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Rod Crittenden  
WUMFA  
Haslett, MI

## Do you have products or services that you want to sell to Florists?

If the answer is "Yes", then plan now to exhibit at the 2015 Wisconsin & Upper Michigan Florists Association (WUMFA) Annual Convention March 20<sup>th</sup> – 22<sup>nd</sup>, 2015. By exhibiting you'll be getting what you want, increased sales, improved brand recognition and improved market share. You can improve your bottom line by exhibiting!

This year the Annual Convention theme is "Fields of Green". WUMFA depends on your support to help bring education to the industry. Education is key for operating a successful business. Successful businesses in turn become important customers. We cannot do this without you and your support.

WUMFA will market the Annual Convention to the professional florists in WI, MI, IL and MN. Save the Date flyers are currently being distributed to retail florists to post in their shops. Florists are being notified about "Fields of Green" via email and Facebook. Issue I 2015 of the Professional Florist magazine will feature the Annual Convention and will direct mail to over 3000 florists, we will also provide over 2000 copies to local wholesalers for distribution to retail flower shops and event specialists.

[www.wumfa.org](http://www.wumfa.org) spreads the word about what's going on 24/7/365 days a year.

Exhibit space at "Fields of Green" remains the best value in the industry. Only \$2.83 per square foot for members (\$425 - 10'x15') and \$3.50 per square foot for non-members (\$525 - 10'x15') for registration prior to 12/31/14. **We also have some very attractive sponsorship packages available to help you save even more money, see packet for details.** The hotel hall is non-union and offers very easy in and out access. Please fill out the enclosed exhibitor contract and return ASAP to reserve your space.

Call me directly at (517) 253-7730 or email [rod@michiganfloral.org](mailto:rod@michiganfloral.org) if you have any questions. I look forward to helping you grow your business.

Sincerely,

Rodney P. Crittenden  
Executive Director  
Wisconsin & Upper Michigan Florists Association



## 2015 WUMFA Annual Convention

### *“Fields of Green”...inspire . create . bloom*

The *“Fields of Green”* Trade Show is scheduled for the weekend of March 20<sup>th</sup> - 22<sup>nd</sup>, 2015 at the Radisson Hotel & Conference Center in Green Bay, WI. WUMFA depends on your support to help bring education to the industry. Education is key for operating a successful business. Successful businesses in turn become important customers. By exhibiting at *“Fields of Green”* you not only reach potential customers, you advance our industry by providing education.

### 2015 Exhibitor Quick Facts:

<b>Booth Cost:</b>	\$450 member, \$550 non-member (10' x 15') \$425m/\$525nm before 12/31/14
<b>Booth Includes:</b>	2 weekend passes (extra \$25ea.), carpet, 2 chairs, 2 8' banquet tables & sign.
<b>Electrical Service:</b>	\$59 per booth on a first come first served basis
<b>Booth Set-Up:</b>	Friday, March 20 <sup>th</sup> Noon - 6:00pm
<b>Trade Show Hours:</b>	7:00pm - 10:00pm <b>Friday - March 20<sup>th</sup></b> , 9:00am - 5:00pm <b>Saturday - March 21<sup>st</sup></b> 8:30am - 3:30pm <b>Sunday - March 22<sup>nd</sup></b> ( <i>More face time with attendees this year</i> )
<b>Product Reviews:</b>	In your booth throughout show hours.
<b>Hotel Reservations:</b>	\$95/night - (920) 494-7300 (Mention WI Upper MI Florist Assoc.)
<b>Advertising:</b>	<i>Professional Florist</i> magazine call Rod at (517) 253-7730
<b>Advertising:</b>	Program ads \$250 full page, \$150 ½ page, \$100 ¼ page
<b>Projected Attendance:</b>	150 +
<b>Radisson Hotel:</b>	<a href="http://www.radisson.com/green-bay-hotel-wi-54313/greenbay">http://www.radisson.com/green-bay-hotel-wi-54313/greenbay</a>
<b>Airport Code:</b>	GRB

### 2015 WUMFA SPONSORSHIP PACKAGE OPPORTUNITIES!

#### **Gold Sponsor Package**

\$1099/\$1044 before 12/31/14  
(\$1549 Value)

- Business Card 6 issues  
Professional Florist \$150
- Link on [www.wumfa.org](http://www.wumfa.org)  
**HOME** page \$600
- Convention Booth \$450
- Full Page Convention  
Program Ad \$250
- 2015 WUMFA membership  
\$99

#### **Silver Sponsor Package**

\$899/\$854 before 12/31/14  
(\$1249 Value)

