



WFFSA 2027 Floral Distribution Conference Exhibit Rules and Regulations

1. **EXHIBITORS:** Exhibitors must be current WFFSA members in good standing for the 2027 calendar year. If you are not a current WFFSA member, **you must apply for membership no later than February 19, 2027.** The online application can be found on at <https://wffsa.org/join-wffsa/>. Applying for membership is not a guarantee of approval. You will be notified by the WFFSA office upon receipt of your application, as well as whether you have or have not been approved.
2. **EXHIBIT SPACE:** Only one company may occupy a single exhibit booth. No Exhibitor shall assign, sublet, or share contracted space with another company.

Each supplier company attending the Conference must purchase an exhibit space. Supplier Companies that do not purchase an exhibit space may NOT ATTEND the Conference.

3. **ASSIGNMENT OF SPACE:** Assignment of exhibit space will be made on a priority basis by the WFFSA office. Space is limited and will not be confirmed until full payment is received by the WFFSA office. WFFSA will make a reasonable effort to follow up with exhibitors who do not provide full payment at the time of their exhibit space request, but exhibitors understand it is their sole responsibility to provide payment for the requested exhibit space. WFFSA reserves the right of final decision and the right to amend floor plans to relocate exhibits as necessary and without prior notice.
4. **PAYMENT OF SPACE:** Total payment of exhibit space must be paid prior to the confirmation of the exhibit space assignment and prior to the program date. Each 8'x10' and 8'x20' exhibit space purchase includes one (1) full conference attendee registration. Each 16'x20' exhibit purchase includes two (2) full conference registrations.

In the event of cancellation by January 8, 2027, all fees paid for will be returned to the exhibitor. Exhibitors who cancel between January 9, 2027, and February 5, 2027, will receive a 50% refund. Any cancellation received after February 5, 2027, will not be refunded.

REGISTRANT TYPE	Comp Attendee	By 1/8/2027	After 1/8/2027
8' x 10' Exhibit Space	1	US \$3,250 each	US \$3,750 each
8' x 20' Exhibit Space	1	US \$6,000 each	US \$7,000 each
16' x 20' Exhibit space	2	US \$9,000 each	US \$10,000 each

5. **LIABILITY:** Neither WFFSA nor its agents or representatives will be responsible for any injury, loss, or damage that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever. Under no circumstances will WFFSA be liable for lost profits or other incidental or consequential damages. WFFSA shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other cause beyond its control. The rights of WFFSA under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized officer of WFFSA.
6. **SECURITY OF INSURANCE:** Exhibitor is solely responsible for its own materials, and those wishing to insure their goods must do so at their own expense.
7. **RESPONSIBILITY OF EXHIBITORS:** The exhibitor is responsible for damage to hotel/convention center property. No signs or other articles may be attached to walls, doors, etc., in such a manner as to deface or damage them. Exhibitors must be self-contained within the exhibit space area assigned, and no chairs, furniture or exhibit materials are to be placed outside the booth area or set up in such a manner as to block other booths, any fire exits or traffic lanes within the exhibit hall.

8. **EXHIBIT SPACE AREA & DISPLAYS:** 8' x 10', 8' x 20' exhibit spaces include pipe and drape 8' high backwall and 3' high side rail and are restricted to a maximum height of eight and a half feet (8.5') from the floor, or six feet (6') from the top of the table provided. A 6' x 30" skirted table and chairs are available by request. A booth identification sign will be provided.

All 16' x 20' island spaces are open for your design (floor space only) and have a maximum height of sixteen feet (16') from the floor. We will require proof of structural integrity of signs, towers and multi-level displays. Hanging signs are permitted. The top can be no more than 16' off the floor.

Exhibit space does not include carpeting. Flooring options are available for purchase through AGS Expositions.

Exhibitors may use their Exhibit space area to display company literature, signage, products, samples, prizes, giveaways, or information that is not in violation of local fire or safety ordinances and that can fit within the confines of the Exhibit spaces area, including space for exhibiting employees.

Electrical services and additional A/V furnishings may be ordered by each exhibitor directly from Encore Global. Other furnishings for your booth can be purchased through AGS Expositions. Exhibits may not contain any hazardous materials or equipment and may not produce noise levels that would be intrusive of other Exhibit space areas. Note that some exhibit space may back up to other displays. Please study the floor plan and plan your booth accordingly.

9. **BOOTH STAFF:** Exhibit areas may be staffed by any number of company employees (one minimum required). 8' x 10' and 8' x 20' exhibit space purchases include one (1) full conference attendee registration. 16' x 20' exhibit space purchases include two (2) full conference attendee registrations. All other staff must each register as paying attendees of the Floral Distribution Conference. No exhibit staff may block passage within the aisles or take space outside the designated exhibit space area.
10. **MOVE IN / MOVE OUT:** Exhibitors may move materials into their exhibit area once the exhibit hall has been set, scheduled to be on Sunday, February 28, 2027, by 7:00 AM. All exhibit materials must be removed from the exhibit area no later than 5:00 PM on Wednesday, March 3, 2027. Move-in and move-out times are subject to change, and WFFSA will make reasonable attempts to notify exhibitors prior to the Floral Distribution Conference of final times. Exhibitors understand they are fully responsible for their exhibit space area and all materials at all times the exhibit hall is open. WFFSA recommends you do not leave your exhibit space area, items, or materials unattended at any time.
11. **SHIPPING SERVICES:** Exhibitors are encouraged to use the WFFSA shipping partner, AGS Expositions, for non-perishable and hard goods, and American Floral Cargo for assistance with shipping of perishable items. WFFSA will not accept direct inbound shipments from exhibitors. The hotel will charge the exhibiting company per pound for their incoming and outgoing shipment. These charges are outside the control of WFFSA and will not be accepted or paid by WFFSA or its agents. Shipping information, along with the Exhibit space registration confirmation form, will be provided to each registered exhibitor prior to the Floral Distribution Conference. No materials will be handled for packing or outbound shipping by any WFFSA representative. All materials remaining in the exhibit area after 5:00 PM on Wednesday, March 3, 2027, will be considered trash and will be disposed of appropriately.
12. **COVID-19:** The Wholesale Florist & Florist Supplier Association will follow local and county ordinances and directives in relation to COVID-19 health and safety precautions and regulations. The health and safety of WFFSA members, employees, and guests are a top priority for WFFSA and the hotel, and WFFSA will follow all precautions as set forth in the county and local jurisdiction where the Floral Distribution Conference is being held.
13. **AGREEMENT ON CONDITIONS:** Each exhibitor, for him/herself and his/her employees, agrees to abide by these conditions and by subsequent amendments and additions thereto; it being understood and agreed that the sole control of the exhibit space program and exhibit area rests with the Wholesale Florist & Florist Association.

Please refer all questions concerning the exhibit program to Cathy Vick, at cvick@wffsa.org.