



2014 WF&FSA Floral Distribution Conference

TABLE TOPS WILL NOT BE CONFIRMED UNTIL PAYMENT IS RECEIVED.

Our company agrees to display perishable or non-perishable products on one of the tabletops available at The Doral, Miami, Florida, at WF&FSA's 2014 Floral Distribution Conference from October 22-24, 2014.

The 2014 rate for tabletop displays is \$1900 for members and \$2900 for non-members if registration is received by September 2, 2014. After September 2, 2014 the rate for the table displays is \$2200 for members and \$3200 for non-members. This fee includes one full conference registration for the on-site table top contact. Reserve your table now so that we may include your company in conference promotion.

WF&FSA will provide a 6-foot, white, skirted table and a table tent sign with your company name. WF&FSA will also provide work space in the Floral Preparation and Storage Area.

- Displays cannot use electricity for lights, computers, etc.
- There will be no telephone access.
- WF&FSA encourages display companies to provide business cards, flyers, brochures, etc. and not staff the booth full time.

Displays must be completely set-up by 3:00 p.m. on Wednesday, October 22, and removed between 12:30 pm - 4:00 pm on Friday, October 24, 2014. Displays will be accessible by attendees throughout the entire conference and will be provided with overnight security. As many food functions as possible will be held concurrently with the displays.

You must take responsibility for the design, set-up and maintenance of the display. A company representative that is registered for the conference may be assigned the task or you may hire a local florist or floral designer to be responsible for the display. Company representatives are discouraged from staffing the table constantly, but they may want to be available during the Welcome Reception, breaks between sessions and breakfasts to answer questions and network with attendees.

Those companies that participated in 2013 received first choice to retain their table from the previous year. Following those selections tables will be assigned on a first-come, first-served basis. Please indicate the table you wish to reserve in order of preference (see diagram attached):

1st choice _____ 2nd Choice _____ 3rd Choice _____ 4th Choice _____

Sign Information- PLEASE COMPLETE AS YOU WISH TO HAVE IT LISTED IN ALL MATERIALS & SIGNAGE

Company Name: _____

Address: _____ Website Address: _____

Telephone: _____ Fax: _____ E-mail: _____

Table Top Contact Person – THIS IS FOR CONTACT PURPOSES ONLY PRIOR TO THE CONFERENCE- THIS DOES NOT REGISTER YOU FOR THE CONFERENCE

Name: _____ E-mail: _____ Telephone _____

Provide a local telephone or cell phone number _____

Signature: _____ Date: _____

Complimentary Table Top Registration - YOU MUST PROVIDE A NAME AT THIS TIME WHICH MAY BE CHANGED AT A LATER DATE FOR ALL ADDITIONAL COMPANY REGISTRANTS, REGISTRATION FORMS WILL BE AVAILABLE AT A LATER DATE.

Name: _____ Title _____ E-mail: _____

Telephone _____ Provide a local telephone or cell phone number _____

Payment Check One:

- Check Enclosed (Payable to WF&FSA) MasterCard VISA Amex Discover

Name of Cardholder: _____

Card Number: _____ Expiration Date: _____ CSV Code: _____

Signature of Cardholder: _____

Billing Address: _____

For more information contact: Michelle Measel, Associate Director

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