- Business Card 6 issues  
Professional Florist \$150
- Link on [www.wumfa.org](http://www.wumfa.org)  
**SPONSOR** page \$300
- Convention Booth \$450
- Full Page Convention  
Program Ad \$250
- 2015 WUMFA membership  
\$99

#### **Bronze Sponsor Package**

\$699/\$664 before 12/31/14  
(\$999 Value)

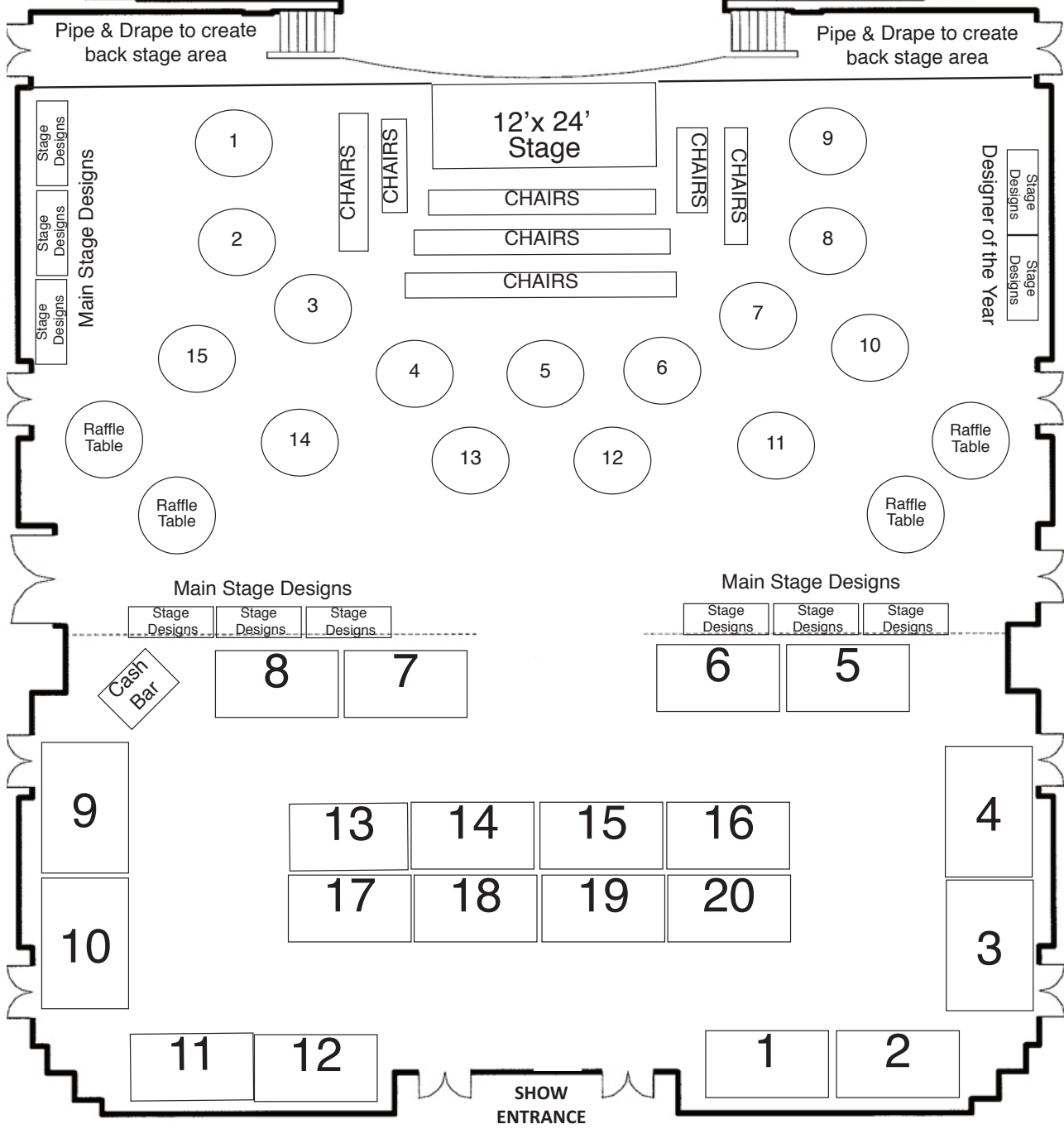
- Business Card 6 issues  
Professional Florist \$150
- Link on [www.wumfa.org](http://www.wumfa.org)  
**SPONSOR** page \$300
- Convention Booth \$450
- 2015 WUMFA membership  
\$99

**To register for a booth simply fill out the contract on the following pages and return to the WUMFA office via mail or fax to (517) 575-0115.**

