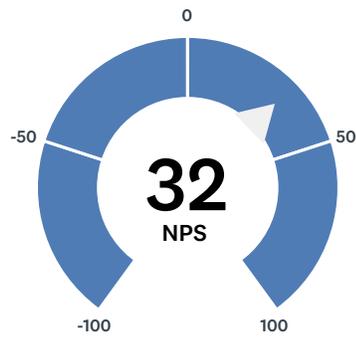


Q1 How likely is it that you would recommend WF&FSA's Floral Distribution Conference (FDC) to a friend or colleague?

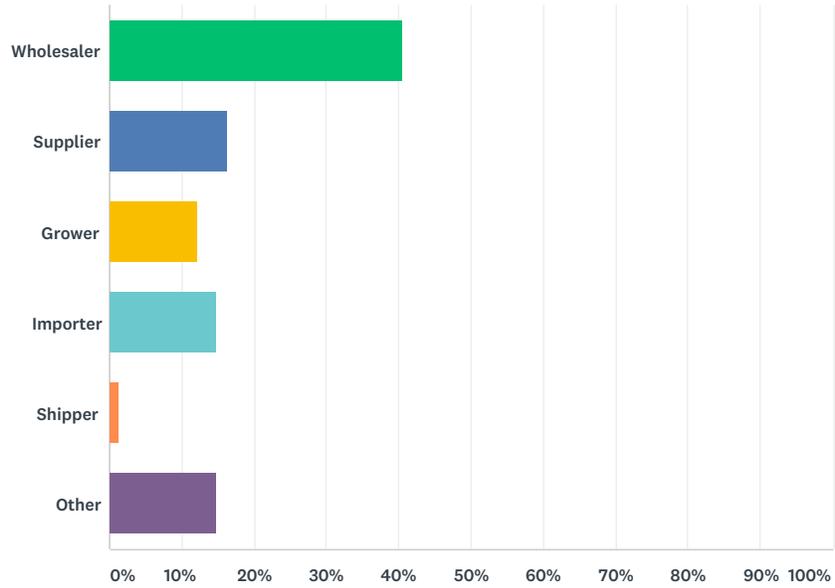
Answered: 71 Skipped: 3



| DETRACTORS (0-6) | PASSIVES (7-8) | PROMOTERS (9-10) | NET PROMOTER® SCORE |
|------------------|----------------|------------------|---------------------|
| 17% 12 | 34% 24 | 49% 35 | 32 |

Q2 Which of the following best describes your business?

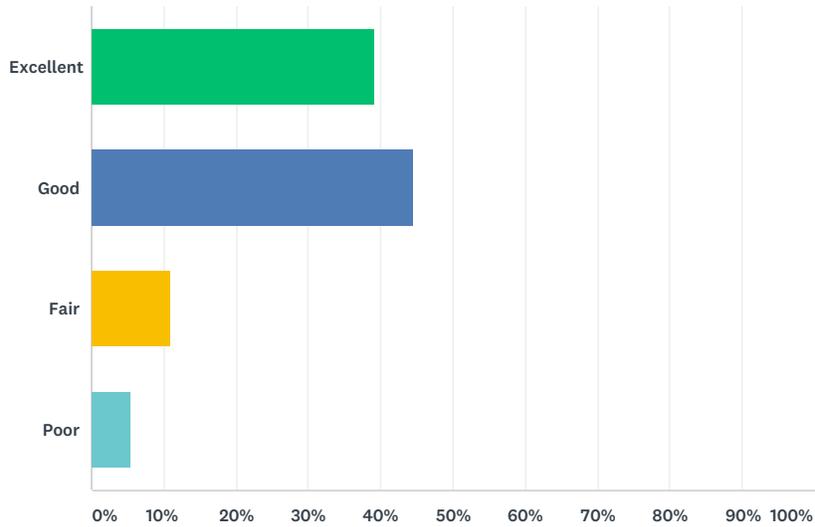
Answered: 74 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----------|
| Wholesaler | 40.54% | 30 |
| Supplier | 16.22% | 12 |
| Grower | 12.16% | 9 |
| Importer | 14.86% | 11 |
| Shipper | 1.35% | 1 |
| Other | 14.86% | 11 |
| TOTAL | | 74 |

Q3 How would you rate the overall value of attending WF&FSA's 2019 Floral Distribution Conference?

Answered: 74 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----------|
| Excellent | 39.19% | 29 |
| Good | 44.59% | 33 |
| Fair | 10.81% | 8 |
| Poor | 5.41% | 4 |
| TOTAL | | 74 |

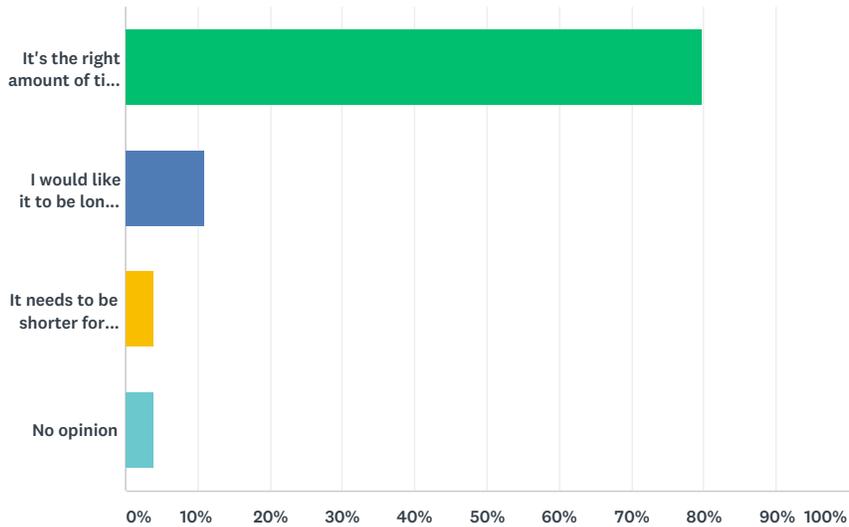
| # | ADDITIONAL COMMENTS: | DATE |
|----|--|---------------------|
| 1 | I do t think the education aspects were strong | 11/16/2019 11:03 AM |
| 2 | need more wholesalers/ customer to attend | 11/16/2019 7:00 AM |
| 3 | promote a package deal with discount or maybe farms can cover ticket cost for customers to fly down free to show | 11/15/2019 1:15 PM |
| 4 | Best speakers, ever. Really enjoyed. | 11/15/2019 11:59 AM |
| 5 | This would have gotten an excellent rating if not for the poor hotel conditions. | 11/15/2019 11:45 AM |
| 6 | Encourage vendors to be more innovative with their displays. Once you have been to one event, there is no incentive to return. | 11/15/2019 11:39 AM |
| 7 | Low attendance, Low Vendor Participation, wearing wrist bands and having to sleep and shower with them is annoying and unnecessary. | 11/13/2019 6:41 AM |
| 8 | There need urgently made changes in the system to attracted the Wholesalers to come to WFFSA. Let's see if the change of location will help next year. | 11/11/2019 9:46 AM |
| 9 | Few Visitors for us. Specially not many wholesalers in the show | 11/8/2019 2:56 PM |
| 10 | Show is solid. Small and intimate with lots of opportunities not interact with lots of people. | 11/8/2019 1:26 PM |
| 11 | The best event of the year to meet product vendors and logistics and software providers. We can expose our buyers to so many vendors without having to leave the country. | 11/8/2019 12:04 PM |
| 12 | I loved it all but honestly wasn't a fan of the Rosaprima presentation. I felt it was the kind of presentation that should have been done in a private room it was basically an infomercial of their company and that came across a little odd. I feel WFFSA provides various avenues to promote your company and that was one that was odd. Above and beyond that I'm a huge fan of everything else that occurred especially the Yacht Party! | 11/7/2019 5:28 PM |
| 13 | Not enough attendees, period! I am certain that I am not the only one that noticed that there were way more exhibitors than attendees. Ideally it should be the other way around for vendors to have a successful show. However, the ambiance, motif, the food and drinks were awesome! | 11/7/2019 3:31 PM |

