

Plan Now to Exhibit at the 2024 WUMFA Annual Convention

2023 PRICING HELD FOR 2024!



Once again we are pleased to announce no increases in booth or sponsorship cost for 2024!

FIRST-TIME ATTENDEE INCENTIVE PROGRAM! Help increase attendance and earn credits towards your booth fees. Receive a \$100 credit for every First-Time convention attendee who marks your company as the referral partner on their registration. Referral credits will be issued to your company after convention prior to 4/30/24.

“**Flower Power**” will take place the weekend of March 15 - 17, 2024 at the Radisson Hotel & Conference Center in Green Bay, Wisconsin. The weekend includes Friday night opening reception, Main Stage Design shows, Business Sessions, Design Contest, and **2 hours** Friday, **1 hour** Saturday and **1.5 hours** Sunday of **non-conflicting trade show shopping time!**

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 “**Flower Power**” you not only reach potential customers, but you also advance our industry by providing education.

Exhibitor Quick Facts:

Projected Attendance:	200 + (2023 had a total of 172 attendees, 31 exhibitors representing 12 companies, 10 students representing 1 school, and 131 florists, designers and event specialists.
Booth Cost:	\$495 member, \$595 non-member (8' deep x 10' wide)
Booth Includes:	2 weekend passes (additional passes \$30ea.), carpet, 2 chairs, 1 - 8' banquet table, sign and black pipe & drape.
Electrical Service:	\$69 per booth (Included with Gold and Silver Sponsorship Package)
Booth Set-Up:	Friday, March 15 from Noon - 5:30pm & Saturday, March 16 from 6:30am - 7:30am
Trade Show Hours:	Friday, March 15 - 6:00pm - 8:00pm Reception & Shopping (2 Hours Trade Show Only) Saturday, March 16 - 9:00am - 5:15pm (1 Hour Trade Show Only) Sunday, March 17 - 10:00am - 2:30pm (Closed 11:30am-12:30pm 1.5 Hours Trade Show Only) <i>(Includes 1 hour Tradeshow Shopping Only Time - No Other Scheduled Events)</i>
Best Booth Award:	Winner receives award and acknowledgement in <i>The Professional Florists</i> magazine
Hotel Reservations:	\$109 plus taxes - (800) 333-3333 or contact the Hotel direct at (920) 494-7300 (Mention WUMFA prior to 2/22/24)
Advertising:	<i>The Professional Florist</i> magazine call Rod at (517) 253-7730
Advertising:	Program ads \$300 full page, \$200 ½ page, \$100 ¼ page
Radisson Hotel:	http://www.radisson.com/green-bay-hotel-wi-54313/greenbay
Airport Code:	GRB

2024 WUMFA EXHIBITOR SPONSORSHIP PACKAGES!

Gold Sponsor Package

\$1199

(\$1911 Value SAVE \$712)

- Business Card all 6 issues Professional Florist mag. \$150
- Link on www.wumfa.org HOME page \$600
- Convention Booth \$495
- Full Page Convention Program Ad \$300
- 2 Extra Passes \$198 (4 total)
- Electricity in Booth \$69
- 2024 WUMFA membership \$99

Silver Sponsor Package

\$999

(\$1512 Value SAVE \$513)

- Business Card all 6 issues Professional Florist mag. \$150
- Link on www.wumfa.org SPONSOR page \$300
- Convention Booth \$495
- Full Page Convention Program Ad \$300
- 1 Extra Pass \$99 (3 total)
- Electricity in Booth \$69
- 2024 WUMFA membership \$99

