

SPONSORSHIP PROSPECTUS

Put your brand at the center of the floral distribution community.

Connect. Engage. Stand Out.

The 2027 Floral Distribution Conference offers sponsors a range of opportunities to build visibility, create memorable attendee experiences, and connect with the floral distribution community. Choose a high-impact event sponsorship, an interactive show-floor activation, an educational opportunity, or a package level designed to extend your visibility before, during, and after the conference. Qualify for additional tiered benefits depending on your total investment.

Opening Reception

Monday, March 1 | Cervecería La Tropical

Kick off the conference with an evening designed for networking, entertainment, and brand engagement.

~~Opening Reception Sponsor | $8,000~~ SOLD

- Company logo featured on all reception marketing materials, website, mobile app, and signage
- Branded welcome signage at venue entrance
- Logo displayed at all bars
- Signature cocktail
- Branded napkins
- VIP table
- Recognition in pre-event attendee communications
- Logo in entrance step & repeat

~~Entertainment Sponsor | $5,000~~ SOLD

- Sponsorship of live music/DJ
- Recognition from the stage
- Logo placement near the entertainment area
- Logo in entrance step & repeat

Transportation Sponsor | $2,500

- Logo displayed on shuttle buses transporting attendees
- Branded transportation schedule signage
- Recognition in attendee communications regarding transportation
- Logo in entrance step & repeat

Floral Décor Sponsor | $2,000

- Contributes to the design and creation of the floral table centerpieces
- Recognition as official Floral Design Sponsor for the reception

Awards Ceremony & Closing Party

Tuesday, March 2 | MACC East Hall

Put your company in the spotlight as the conference celebrates industry achievement.

Closing Party/Awards Ceremony Presenting Sponsor | $10,000

- Opportunity to welcome attendees and introduce the awards program
- Premium logo placement on stage screens, event signage, website, and mobile app
- Recognition in all award-related marketing and communications
- Opportunity to present the LTK award
- Professional photo with recipient
- Reserved VIP seating
- Recognition in post-event award recap

Xcellence Awards Sponsor | $10,000

- Opportunity to introduce Xcellence Varieties program
- Premium logo placement on stage screens, event signage, website, and mobile app
- Premium logo placement in awards submission display area
- Recognition in all award-related marketing and communications
- Opportunity to present the Xcellence awards
- Professional photo with recipients
- Reserved VIP seating
- Recognition in post-event award recap

Award Reception Sponsor | $5,000

- Exclusive sponsorship of pre-award cocktail reception
- Branded cocktail napkins and bars
- Recognition during opening remarks

MACC Lobby Floral Display/Photo Experience Sponsor | $2,500

- Create a floral photo backdrop in the MACC lobby for attendees to snap selfies and team pictures during the conference
- A professional photographer will be available to take pictures of attendees before entering the Gala.
- Two available

VIP Reception

Sunday, February 28 | DoubleTree

Welcome first-time attendees with a happy hour

VIP Reception Sponsor | $4,000

- Opportunity to welcome new attendees and introduce WFFSA's president
- Premium logo placement on, event signage, website, and mobile app
- Recognition in all reception-related marketing and communications

Education

Kickoff Session with Breakfast — Exclusive | $8,000

- Introduce your company when welcoming the speaker to the stage or submit a three-minute commercial to be shown at the beginning of the session
- Recognition in promotional materials for the session
- Logo placement on opening slides during the session
- Logo in signage for the session

~~Wholesaler Discussion Group — Exclusive | $5,000~~ SOLD

- Opportunity to address attendees
- Recognition in promotional materials for the session
- Logo placement on opening slides during the session
- Logo in signage for the session

Exhibit Hall Activations

Create an experience that draws attendees to your booth and keeps your brand top of mind. Each activation includes signage and a push notification in the FDC mobile app inviting attendees to your booth.

Happy Hour at Your Booth - $7,000: Sponsor a fun and engaging happy hour from 4-5 pm, featuring beer, wine, and soft drinks in or near your booth. Includes opportunity to provide a giveaway (koozie, branded napkin, etc.)

