

# How to Register for WFFSA FDC 2026

## **Step 1: Booth Registration (for Exhibiting Suppliers)**

If you are purchasing a booth, we recommend using a general company email address for your booth registration, such as:

- info@abcfarms.com
- marketing@xyzflowers.com

*The system does not allow the same email address to be used both to register a booth and to register attendees.*

## **Step 2: Add a Secondary (Primary Contact) Email**

During booth registration, you'll be asked for a secondary email.

- Use your direct email address here (for example, name@company.com).
- This email can also be used to register yourself and your team to attend the conference and to access the conference app.

## **Step 3: Register Attendees**

When registering yourself or members of your team:

- Select "Attendee" as the registration type (even if you are an exhibitor).
- Each attendee must be registered individually.
- Complimentary attendees associated with a booth should be sent directly to [Cathy Vick at cathy.vick@wffsa.org](mailto:cathy.vick@wffsa.org) for registration to ensure discounts and benefits are applied correctly.

## **Step 4: Keep Email Addresses in Mind**

- Each attendee must have a unique email address.
- Shared emails cannot be used for multiple attendee registrations.
- Using a direct email address for attendee registration ensures access to event communications and the conference app.

*If you have questions or would like help at any point, please reach out to [Erica Allshouse at eallshouse@wffsa.org](mailto:eallshouse@wffsa.org).*