2019 WF&FSA Floral Distribution Conference Evaluation Survey

| | | |
|----|---|-------------------|
| 14 | <p>The panel participants focused on how they prepared for growth their companies attained. They demonstrated clearly how they adapted to manage complexity which comes with growth by acquisition and entering new geographical markets. None really provided experiences or insight in market development. They expounded on their merits in providing better customer service, more efficient shorter, less costly distribution chain logistics. However in their growth focused enterprises they mainly aggregated sales of acquired or disappearing competition but with no expansion of consumption in the areas where they operate. If anything. Their markets contracted, losing share to supermarkets but as consolidators probably sold far less than the numerous individual enterprises they absorbed or replaced. I believe that new strategies are direly needed to stop and reverse Wholesale Florists' and Retail Florists' business attrition. The analysis of the current industry situation clearly defined the state of flux in which the floral industry is; but this is true of everything in human endeavor. THE STUDY IS YET TO BE COMPLETED AND I AM LOOKING FORWARD TO CONCLUSIONS AND RECOMMENDATION SPECIFICALLY TO ATTAIN MARKET GROWTH OUTSIDE OF THE MASS MARKET SECTOR. That will continue growing though at a slower pace than in the last 2 decades due to lack of better merchandising. Buyers and vendors in that camp are missing the best opportunity for growth because they are expecting calamity and simultaneously miracles to be brought on by social media. Call to action merchandising can accentuate growth in supermarket stores very noticeably. Ripe opportunities are falling off the tree.</p> | 11/7/2019 2:26 PM |
| 15 | <p>The venue has seen better days... the bright lights in the 'ballroom' for the tabletops created zero ambiance... hopefully next hotel will have more atmosphere .. seating where conversations can take place...</p> | 11/7/2019 2:13 PM |
| 16 | <p>The attendance was not good this year. We had very few customers come inside our booth. Also I feel the last day needs to be eliminated. It was mostly vendors standing around. On a positive note the social events were planned well and the food was good.</p> | 11/7/2019 2:07 PM |
| 17 | <p>Everything was great! Table tops always valuable even though a few missed this time. Food was good. Yacht was great! Speakers, just so so (but I couldn't do any better). So many fantastic people and friends. I do appreciate very much the time and effort that is put into this conference. Thank you all very much!</p> | 11/7/2019 1:40 PM |
| 18 | <p>Networking opportunities were very good.</p> | 11/7/2019 1:11 PM |

Q4 Overall, how would you rate the length of the Conference?

Answered: 74 Skipped: 0

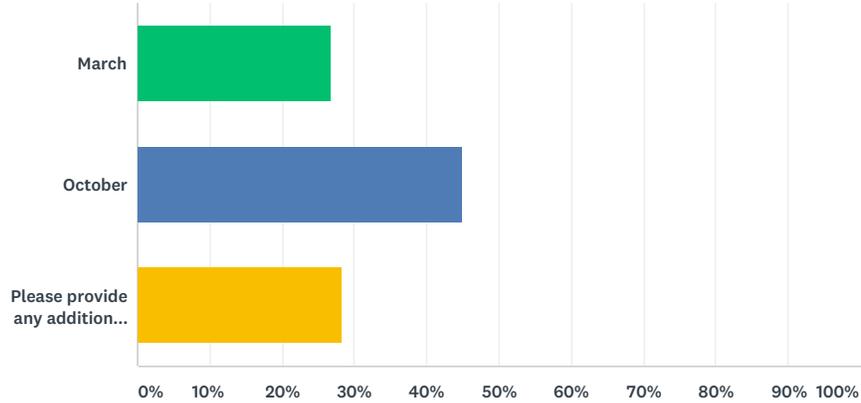


| ANSWER CHOICES | RESPONSES | |
|---|-----------|-----------|
| It's the right amount of time for me to conduct business. | 79.73% | 59 |
| I would like it to be longer so I could meet with more customers. | 10.81% | 8 |
| It needs to be shorter for less time out of the office. | 4.05% | 3 |
| No opinion | 4.05% | 3 |
| TOTAL | | 74 |

| # | ADDITIONAL COMMENTS: | DATE |
|---|---|--------------------|
| 1 | the last day trully no business is done | 11/15/2019 1:15 PM |
| 2 | Maybe 2 complete days like Wednesday could be good | 11/13/2019 6:13 PM |
| 3 | have incentives for wholesalers to visit each and every table | 11/13/2019 9:45 AM |
| 4 | The challenge is finding the right amount of time for table top exhibitors. This year,I felt we exhausted the table top area and could have been a smaller window. I must say it felt like local non exhibiting vendors were hosting activities to pull the attendees out of the conference | 11/13/2019 9:24 AM |
| 5 | I like the first day of the convention to be on Tuesday or Wednesday. I think that next year we will have poor attendance on Saturday--no matter what the program is. | 11/12/2019 4:22 PM |
| 6 | Time seemed pressed on Tuesday & Wednesday | 11/11/2019 4:18 PM |
| 7 | The Table Top times are to sort, with all the work people put up to create a nice booth it is not even used for two complete days if you calculate the times of opening. | 11/11/2019 9:46 AM |
| 8 | 3 days is fine | 11/7/2019 3:31 PM |
| 9 | poorly defined conference had more growers visit our booth than wholesalers... not worth the time and money anymore | 11/7/2019 2:13 PM |

Q5 Due to the volume of industry events occurring in the last quarter of the year, WF&FSA's Board of Directors is considering changing the time of year for FDC. Based on the options below, which time of year would you prefer?

Answered: 71 Skipped: 3



| ANSWER CHOICES | RESPONSES |
|---|-----------|
| March | 26.76% 19 |
| October | 45.07% 32 |
| Please provide any additional comments: | 28.17% 20 |
| TOTAL | 71 |

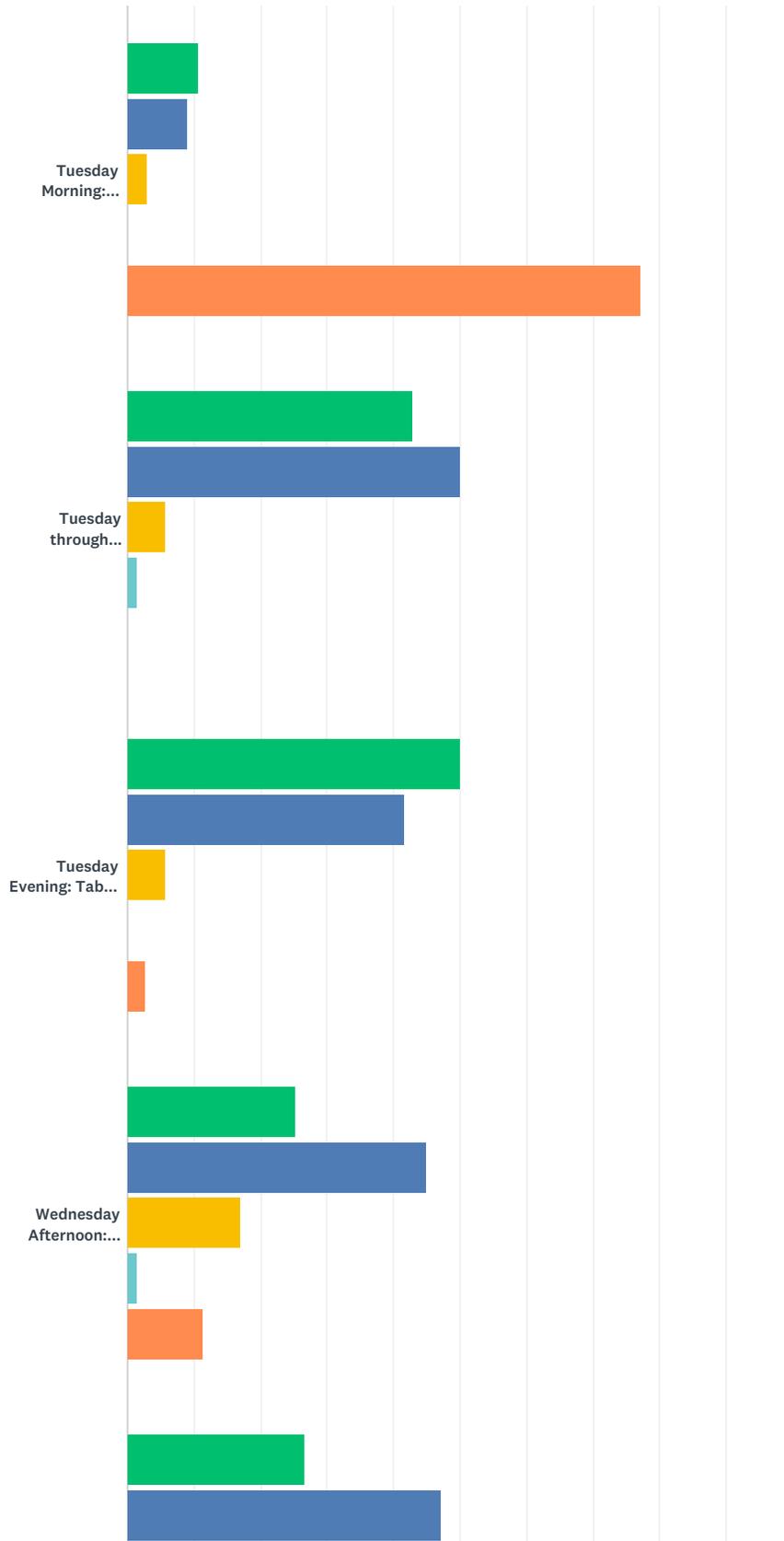
| # | PLEASE PROVIDE ANY ADDITIONAL COMMENTS: | DATE |
|----|--|---------------------|
| 1 | March would be great because many customers from the frozen north would likely want to get out of the cold weather for a few days | 11/15/2019 3:47 PM |
| 2 | Either time is fine for travel. Spring will likely be more expensive in the Miami area. | 11/15/2019 11:45 AM |
| 3 | November is good | 11/13/2019 10:44 AM |
| 4 | Either is fine. Whatever will give us the best attendance. | 11/12/2019 4:22 PM |
| 5 | March may make better sense in the long run. | 11/11/2019 4:18 PM |
| 6 | en of october or November which is generally a quiet month | 11/11/2019 1:53 PM |
| 7 | There is no right time to organize this, there is always season somewhere in the USA in the flower business, and if it is not about the season there will be other tradefairs around the globe running that you have to be aware of. | 11/11/2019 9:46 AM |
| 8 | March flights would be higher from the north, big spring break and family vacation time I prefer October | 11/9/2019 5:46 AM |
| 9 | July or August | 11/8/2019 3:56 PM |
| 10 | Why not May after Mother's Day? | 11/8/2019 2:56 PM |
| 11 | March would be nice. We need to keep in mind that pleasing everyone is impossible. However there are just too many shows towards the end of the year and this would be a nice event right in the middle. | 11/8/2019 1:26 PM |
| 12 | Or late February based on Easter Shift | 11/8/2019 12:04 PM |
| 13 | No Opinion | 11/8/2019 7:32 AM |
| 14 | Big fan of March Just have to plan around sad congressional action days. | 11/7/2019 5:28 PM |
| 15 | March is too busy | 11/7/2019 3:58 PM |
| 16 | I just suggest to stay away from cold weather cities during winter for a better turnout of attendees, that's just common sense. | 11/7/2019 3:31 PM |
| 17 | summer | 11/7/2019 2:13 PM |
| 18 | march can work well | 11/7/2019 1:52 PM |