**If you have questions contact Rod at (517) 253-7730 or email: [rod@michiganfloral.org](mailto:rod@michiganfloral.org)**

# 2015 WUMFA Annual Convention Exhibitors

Booth #	Company	Booth #	Company
1		11	
2		12	
3		13	
4		14	
5		15	
6		16	
7		17	
8		18	
9		19	
10		20	



**2015 WUMFA Annual Convention**  
**"Fields of Green"**  
**March 20<sup>th</sup> – 22<sup>nd</sup>, 2015**  
**Radisson Hotel & Conference Center Green Bay, WI**  
**EXHIBITOR CONTRACT**

The Wisconsin & Upper Michigan Florists Association (WUMFA) hereby leases to:

Firm Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone #: \_\_\_\_\_

Email \_\_\_\_\_ Website: \_\_\_\_\_

Booth Location/Number(s):            1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_ 3rd choice \_\_\_\_\_

Number of tables per booth needed (check):    (none) \_\_\_\_\_ (1) \_\_\_\_\_ (2) \_\_\_\_\_ ( \_\_\_\_\_ other # \_\_\_\_\_)

For the purpose of exhibiting and otherwise advertising the product lines listed on this contract. When choice is not available, you will be assigned to a booth location. For and in consideration of the lease, (firm name) \_\_\_\_\_ hereby agrees to pay to the order of WUMFA, the sum of \$ \_\_\_\_\_ which covers the booth space rental for the entire period of the convention. This includes Full Convention weekend pass registration for two representatives for each booth. The above firm also agrees to have booth fully set up by 6:00p on Friday, March 20, 2015. Furthermore, the firm will NOT remove, package, prepack or do any other form of dismantling in its booth(s) until after 3:30p on Sunday, March 22, 2015.

**BOOTH PRICES:**

**\$450 / \$425 before 12/31/14 WUMFA MEMBER (10' x 15')**

**\$550 / \$525 before 12/31/14 NON-MEMBER (10' x 15')**

Purchase of one booth: full payment due with contract. Two or more booths: 50% deposit required to hold spaces.

Balance due no later than Wednesday, January 7, 2015.

**SPACE RESERVATION & CANCELLATION POLICY:**

If cancellation of WUMFA Trade Show space(s) is received by: January 7, 2015 - Advance payments will be refunded less a 15% administration fee based on the total reserved space. After January 7, 2015 - NO REFUND unless WUMFA can resell the space(s). If resold, a 50% refund will be paid on the resold portion.

**SIGNS:** Exhibitors will receive a one-line sign with company name (as stated above) and booth number.

**PRODUCT/SERVICE:** to be shown in booth. List the product or service that you will feature in your booth(s).

**NAME BADGES:** List the names of the individuals who will be working in the exhibit area. Two weekend passes included per booth. Additional Full Convention weekend passes are available at \$25 each. Please print first and last name's as they are to appear on the badge.

PLEASE PRINT - Separate names using a comma.

**NAMES FOR BADGES:** \_\_\_\_\_

**READ ENTIRE CONTRACT BEFORE SIGNING:**

Authorized Firm Representative Signature

Print Name

Title

Date

**COMPLETE AND RETURN WITH PAYMENT TO:**

WISCONSIN & UPPER MICHIGAN FLORISTS ASSOCIATION

P. O. Box 67, 1152 Haslett Rd.

Haslett, MI 48840

Phone (517) 253-7730 / Fax (517) 575-0115

**PAYMENT INFO:** (circle one)    Check# \_\_\_\_\_    Visa    MC    Amex    Discover

Credit Card number

Expiration Date

CVC Code

**LIABILITY:** The Wisconsin & Upper Michigan Florists Association shall not be responsible for any loss, damage or injury that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever, prior to, during, or subsequent to the period covered by the Exhibit Contract; and the Exhibitor, in signing the Contract, expressly releases the Wisconsin & Upper Michigan Florists Association from, and agrees to indemnify same against any and all claims for such loss, damage, or injury. Any damages to the building due to carelessness of the Exhibitor must be paid for by the Exhibitor causing it. Also, the Wisconsin & Upper Michigan Florists Association shall not be responsible for any damage to the Exhibitor's business for failure to hold meetings as scheduled. The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury to persons or damage to exhibitor's displays, equipment, or other property brought upon the premises of the Radisson Hotel Green Bay, WI and agrees to indemnify, defend and hold harmless the Group, the Radisson Hotel Green Bay, WI and its owners, servants, agents, and employees against all claims or expenses for such losses, including reasonable attorney's fees, arising out of the use of the Radisson Hotel Green Bay premises excluding any liability caused by the negligence of the Group or the Radisson Hotel Green Bay or its owners, servants, agents, and employees. The Exhibitor understands that neither the Group nor the Radisson Hotel Green Bay maintains insurance covering the Exhibitor's property or lost revenue and it is the sole responsibility of the Exhibitor to obtain such insurance. It is the Group's responsibility to adhere to local fire codes and have the proposed floor plan approved by the local fire Marshal. The Radisson Hotel Green Bay requires receipt of the approved floor plan 60 days prior to the Show. The Exhibitor agrees to abide by the following rules and regulations for the Trade Show. Any deviation, without the express permission of WUMFA, may result in removal from the show and loss of any monies paid.