Bronze Sponsor Package

\$799

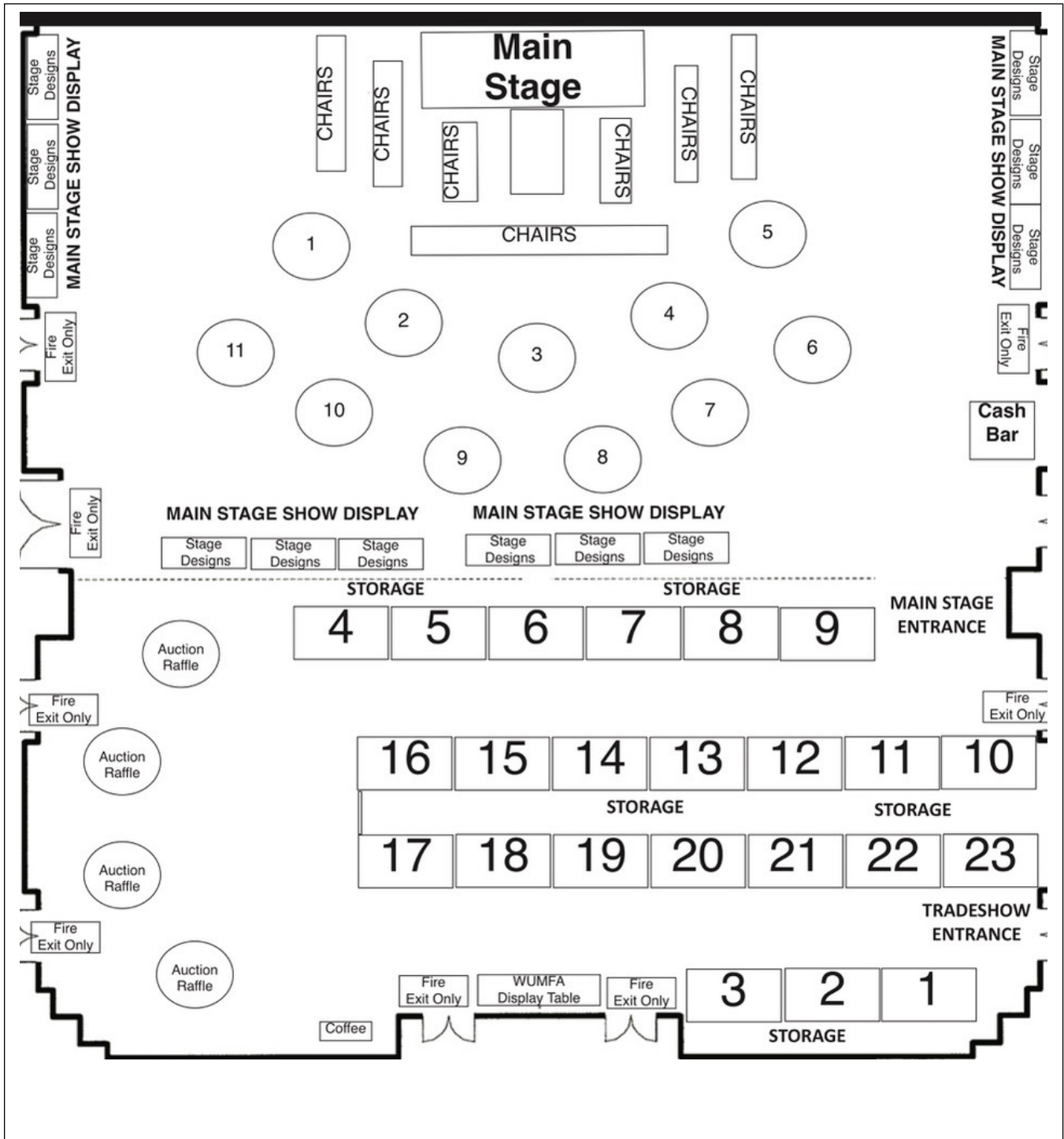
(\$1044 Value SAVE \$245)

- Business Card all 6 issues Professional Florist mag. \$150
- Link on www.wumfa.org SPONSOR page \$300
- Convention Booth \$495
- 2024 WUMFA membership \$99

To register for a booth simply fill out the contract on the following page and return to the WUMFA office. Email to: rod@greatlakesfloralassociation.org or fax to (517) 575-0115.

If you have questions contact Rod at (517) 253-7730 or email: rod@greatlakesfloralassociation.org

All booths are 10' wide by 8' deep and include an 8' tall back wall and 3' tall sidewalls. All booths are separated by black pipe and drape.