2019 WF&FSA Floral Distribution Conference Evaluation Survey

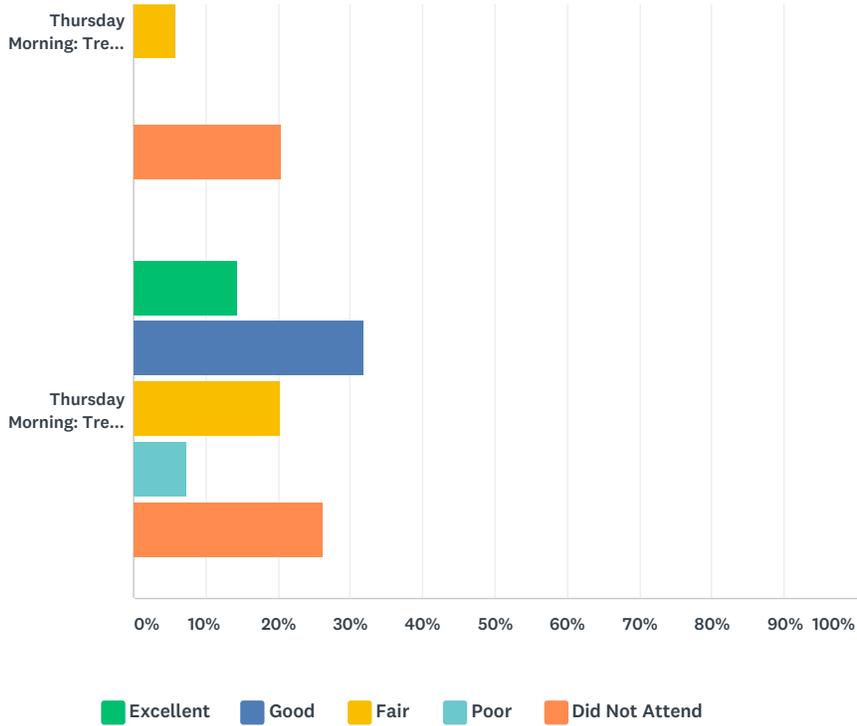
| | | |
|----|---|-------------------|
| 19 | Early March or late February | 11/7/2019 1:49 PM |
| 20 | But, I won't complain if March is given a chance. | 11/7/2019 1:40 PM |

Q6 Please rate each of the session, events and activities below. Do not rate any item not attended.

Answered: 73 Skipped: 1



2019 WF&FSA Floral Distribution Conference Evaluation Survey



| | EXCELLENT | GOOD | FAIR | POOR | DID NOT ATTEND | TOTAL |
|---|--------------|--------------|--------------|------------|----------------|-------|
| Tuesday Morning: Logistics Tour | 10.61% 7 | 9.09% 6 | 3.03% 2 | 0.00% 0 | 77.27% 51 | 66 |
| Tuesday through Thursday: Table Top Exhibits | 42.86% 30 | 50.00% 35 | 5.71% 4 | 1.43% 1 | 0.00% 0 | 70 |
| Tuesday Evening: Table Tops Opening Party | 50.00% 36 | 41.67% 30 | 5.56% 4 | 0.00% 0 | 2.78% 2 | 72 |
| Wednesday Afternoon: Change and Disruption in the Floral Distribution Channel | 25.35% 18 | 45.07% 32 | 16.90% 12 | 1.41% 1 | 11.27% 8 | 71 |
| Thursday Morning: Trends in Logistics with Steve Daum | 26.47% 18 | 47.06% 32 | 5.88% 4 | 0.00% 0 | 20.59% 14 | 68 |
| Thursday Morning: Trends in Social Media Marketing with Sarah Campbell | 14.49% 10 | 31.88% 22 | 20.29% 14 | 7.25% 5 | 26.09% 18 | 69 |