Booth Popcorn - $4,500: Who can resist the smell of popcorn? Bring attendees to your booth with freshly popped popcorn served at or near your booth

Booth Coffee Break - $4,000: Give attendees an afternoon boost with a fresh coffee station at or near your booth

Booth Ice Cream Sundae Station - $3,500: Delight attendees with a refreshing ice cream treat with all the toppings at or near your booth

Booth Churro Station - $3,500: Treat attendees to a delicious churro experience at or near your booth

Booth Cookie Station - $3,000: Sweeten the experience with an assortment of cookies served at or near your booth

À La Carte Sponsorships

Aisle Decal Signs - $6,000 – Make your brand easy to spot throughout the exhibit hall with your company logo and booth number featured on the 3'x 5' floor aisle signs, with two decals featured in each aisle

~~**Show Floor Lounge - $6,000**~~ **SOLD:** Create a comfortable destination for attendees to relax and recharge. Includes branded signage, soft seating, and a charging area with the option to incorporate a custom floral display within the lounge

~~**Tote Bag - $5,500**~~ **SOLD:** Put your brand in attendees' hands throughout FDC with your company logo featured on bags distributed to attendees as they pick up their badges

~~**Room Keys - $5,500**~~ **SOLD:** Extend your brand's visibility beyond the show floor with your company logo or custom artwork featured on attendee's hotel room key staying at the DoubleTree

~~**Lanyards - $4,000**~~ **SOLD:** Put your brand front and center throughout FDC with your company name or tagline printed on the name badge lanyards worn by attendees

Exhibit Hall Column Wrap – $4,500: Make a bold visual statement with branded column wrap prominently displayed in the exhibit hall. Column selection on a first come served bases.

FDC Badges - $4,000: Gain all-event visibility with your company logo featured on the official FDC badge worn by every attendee during the conference

Coffee Break - $3,500: Give attendees a must needed morning boost with a coffee station located MACC Foyer. Includes your company logo on signage prominently displayed.

~~**FDC Floral Designer - $3,500:**~~ **SOLD** Have your brand present in FDC meeting rooms and during events occurring at the MACC. Includes your branding on the card in the flower display in every room, session, and event at FDC

Tote Insert - $1,000: Place your brand directly into the hands of attendees with a sponsor-provided promotional item tucked into every FDC tote bag distributed during badge pickup.

Floor Decal Directionals – $500 – Help attendees find their way while putting your brand in their path. Includes your company logo featured on the directional floor decals guiding attendees from the DoubleTree to the MACC

Sponsorship Levels

Increase your overall conference presence by combining sponsorship investments. Additional benefits are included at each level.

SPONSOR BENEFITS	DIAMOND $15,000+	PLATINUM $10,000 - $14,999	GOLD $7,500 - $9,999	SILVER $5,000 - $7,499	BRONZE $2500 - $4,999	SUPPORTER $2499 or less
Complimentary attendees	2	1	-	-	-	-
Priority points toward 2028 booth selection	10	8	6	4	2	-
Email sent on your behalf to WFFSA members	x	-	-	-	-	-
Recognition in WFFSA's newsletter and marketing materials through the end of April	x	x	-	-	-	-
LinkedIn Live Interview	x	x	x	x	-	-
Verbal recognition from the podium	x	x	x	x	x	-
Dedicated social media post	x	x	x	x	x	-
Option to provide tote bag insert	x	x	x	x	x	-
Linked logo on WFFSA's FDC website	x	x	x	x	x	x
Recognition in onsite conference signage	x	x	x	x	x	x
Digital toolkit	x	x	x	x	x	x

MAKE YOUR MARK AT FDC 2027

Select the opportunities that best align with your goals and create a conference presence your customers will remember. Sponsorship opportunities are subject to availability. Contact Cathy Vick at cvick@wffsa.org for availability, commitment details, and next steps.