**RULES AND REGULATIONS:**

1. Booths will be fully set up and ready for business by 6:00pm Friday, March 20, 2015.
2. No part of the booth will be packaged, pre-packed, removed nor will any other form of booth dismantling be allowed prior to Sunday, March 22, 2015 at 3:30 p. If this rule is broken the Exhibitor will lose booth selection privileges for the next year.
3. No merchandise sold may be removed from the booth prior to 3:30p Sunday, March 22, 2015.
4. Behavior in a disorderly, abusive or other manner not generally acceptable to the general public won't be permitted.
5. The firm or individual's whose name appears on this contract takes responsibility for any and all individuals representing the company or himself while at the Trade Show.
6. Booth displays with sides over 3' in height may not extend more than 4' from the back drape/wall. Special arrangements can be made for displays not meeting these criteria.
7. **Sales representatives not involved with the Trade Show may not solicit business at the Show.**
8. Upon directive of the Fire Marshal, all freestanding display units must be kept exactly within space allowed. NO EXCEPTIONS. They must be made of sturdy materials that will not tip over easily. Exhibit booths posing any potential accident hazards to our show guests will be removed from the show upon request of show management.
9. Booth floor space is premeasured and marked with tape. Please take into consideration the width of your shelving units as these cut down on your selling floor space. All merchandise and display items must be kept within your rented space. Items extending into the aisle space will be moved or removed by the show management.
10. Do not ship materials to WUMFA. **All pre-show shipments must go through the Radisson Hotel Green Bay.**

**PRE-SHOW SHIPMENTS:**

Radisson Hotel & Conference Center – 2040 Airport Drive Green Bay, WI 54313  
Contact Name: Leslie Rotter (Catering/Convention Services Manager) PH:(920) 405-6404 FX: (920) 429-2394

**EXHIBIT SET-UP:**

**One-day set-up, Friday March 20, 2015, Noon to 6:00pm.**

All booths must be set by 6:00p March 20, 2015 for cleaning of the Exhibit Hall. **Show will open this year on Friday evening from 7p – 10p.**

**EXHIBIT TEARDOWN:**

Sunday, March 22, 2015 from 3:30p to 5:30p. There will be no Monday move out, NO EXCEPTIONS

**TRADE SHOW HOURS:**

Friday, March 20, from 7:00p – 10:00p / Saturday, March 21, from 9:00a to 5:00p / Sunday, March 22, from 8:30a to 3:30p

**BOOTH FURNISHINGS:**

Each 10' x 15' booth will be carpeted with two chairs & two 8' banquet tables provided, and one-line standard identification sign.

**EXHIBIT REGULATIONS:**

The height of each exhibit is not to exceed 12' at the peak. Side walls over 3' in height may not extend further than 4' from the back wall of the exhibit space. Special arrangements can be made for exhibits exceeding these dimensions. All merchandise and display items must be kept within your rented 10' x 15' space. Items extending into the aisle space will be moved or removed by the show management. Each exhibitor must agree to set up a display in keeping with the standards of quality with other exhibitors. All exhibits must comply with regulations of the Radisson Hotel Green Bay, WI. Fire exits must be kept open. The individual exhibitor, not WUMFA, will be liable for violations of any fire regulations.

**DIRECT SELLING:**

The Wisconsin & Upper Michigan Florists Association will not be responsible for any merchandise lost or stolen from any booth or exhibit. Exhibitors are responsible for securing their merchandise and staffing their booth at all times. **Exhibitors are allowed to sell merchandise from their booths.**

**HOTEL RESERVATIONS:**

Please call the Radisson Hotel & Conference Center Green Bay, WI direct at (920) 494-7300, (800) 333-3333. We have a special guaranteed rate of \$95 ++per night. Mention that you are with the Wisconsin & Upper Michigan Florists Association to receive group rate. Reservations must be made prior to 2/17/15 to be insured this rate.

**If you need further assistance please call the WUMFA office at (517) 253-7730 M-F 9:00a - 5:00p EST. or check our website at [www.wumfa.org](http://www.wumfa.org)**