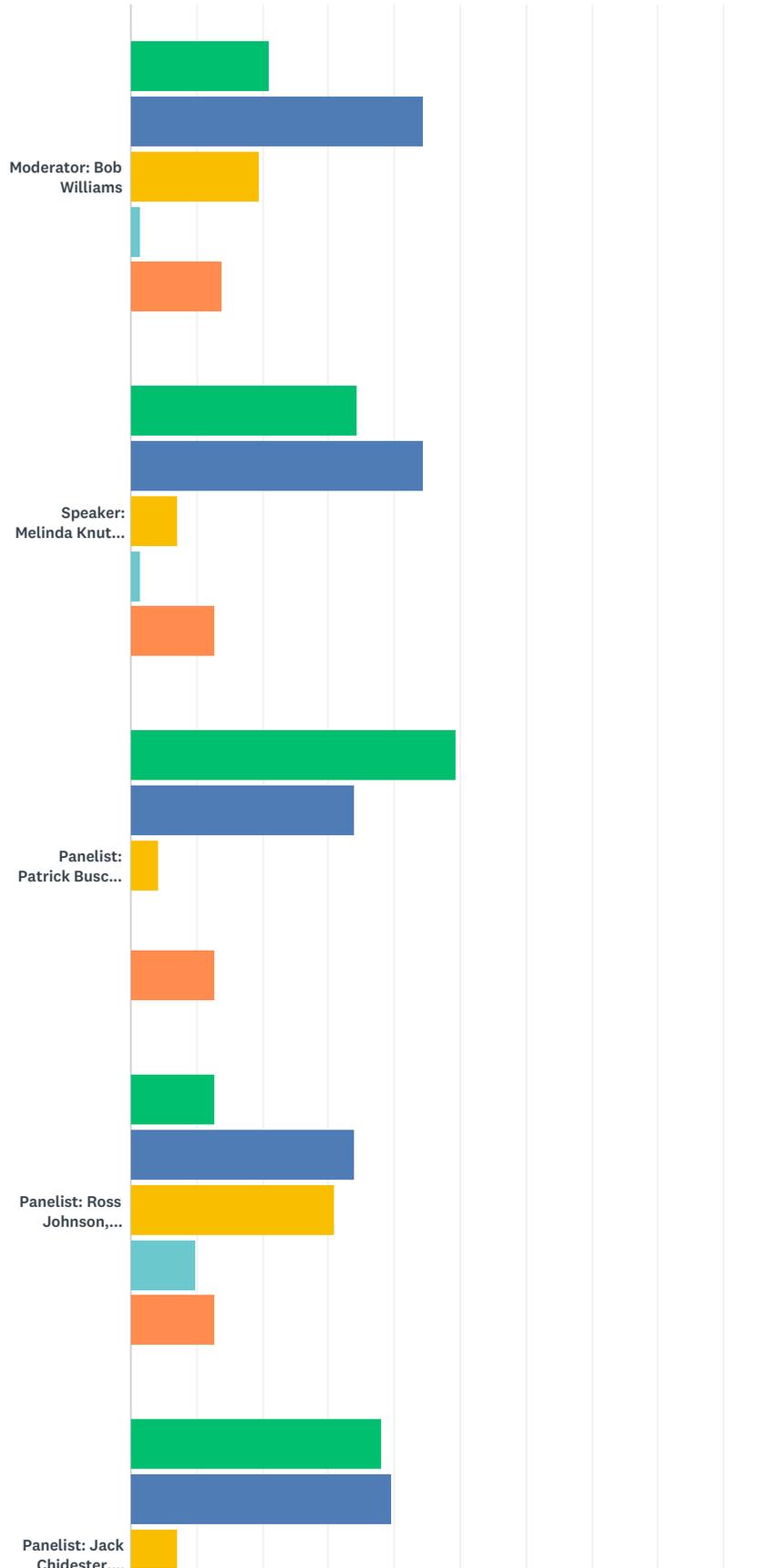
| # | COMMENTS ON PRESENTATIONS, SPEAKERS OR EVENTS | DATE |
|---|---|---------------------|
| 1 | Really informative and very relevant. | 11/15/2019 11:59 AM |
| 2 | I believe the Q & A is something that is extremely important so that the members can really be more engaged in the Wednesday program. We ran out of time this year and there was no Q & A, which I believe disappointed some members. | 11/13/2019 11:08 AM |
| 3 | Is there a transcript from the Change and Disruption in Distribution channel speech? | 11/13/2019 9:54 AM |
| 4 | The panel seemed more like individual contributors rather than a panel providing opinions on questions. Sarah did a wonderful hands on social media presentation. Suggest having a table top for quick follow up with presenters from outside the industry like Sarah. The table top would create an opportunity to connect and not seem like one is intruding on her time or schedule. | 11/13/2019 9:24 AM |
| 5 | *Not as many exceptional table top displays as other years. | 11/12/2019 4:22 PM |
| 6 | I did not think Sarah was polished enough to present to this group unfortunately | 11/11/2019 4:18 PM |
| 7 | 1. I never realized how much science was involved in the Floral in the streeel never realized how much science was involved in the floral industry. 2. Not sure if social media can really help the wholesaler. | 11/8/2019 3:56 PM |
| 8 | Personally I did not like the panel as it was not a panel. It took 50 minutes to cover 7 or 8 points that could've been covered in 10 minutes. The "panel" that was not a panel had a moderator that just read from a script and did not moderate anything. Personally I was looking forward to interactions between the panelists. Not having time for Q&A was terrible. Even though the content was great I believe it fell really short of the expectations. | 11/8/2019 1:26 PM |
| 9 | It's a shame we ran out of time for any questions on the Wednesday panel. I assume the speakers did not keep to their allotted time frames. | 11/8/2019 12:04 PM |

2019 WF&FSA Floral Distribution Conference Evaluation Survey

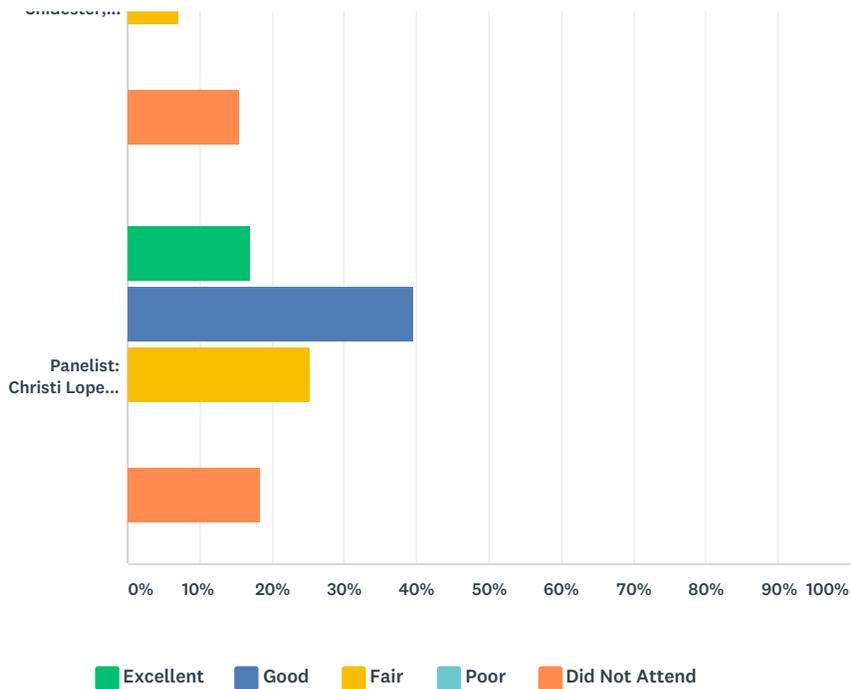
| | | |
|----|---|-------------------|
| 10 | My colleagues and I found that most of the speakers used the time on stage to solely promote their business or reiterate the same facts without providing results/solutions to these challenges in the industry. | 11/7/2019 9:21 PM |
| 11 | Comments listed above. | 11/7/2019 5:28 PM |
| 12 | The flower care and handling session and the increase in ocean freight shipping for importers, which both were relevant to each other, were good topics for discussion. | 11/7/2019 3:31 PM |
| 13 | Felt Sarah was going to give overall trends in Social Media but it was more of a lesson on Instagram. Informative but too specific for general closing session, better for a breakout topic full of marketing peeps and those wanting to learn more about getting started and using Instagram | 11/7/2019 1:23 PM |
| 14 | Need more time in session for q and a after the panel | 11/7/2019 1:11 PM |

Q7 Please rate each of the Change & Disruption Panelists below:

Answered: 72 Skipped: 2



2019 WF&FSA Floral Distribution Conference Evaluation Survey



| | EXCELLENT | GOOD | FAIR | POOR | DID NOT ATTEND | TOTAL |
|--|--------------|--------------|--------------|------------|----------------|-------|
| Moderator: Bob Williams | 20.83% 15 | 44.44% 32 | 19.44% 14 | 1.39% 1 | 13.89% 10 | 72 |
| Speaker: Melinda Knuth, Texas A&M University | 34.29% 24 | 44.29% 31 | 7.14% 5 | 1.43% 1 | 12.86% 9 | 70 |
| Panelist: Patrick Busch, Len Busch Roses | 49.30% 35 | 33.80% 24 | 4.23% 3 | 0.00% 0 | 12.68% 9 | 71 |
| Panelist: Ross Johnson, Rosaprima | 12.68% 9 | 33.80% 24 | 30.99% 22 | 9.86% 7 | 12.68% 9 | 71 |
| Panelist: Jack Chidester, Delaware Valley Floral Group | 38.03% 27 | 39.44% 28 | 7.04% 5 | 0.00% 0 | 15.49% 11 | 71 |
| Panelist: Christi Lopez, The Business of Flowers | 16.90% 12 | 39.44% 28 | 25.35% 18 | 0.00% 0 | 18.31% 13 | 71 |

| # | COMMENTS ON PRESENTATIONS, SPEAKERS OR EVENTS | DATE |
|----|--|---------------------|
| 1 | I didn't feel that Bob was necessary, Melinda could have delivered the data and introduced the speakers. | 11/13/2019 10:35 AM |
| 2 | Very knowledgeable industry leaders- glad they were able to share their experience with the group. | 11/13/2019 9:24 AM |
| 3 | rosaprima's talk was absurd. did not talk of topic at all | 11/13/2019 9:15 AM |
| 4 | too many divesre panelists - topic too broad | 11/13/2019 9:07 AM |
| 5 | Too much time for each person to talk; I wish that they had been dynamic or excited or had given us something to clap for! | 11/12/2019 4:22 PM |
| 6 | Patrick too lengthy. There was no panel discussion, just a presentation by each. This was confusing to those I spoke to. I think this missed the mark to a degree. | 11/11/2019 4:18 PM |
| 7 | Mr. Johnson from Rosaprima was not factual. His farm is NOT the exclusive grower of David Austin Garden Roses. Not even in Ecuador. He is also NOT the exclusive grower of Wabara Series of Garden Roses in the industry. I believe he basically took the opportunity to advertise for his company as opposed to sharing valuable information about issues relating to growers and how that affects the wholesalers. which is ultimately the objective. I found this in poor taste and self serving. | 11/11/2019 1:53 PM |
| 8 | There was no panel and the moderator didn't do his job. It was the longest 50 minutes of my life waiting for Bob and Melinda read through stuff that I would've read on my own in 5 minutes. | 11/8/2019 1:26 PM |
| 9 | Comment listed previously above. | 11/7/2019 5:28 PM |
| 10 | Seems that social media & target marketing millennials has been a major topic in the last two show's that I have attended. Although it is of importance, let's move on please. | 11/7/2019 3:31 PM |

