-LA-CARTE AND ADD-ON SPONSORSHIP OPTIONS

Include acknowledgment as a sponsor on the FDC web page, onsite conference signage, and podium recognition.

BRANDING

- **Member Lounge – \$7,000** - (2 available) NEW THIS YEAR, the East Foyer will be transformed into a Member Lounge for attendees to recharge and refresh or take a photo with colleagues and new friends at the 3D wall. Includes your logo on the entrance unit, acknowledgment in the conference schedule, push notification on the mobile app, floor decals with your logo leading attendees to the Lounge, an option to supply a wellness item, and verbal recognition from the podium at FDC
- **Member Lounge Wellness Item – \$1,500** - (6 available) Stock the wellness center in the member lounge with comfy items for attendees. Sponsor provides a wellness giveaway (pashmina, mints, Advil, bottled water, snack bag, etc.)
- **Conference WiFi - \$5,000** – Attendees will appreciate having WiFi in the exhibit hall! Includes a custom username and password as well as signage everywhere you look!
- **Tote Bags - \$4,500** – Your company logo on all attendee bags as they gather items from Table Tops
- **Room Keys - \$4,500** – Your company’s logo/artwork on every attendee’s hotel room keys at the Doral.
- **Conference Mobile App - \$4,000** – Sponsor this item and when attendees access the App or receive app announcements, they will see your logo front and center. Includes your logo in the email invitation sent to each attendee to download the app and one push notification sent during the conference
- **Video Interview - \$4,000** – (only 3 available) Promote your organization, products, and services during an interview recorded, post-produced, and posted onsite. Includes a copy of the video file with full editing permission to use in your marketing materials during the year
- **Badge Lanyards - \$3,500** – Your company name or tagline printed on the name badge lanyard worn during the FDC
- **Pens - \$3,000** – 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
- **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
- **Walkway Awning Flags - \$700** – (24 available) Your personalized flag adorns the walkway from sleeping rooms to the convention space. Limited availability, this popular item sells out quickly!
- **North Foyer Large Window - \$1,000** – (40 available) Your design will be visible to attendees from in the North Foyer
- **Foyer Display - \$2,000** – (2 available) - Create a one-of-a-kind display in the North Foyer

EVENTS

- **Coffee Break in the Exhibit Hall- \$2,500** – Your logo on signage at the coffee station and acknowledgment in the conference schedule.

- **Wholesaler/Supplier Luncheon – \$3,000** – Your logo on signage at the event and acknowledgment in the conference schedule on the FDC webpage and in the mobile app.
- **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.
- **VIP Reception - \$3,000** – Your logo on signage at the event and acknowledgment in the conference schedule on the FDC webpage and in the mobile app.

GOLF

- **Golf Tournament Sponsor - \$3,500** – As the overall golf sponsor, your logo will be on the scorecard, rule sheet, onsite signage, and marketing for the event. Includes two golf hole digital ads
- **Golf Hole Digital Ad - \$550** – (12 available) New this year, sponsor a golf hole during the Sunday golf tournament. Includes a digital ad that will pop up on the golf cart dash as players approach your hole.
- **Branded Golf Balls - \$1,500** – Your logo will be displayed on the golf balls given to participants of the Sunday golf tournament
- **Branded Golf Towel - \$1000** – Your logo will be displayed on the golf balls given to participants of the Sunday golf tournament