2024 WUMFA Annual Convention
"Flower Space"
March 15 - 17, 2024
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 _____

Would you like an 8' table in your booth? _____ Yes _____ No

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 sponsorship and or booth space rental for the entire period of the convention. See sponsorship package descriptions listed on page 1. The above firm agrees to have booth fully set up by 7:30am on Saturday, March 18, 2023. Furthermore, the firm will NOT remove, package, prepack or do any other form of dismantling in its booth(s) until after 2:30pm on Sunday, March 19, 2023. If booth is dismantled prior to this time, the firm will lose booth selection privileges for the next year.

BOOTH PRICES:

\$495 WUMFA MEMBER (8' x 10')

\$595 NON-MEMBER (8' x 10')

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

Balance due no later than Friday, January 20, 2023.

SPACE RESERVATION & CANCELLATION POLICY:

If cancellation of WUMFA Trade Show space(s) is received by: January 19, 2024 - Advance payments will be refunded less a 15% administration fee based on the total reserved space. After January 19, 2024 - 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 sign with company name (as stated above) and booth number.

PRODUCT/SERVICE: 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 \$99 each. Saturday Night Banquet tickets are an additional \$59 in advance, \$70 at the door. 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: _____

By signing below, I agree to the terms and conditions on the following page:

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 events 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 and agrees to indemnify, defend and hold harmless the Group, the Radisson Hotel 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 premises excluding any liability caused by the negligence of the Group or the Radisson Hotel or its owners, servants, agents, and employees. The Exhibitor understands that neither the Group nor the Radisson Hotel 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 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 8:30am Saturday, March 16, 2024.
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 17, 2024 at 2:30 pm. If this rule is broken the Exhibitor will lose booth selection privileges for the next year.
3. Behavior in a disorderly, abusive or other manner not generally acceptable to the general public won't be permitted.
4. 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.
5. 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.
6. **Sales representatives not participating in the Trade Show or who's company is not a convention sponsor may not solicit on the convention property or attend the convention.**
7. 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.
8. Booth floor space is separated with pipe and drape. 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.
9. Do not ship materials to WUMFA. **All pre-show shipments must go through the Radisson Hotel & Conference Center.**

PRE-SHOW SHIPMENTS:

Radisson Hotel & Conference Center Green Bay 2040 Airport Drive, Green Bay, WI 54313
Contact Name: Caity Wilhelm (Catering Manager) T:(920) 405-6423 F:(920) 429-2394 Email: caity.wilhelm@rhccgb.com

EXHIBIT SET-UP:

Friday, March 15, 2024 from Noon to 5:30pm & Saturday, March 16, 2024 from 7:30am - 8:30am
All booths must be set by **5:30pm Friday, March 15 and 8:30am Saturday, March 16** for cleaning of the Exhibit Hall.

EXHIBIT TEARDOWN:

Sunday, March 17, 2023 from 2:30pm to 5:30pm. Teardown is prohibited prior to 2:30pm.

TRADE SHOW HOURS: Friday, March 17; 6:00pm - 8:00pm (*Tradeshow Reception Includes 2hrs Tradeshow Shopping Only Time*)
Saturday, March 18; 9:00am – 5:15pm (*Includes 1hr Tradeshow Shopping Only Time – No Other Scheduled Events*),
Sunday, March 19; 10:00am – 2:30pm (*Includes 1.5hrs Tradeshow Shopping Only Time – No Other Scheduled Events*)

BOOTH FURNISHINGS:

Each 8' x 10' booth will be carpeted and include two chairs, one 8' banquet table, one identification sign and black pipe and drape.

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 8' 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 & Conference Center. Fire exits must be kept open. The individual exhibitor, not WUMFA, will be liable for violations of any fire regulations.

DIRECT SELLING:

Exhibitors are allowed to sell merchandise from their booths. 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 during trade show hours.

HOTEL RESERVATIONS:

Group Rate \$109 plus taxes – Call the Hotel direct at (920) 494-7300 (Mention WUMFA prior to 2/22/24 for group rate)

If you need further assistance please call the WUMFA office at (517) 253-7730 M-F 9:00am - 5:00pm EST, or check our website at www.wumfa.org.