2019 WF&FSA Floral Distribution Conference Evaluation Survey

| | | |
|----|---|-------------------|
| 11 | Patrick Busch presented an exceptional business case. His business plan clearly identified challenges and opportunities, goals set to address these situations in his market place and strategies implemented to attain his enterprises' goals. The Rosaprima presentation was a recounting of the creation of a rose production facility and did not clearly address the subject matter. | 11/7/2019 2:26 PM |
| 12 | Some did better discussing how they have specifically adapted their businesses to the Forces of change | 11/7/2019 1:23 PM |

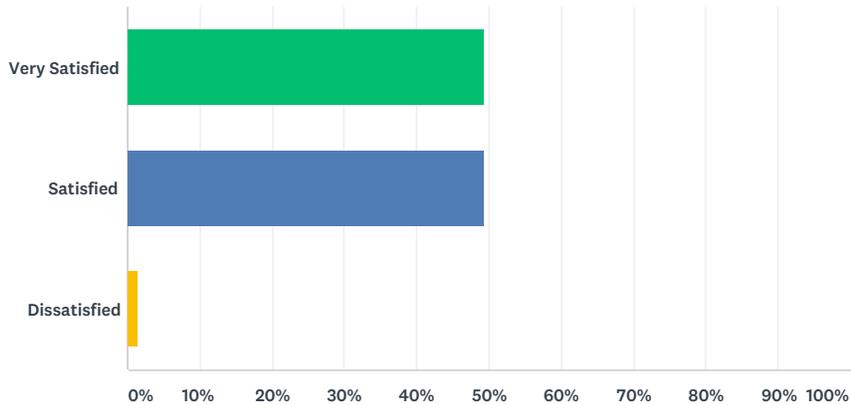
Q8 If there are educational topics or speakers you would like to recommend for the 2020 Conference, please enter them here:

Answered: 13 Skipped: 61

| # | RESPONSES | DATE |
|----|---|---------------------|
| 1 | marketing | 11/15/2019 1:15 PM |
| 2 | Design and color trends | 11/15/2019 11:43 AM |
| 3 | * if we still have an extremely tight labor market next year... How to address that part for our business? * Maybe a person that can speak about the complete cycle of our business from Breeder to End consumer and have a "real" Q&A along the way. | 11/13/2019 11:08 AM |
| 4 | I love the new platform WFFSA has selected. Personally I feel we must have wholesale florists who can locally distribute to create a more mindful and earth friendly channel. | 11/13/2019 9:54 AM |
| 5 | trucking lines | 11/13/2019 9:45 AM |
| 6 | It would be interesting to bring breeders and have them explain the process of choosing and naming varieties. My feeling is breeders do not really ask for input in colors and trends. They sell varieties to growers based on their availability. Also how do they chose variety names.? Many insinuate a color and it is totally unrelated to the actual variety. Especially in roses. | 11/11/2019 1:53 PM |
| 7 | Trends in floral | 11/9/2019 5:46 AM |
| 8 | Implementing Automation for Smaller Business | 11/8/2019 7:32 AM |
| 9 | Would prefer speakers who can inspire, challenge and engage rather than industry experts | 11/7/2019 3:58 PM |
| 10 | Speaker topics should be more focused on other present day industry trends, issues, struggles and provide more solutions and other revenue generating opportunities for growth within the industry. Perhaps wholesalers increasing their non-perishable floral supply sales; mainly flower food and flower care products and solutions should be something to consider and brainstorm about for upcoming shows. | 11/7/2019 3:31 PM |
| 11 | We need to gave emphasis to market development at the consumer level to prevent further market attrition in the Wholesale/Florist Sector and to grow our businesses in this camp again. | 11/7/2019 2:26 PM |
| 12 | Sales motivation, reviving sympathy work, health insurance, inventory control | 11/7/2019 1:49 PM |
| 13 | Succession planning Hiring and retaining sales people. | 11/7/2019 1:11 PM |

Q9 How satisfied were you with the quality of Table Top exhibits?

Answered: 73 Skipped: 1

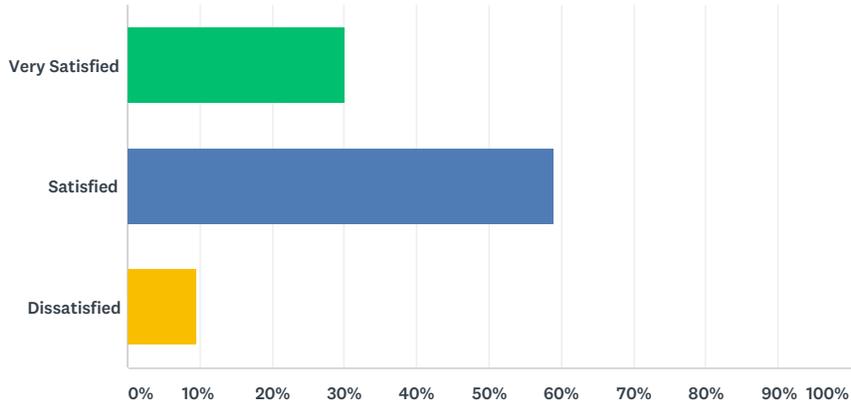


| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----------|
| Very Satisfied | 49.32% | 36 |
| Satisfied | 49.32% | 36 |
| Dissatisfied | 1.37% | 1 |
| TOTAL | | 73 |

| # | ADDITIONAL COMMENTS: | DATE |
|---|--|---------------------|
| 1 | Same as last year. | 11/15/2019 11:39 AM |
| 2 | We had a column IN FRONT AND IN THE MIDDLE OF OUR BOOTH and our neighbor Queens setup a wall. Plenty of space available so it made no sense to have table tops in such bad locations. The columns weren't disclosed on the floor pan. Table tops shouldn't be allowed to have walls as it boxes you in. Lack of oversight on this. | 11/8/2019 1:26 PM |
| 3 | The exhibitors did a really nice job in maximizing the available space. Are there booth awards like other shows? If not please consider. | 11/8/2019 12:04 PM |
| 4 | This should be an attendee question exclusively. | 11/7/2019 3:31 PM |
| 5 | Missing a few exhibitors like William Puckett, Esmeralda... to jame a couple | 11/7/2019 1:40 PM |
| 6 | Posts in front of some booths. Could have reconfigured layout better to avoid this (and match the layout provided to vendors before the show) | 11/7/2019 1:11 PM |

Q10 How satisfied were you with the number of Table Top exhibits?

Answered: 73 Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----------|
| Very Satisfied | 30.14% | 22 |
| Satisfied | 58.90% | 43 |
| Dissatisfied | 9.59% | 7 |
| TOTAL | | 73 |

| # | ADDITIONAL COMMENTS: | DATE |
|----|--|---------------------|
| 1 | seems like there were many less exhibitors this year | 11/16/2019 7:00 AM |
| 2 | Can always use more vendors present- would have been great to see live plant vendors. | 11/15/2019 11:45 AM |
| 3 | Seemed light. | 11/15/2019 11:43 AM |
| 4 | It would be nice to even have a few more... like around 100 or so... just personal preference. | 11/13/2019 11:08 AM |
| 5 | looked smaller than years past. | 11/13/2019 9:15 AM |
| 6 | Would have liked to have more! | 11/12/2019 4:22 PM |
| 7 | not as many importers as i expected displayed. . But extremely happy that there were less farms displaying. | 11/11/2019 1:53 PM |
| 8 | I think i counted over 90 - great representation and a testament to the value here. | 11/8/2019 12:04 PM |
| 9 | This also should be an attendee question exclusively. | 11/7/2019 3:31 PM |
| 10 | All the Table tops were one on top of the other and there was so much empty space in the Convention Center that WFFSA should offer more square footage to each participating Company for the Same price. | 11/7/2019 2:11 PM |

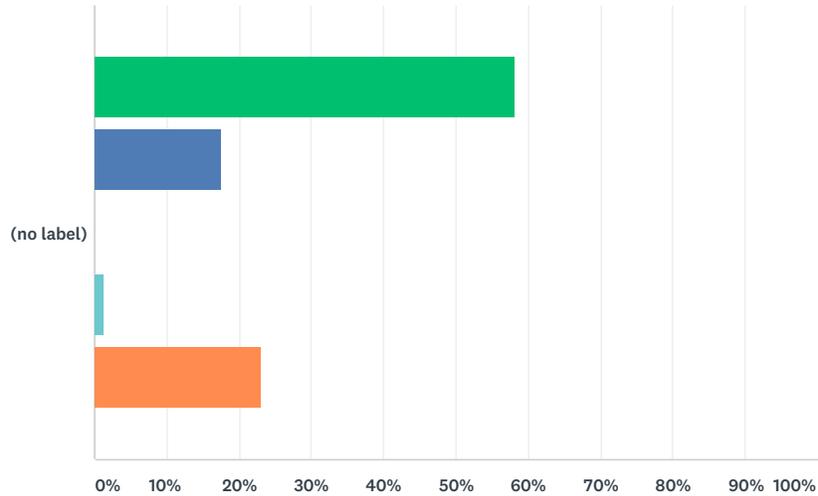
Q11 What other companies would you like to see exhibit at Table Tops?

Answered: 8 Skipped: 66

| # | RESPONSES | DATE |
|---|---|---------------------|
| 1 | cargo companies + bouquet makers | 11/15/2019 1:15 PM |
| 2 | More hard good companies | 11/15/2019 11:43 AM |
| 3 | none | 11/13/2019 9:45 AM |
| 4 | Much more Wholesalers | 11/8/2019 2:56 PM |
| 5 | California farms | 11/8/2019 12:26 PM |
| 6 | More Botanical Plant growers. Only one DUTCH vendor this year. I need my suppliers there. | 11/8/2019 12:04 PM |
| 7 | Supplies | 11/7/2019 3:58 PM |
| 8 | n/a, no comment. | 11/7/2019 3:31 PM |

Q12 This year, in lieu of Hospitality Suites, WF&FSA held a Yacht Life Party aboard the Grand Floridian. Please choose the response that best describes your experience:

Answered: 74 Skipped: 0



■ Exceeded Expectations
 ■ Met Expectations
 ■ Somewhat Met Expectations
■ Did Not Meet Expectations
 ■ I did not attend the Yacht Life Party

| | EXCEEDED EXPECTATIONS | MET EXPECTATIONS | SOMEWHAT MET EXPECTATIONS | DID NOT MEET EXPECTATIONS | I DID NOT ATTEND THE YACHT LIFE PARTY | TOTAL | WEIGHTED AVERAGE |
|------------|-----------------------|------------------|---------------------------|---------------------------|---------------------------------------|-------|------------------|
| (no label) | 58.11% | 17.57% | 0.00% | 1.35% | 22.97% | 74 | 2.14 |
| | 43 | 13 | 0 | 1 | 17 | | |

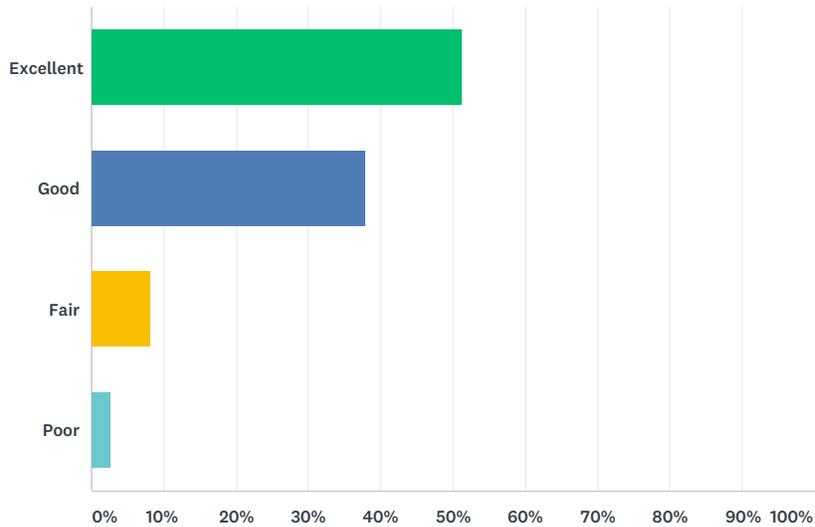
| # | PLEASE PROVIDE COMMENTS ON YOUR YACHT LIFE PARTY EXPERIENCE: | DATE |
|----|---|---------------------|
| 1 | food was mediocre | 11/16/2019 7:00 AM |
| 2 | I had a pretty low bar set for this mentally, and the crew from WFFSA pulled this off fantastically! A pleasant surprise. A+ job folks! | 11/15/2019 11:45 AM |
| 3 | Great idea! Everyone that I asked said they were going. A great way to get everyone out at the same place. Lots of networking opportunity. | 11/15/2019 11:43 AM |
| 4 | Best way to show of Miami and to have everybody in a somehow confined space and have to almost interact .. it's the best way to connect everybody in a social fun atmosphere. | 11/13/2019 11:08 AM |
| 5 | Well organized, not too much space but you weren't on top of people either, perfect length of time. Nice to get out of the convention center for a night!! | 11/13/2019 10:35 AM |
| 6 | As a wholesaler we felt the best use of our time was to meet over dinner with a partner vendor from the table tops. | 11/13/2019 9:24 AM |
| 7 | food was horrible. other wise very nice. | 11/13/2019 9:15 AM |
| 8 | I liked having time to talk to people. Beautiful sunset and skyline. The food was great. The dancing was very entertaining. The bus ride was even fun! | 11/12/2019 4:22 PM |
| 9 | It was good to all be together rather than segregated | 11/9/2019 5:46 AM |
| 10 | Loved it! Everyone seemed to enjoy it a lot. Nice change from the precious years receptions. | 11/8/2019 1:26 PM |
| 11 | Congratulations WF&FSA- I think you beat everyone's expectations on an event that was professionally executed. | 11/8/2019 12:04 PM |
| 12 | A great event to shake up the conference. Had a great time. | 11/7/2019 9:21 PM |
| 13 | Needed more time to dance. It was great! | 11/7/2019 5:28 PM |
| 14 | Could have been longer | 11/7/2019 3:58 PM |
| 15 | The Yacht Life Party provided an excellent informal environment in which to engage customers in candid informative and fun subjects. | 11/7/2019 2:26 PM |

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| | | |
|----|--|-------------------|
| 16 | the Boat provided for the perfect combination in a "captive" setting! I was able to spend quality time with my Customers while appreciating the beautiful scenery! | 11/7/2019 2:11 PM |
| 17 | Excellent event. Absolutely loved it. Super fun and productive at the same time. Hosted bar was a nice touch! Well done. | 11/7/2019 1:52 PM |
| 18 | Alcohol makes better dancers. | 11/7/2019 1:40 PM |
| 19 | Great to get offsite! Warmup :) and have some fun together! | 11/7/2019 1:23 PM |

Q13 What is your overall satisfaction with the networking opportunities?

Answered: 74 Skipped: 0

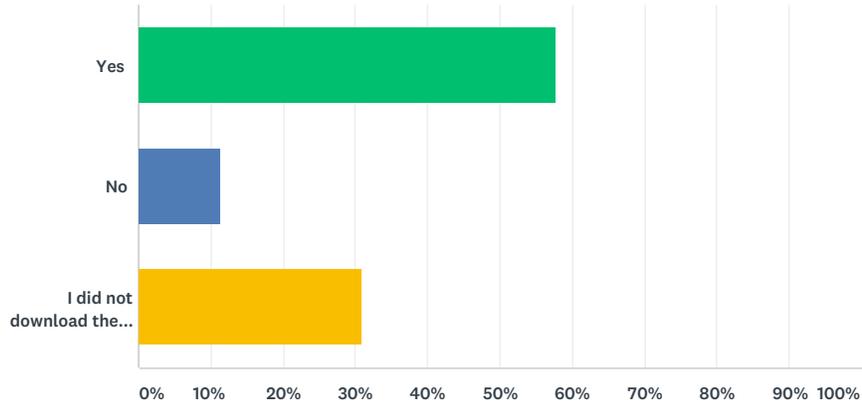


| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----------|
| Excellent | 51.35% | 38 |
| Good | 37.84% | 28 |
| Fair | 8.11% | 6 |
| Poor | 2.70% | 2 |
| TOTAL | | 74 |

| # | ADDITIONAL COMMENTS: | DATE |
|---|---|---------------------|
| 1 | This is the #1 reason I attend. | 11/15/2019 11:45 AM |
| 2 | I know attendance is always a focus and our company only brought 3 people this year vs. having 18 -22 as we have had in the past. That being said, I think the conversations with vendors were far more valuable since they were speaking with true decision makers vs. someone that might get their hopes up and then not be able to follow through. | 11/13/2019 10:35 AM |
| 3 | even with small attendance did not get in touch with everyone i wanted to. | 11/13/2019 9:15 AM |
| 4 | Best in the USA for sure for Suppliers and Wholesalers. Plus you get to network easily with our fellow wholesalers. | 11/8/2019 12:04 PM |
| 5 | Need more time to network. | 11/8/2019 10:00 AM |
| 6 | R.O.I. was drastic, non-existent; needless to say it was a total loss. | 11/7/2019 3:31 PM |

Q14 If you downloaded the App, did you find this useful?

Answered: 71 Skipped: 3

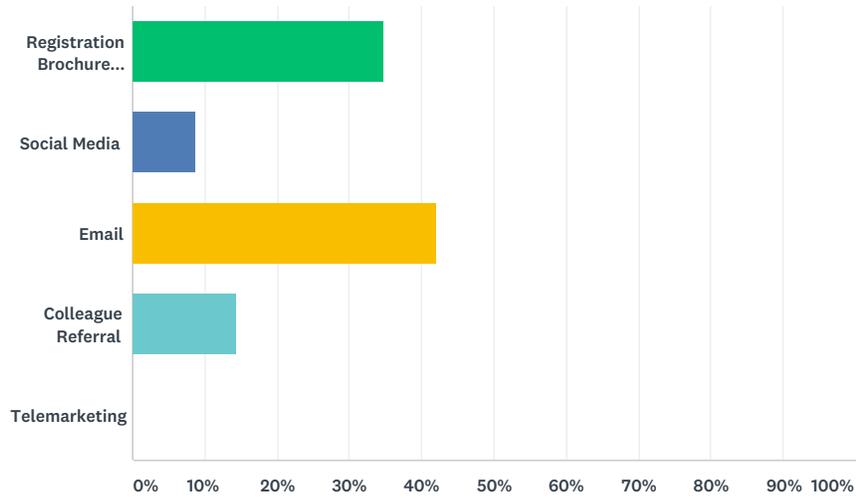


| ANSWER CHOICES | RESPONSES | |
|----------------------------|-----------|-----------|
| Yes | 57.75% | 41 |
| No | 11.27% | 8 |
| I did not download the App | 30.99% | 22 |
| TOTAL | | 71 |

| # | COMMENTS: | DATE |
|---|---|---------------------|
| 1 | Used to confirm schedules | 11/15/2019 11:43 AM |
| 2 | Please advertise the App a little more strongly and earlier next year so I can prep better. | 11/8/2019 12:04 PM |
| 3 | other than for the agenda which was helpful | 11/8/2019 7:08 AM |
| 4 | When it worked | 11/7/2019 3:58 PM |
| 5 | I really liked the daily emails with schedule. Thanks | 11/7/2019 1:52 PM |

Q15 How did you hear about WF&FSA's 2019 Floral Distribution Conference?

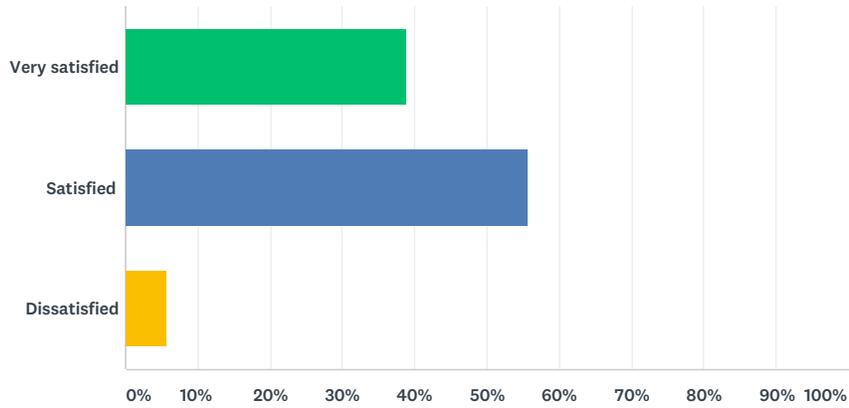
Answered: 69 Skipped: 5



| ANSWER CHOICES | RESPONSES | |
|-------------------------------------|-----------|-----------|
| Registration Brochure (direct mail) | 34.78% | 24 |
| Social Media | 8.70% | 6 |
| Email | 42.03% | 29 |
| Colleague Referral | 14.49% | 10 |
| Telemarketing | 0.00% | 0 |
| TOTAL | | 69 |

Q16 How satisfied were you with the promotional materials you received prior to the event?

Answered: 72 Skipped: 2

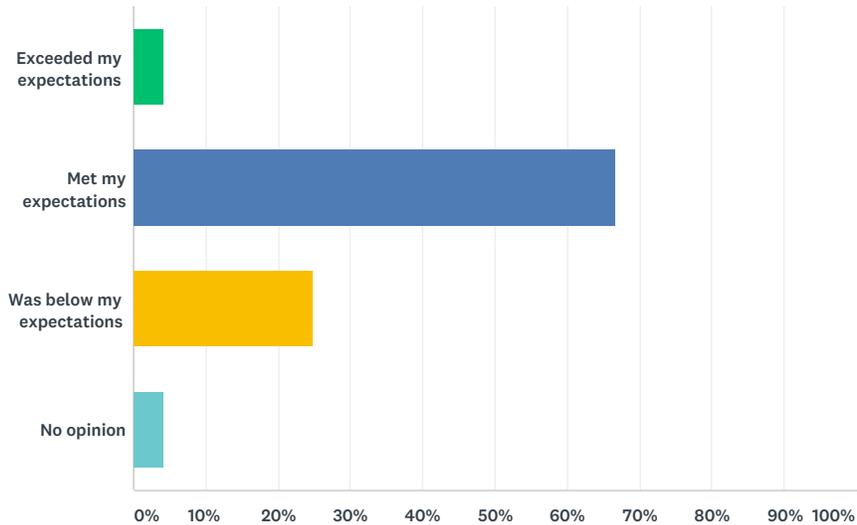


| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----------|
| Very satisfied | 38.89% | 28 |
| Satisfied | 55.56% | 40 |
| Dissatisfied | 5.56% | 4 |
| TOTAL | | 72 |

| # | ADDITIONAL COMMENTS: | DATE |
|---|--|---------------------|
| 1 | Not sure if there are additional emails to potential attendees, but if they only get what I got then we need to do better marketing. | 11/15/2019 11:45 AM |
| 2 | have all exhibitors submit pdf materials and build directory | 11/13/2019 9:07 AM |
| 3 | I need the direct mail because I am not up to date with social media if that's how you communicate. | 11/8/2019 12:04 PM |
| 4 | This should be an attendee question exclusively. | 11/7/2019 3:31 PM |
| 5 | Probably have to send earlier to get them to Orlando | 11/7/2019 1:11 PM |

Q17 How would you rate your overall experience at the Miami Airport Convention Center (MACC) and Doubletree by Hilton?

Answered: 72 Skipped: 2

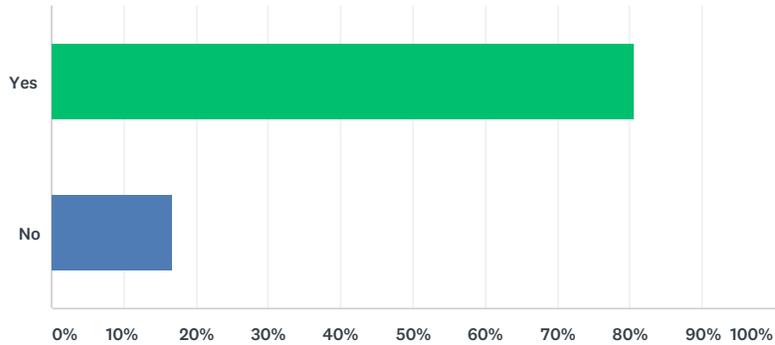


| ANSWER CHOICES | RESPONSES | |
|---------------------------|-----------|-----------|
| Exceeded my expectations | 4.17% | 3 |
| Met my expectations | 66.67% | 48 |
| Was below my expectations | 25.00% | 18 |
| No opinion | 4.17% | 3 |
| TOTAL | | 72 |

| # | ADDITIONAL COMMENTS: | DATE |
|----|---|---------------------|
| 1 | This particular hotel is not in an optimal location for dinner options in the local area and I don't like how the conv center is in a separate building from the hotel. | 11/16/2019 10:40 AM |
| 2 | I'm not sure how to politely say, "that place is a shit hole." | 11/15/2019 11:45 AM |
| 3 | It met my expectations but I don't think anyone has high expectations of the MACC. :) Excited to go to a new venue next year! | 11/13/2019 10:35 AM |
| 4 | worn out | 11/13/2019 9:07 AM |
| 5 | The food was very good, and the hotel seemed cleaner than other years! | 11/12/2019 4:22 PM |
| 6 | Aside from the cold in the main ballroom at the Convention, the Hotel still seems be deteriorating. Surprised I had to wait two plus hours for a room even though we had a room block and was one of the early check ins. | 11/11/2019 4:18 PM |
| 7 | The cold was extreme. It got to the point that it became annoying in the large conference room. | 11/8/2019 1:26 PM |
| 8 | Of the four years at the MACC/Doubletree I found this the most satisfying. Time to move through. | 11/8/2019 12:04 PM |
| 9 | No hot water first day | 11/8/2019 7:32 AM |
| 10 | I personally did not stay in the hotel, however they convention center had the temperature in the conference room way too cold that it was too distracting. Had to leave multiple times to warm up/. | 11/7/2019 9:21 PM |
| 11 | This location sucks. Dirty rooms. Poorly staffed. Security was not accommodating. | 11/7/2019 3:58 PM |
| 12 | i don't want to sound redundant, but the networking opportunities were very poor due to the lack of attendees. | 11/7/2019 3:31 PM |
| 13 | dont like the hotel. Kinda grubby. Food is just OK (restaurants) | 11/7/2019 1:52 PM |
| 14 | Not my favorite hotel, but for some reason it seemed better than the last 2 years. Bed seemed better, better food. | 11/7/2019 1:40 PM |
| 15 | Quite disappointing from prior years experiences at places like trump doral, etc. would much rather spend more to get a better hotel and better food. Service and house keeping mediocre at best | 11/7/2019 1:18 PM |

Q18 Do you plan to attend WF&FSA's 2020 Floral Distribution Conference to be held October 8-10 at Hilton Bonnet Creek in Orlando, Florida?

Answered: 72 Skipped: 2



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----------|
| Yes | 80.56% | 58 |
| No | 16.67% | 12 |
| TOTAL | | 72 |

| # | COMMENTS: | DATE |
|----|---|---------------------|
| 1 | Don't Know Yet | 11/15/2019 11:53 AM |
| 2 | Too far from our Miami office. Won't be able to attend business issues at our office and Conference the same day. In Miami we can. I believe attendees will spend time with their families at the Parks and will not attend the Floral Distribution Conference. | 11/13/2019 1:17 PM |
| 3 | Not sure - when in Miami - all from our company was able to attend. With it being out of town, we will have to limit the amount of people who can attend as we will need to have some employees in the office. | 11/13/2019 10:44 AM |
| 4 | it is very difficult to support the show in Orlando. Our business is in Miami and we should focus on the business. we will most likely have one representative only. Due to cost of stay and transportation. in Miami all the importers can do their daily business and then support the show with a full staff. | 11/11/2019 1:53 PM |
| 5 | Look forward to the move. I hope the Miami vendors will attend as their presence along with the other worldwide vendors makes this event work for my company. | 11/8/2019 12:04 PM |
| 6 | We will attend, but I think it is wise to keep it in Miami. | 11/8/2019 10:00 AM |
| 7 | I have no choice, my company will make me go! LOL ; -) | 11/7/2019 3:31 PM |
| 8 | Looking forward to it. very happy to see a new location and Orlando is great being close to disney. My family will also come along. Good move! | 11/7/2019 1:52 PM |
| 9 | October is our busiest wedding month. Flower buyer is too busy to leave. | 11/7/2019 1:49 PM |
| 10 | Of course. Can't wait! | 11/7/2019 1:40 PM |
| 11 | This question needed a "not sure yet" option as hard to clear schedule that far out. It is also now a weekend and Canadian Thanksgiving weekend. I don't think American members would appreciate it being scheduled on their Thanksgiving but understand how few dates in that time of year don't conflict with other events. | 11/7/2019 1:23 PM |

Q19 What suggestions do you have for improving future WF&FSA Conferences?

Answered: 23 Skipped: 51

| # | RESPONSES | DATE |
|----|---|---------------------|
| 1 | Table top displays are only useful for networking on the first two days. That is plenty of time in a small venue. The last day of the conference should end after the morning session so vendors can breakdown immediately and still have enough time to fly home. | 11/16/2019 10:40 AM |
| 2 | A repeat of the yacht party in the future would be great- getting the vendors involved in buying tickets was essential and would be better if we did it early. Could really help build demand and competition to attend. Also, getting and staying out of the MACC until it has been renovated and the hotel portion has improved is essential. The majority of other attendees I spoke with said if it wasn't moved they would in the future (or already had) elected to stay off site. | 11/15/2019 11:45 AM |
| 3 | Encourage vendors to be more innovative with their displays. Once you have been to one event, there is no incentive to return. | 11/15/2019 11:39 AM |
| 4 | I believe more interaction between the speakers and the members / crowd is the best way to find common "better" ground in our Flower industry. | 11/13/2019 11:08 AM |
| 5 | KEEP IT IN MIAMI !! | 11/13/2019 10:44 AM |
| 6 | I was impressed with the DevEx speakers!! I feel like the FDC typically has factual information but less motivational. | 11/13/2019 10:35 AM |
| 7 | Continue looking forward and informing the membership of industry challenges and ways to overcome or rise to the challenge. | 11/13/2019 9:24 AM |
| 8 | getting more wholesalers to attend | 11/13/2019 9:15 AM |
| 9 | I think it is advantageous for many current & potential attendees to have the convention in Miami every year in the future. I have heard from some of the farms with offices in Miami that they may not go to Orlando, and for sure they will not take as many employees as in Miami - because they can still work and commute in Miami. I hope that this is not the case. | 11/12/2019 4:22 PM |
| 10 | More Wholesale Buyers for the Vendors. | 11/11/2019 4:18 PM |
| 11 | I do think there should be a different ticket sold maybe only good on the last day after 10 am for other employees of our importers that want to see the show but do not attend the conference. This will make them all feel as part of an event that is important to the company the work for and the industry. Maybe charge a minimal fee. \$35.00 and very restrictive time frame. And it would be more income for WF&FSA | 11/11/2019 1:53 PM |
| 12 | There needs to be a lot of changes made within the way WFFSA is organizing the Conferences based on getting more wholesalers visiting the Conference. Prices for attendees, exhibitors to start with. It might be good to have a closer look how Trade Shows are organized in other countries around the Globe (IFTF in the Netherlands / IPM in Germany / Agriflor in Ecuador just to mention some examples). Those tradeshow are visitor friendly as it comes to entrance pricing. And there is many more to think of and look in to. I am available for discussion and feedback in conversation. | 11/11/2019 9:46 AM |
| 13 | Disclose bad spots in the floor plan. Make sure that exhibitors adhere to the rules when setting up their stand. | 11/8/2019 1:26 PM |
| 14 | The format is well established and understood. I was hesitant to come back to the MACC but the people, Education, Table Tops and Yacht Night made the event. | 11/8/2019 12:04 PM |
| 15 | Ensuring the speakers actually address the issues and provide insight to results and not just speculations. | 11/7/2019 9:21 PM |
| 16 | A gathering location on property that attendees can hang outside and network, have a drink and smoke and not get hassled by security. | 11/7/2019 3:58 PM |
| 17 | I recommend that WF&FSA should implement a system in future shows to assure that attendees visit every display booth. Maybe develop a raffle as an incentive; where attendees would need to get a ticket signed off on from from all exhibitors in order to participate in it. Here's an idea, why not raffle off multiple theme park tickets, since next years' show is in Orlando; which is the theme park capital of the world. | 11/7/2019 3:31 PM |
| 18 | Prioritizing Consumer Market Expansion Programs | 11/7/2019 2:26 PM |
| 19 | Is it a conference for networking and for whom in the industry ? Growers, importers, wholesalers? Is it for educational purposes ... too many divergent goals. | 11/7/2019 2:13 PM |
| 20 | You guys did a nice job this year. Noticeable improvement. Boat ride was the highlight. Trade show and speakers were good. Loved that David D got the award! The only thing I would change is the venue and you have already done it. Thanks for a great show! Good job WFFSA | 11/7/2019 1:52 PM |

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| | | |
|----|--|-------------------|
| 21 | No complaints I will say that I like your willingness to gamble a bit with the changes that were made this year. And are still considering new changes. It seems that there is great new content in the committee and board meeting. | 11/7/2019 1:40 PM |
| 22 | From the Yacht Party obvious the group likes to blow off some steam so keep injecting some evening fun. | 11/7/2019 1:23 PM |
| 23 | Longer conferences, more meeting time, better choice for hotels/conference centers to make it a great experience overall from start to finish. | 11/7/2019 1:18 PM |