



2026 Wisconsin & Upper Michigan Florists Association Annual Convention

“Into The Jungle”

March 20 - 22, 2026

Oneida Hotel & Conference Center
Green Bay, WI

If you sell to Florists or Event Specialists the Wisconsin & Upper Michigan Florists Association (WUMFA) Annual Convention is the best place to meet new customers, reinforce existing relationships and increase sales, commissions and profits.

WUMFA members are loyal. They know that the education provided at the Annual Convention is key to their success, and they are loyal customers of the companies that help make it possible.

2026 Exhibitor Quick Facts:

Projected Attendance:	200 + (2025 total registration was 176. This included 79 FIRST TIME attendees!
Booth Cost:	\$550-member, \$750 non-member (10' x 10')
Booth Includes:	2 weekend passes (a \$350 value), carpet, 2 chairs.
Booth Move in/Set-Up:	Friday, March 20 th move in 8:00am - 5:00pm. All booths must be set up by 10:00pm
Trade Show Hours:	Saturday, March 21 st , 10:00am - 4:30pm; 5:30pm - 6:30pm Sunday, March 22 nd , 10:00am - 2:30pm
Sponsorship Opportunities:	See page 2 Once again, we are pleased to announce no increase in sponsorship package cost for 2026!
Best Booth Award:	Winner will receive a plaque, booth photo, and acknowledgement in <i>The Professional Florist</i>
Lodging:	Oneida Hotel & Conference Center Special rate of \$119 ++ per night. Call the Hotel direct at (920) 494-7300 (Mention WUMFA prior to 2/26/26 for group rate)
Airport Code:	GRB
Pre Show Advertising:	<i>The Professional Florist</i> Magazine Issue I, 2026. Call Rod (517) 253-7730 for special rates
GLFEE Program:	Program ads \$500 full page, \$300 ½ page, \$200 ¼ page

EXHIBITOR SPONSORSHIP PACKAGES!

Once again, we are pleased to
announce no increase in sponsorship
package cost for 2026!

BEST VALUE!

Diamond Sponsor Package ONLY \$1999

(\$7600.00 Value SAVE \$5601.00)

- Opportunity to present a Main Stage Show. Maximum 1 hour in front of attendees. (Value \$500)
- Presenter introduction and company promo prior to your show. 2min maximum in length – Live or Prerecorded (Value \$500)
- Main stage show recorded in HD and posted on the WUMFA YouTube channel for viewing indefinitely. (Value \$1500)
- Logo featured in all WUMFA materials, including registration brochures and WUMFA Program.
- Logo and presenter featured on signage prior to and during the event.
- Logo with Link on www.wumfa.org to your website. (Value \$1200)
- Company spotlight/advertisement 4 times per year on our social media channels: FaceBook, Instagram, YouTube, TikTok and LinkedIn (Value \$1000)
- 10' x 20' Booth w/power (Value \$1600)
- Up to four weekend passes (Value \$700)
- Company handouts/advertisements distributed at all WUMFA Regional Meetings (Value \$100)
- Full page program ad (Value \$300)
- 1 complimentary registration at all regional meetings. (Value \$50)
- 6 business card ads in the Professional Florist magazine. 1500 copies distributed bi-monthly. (Value \$150)
- 2026 WUMFA Active Membership (Value \$150)
- Excel File for all attendees and all regional meeting attendees following each event (Value \$250)

Gold Sponsor Package \$1199

(\$3900.00 Value SAVE \$2701.00)

- Logo featured in all WUMFA materials, brochures Signs, and Program.
- Logo with Link to your website on www.wumfa.org. (Value \$1200)
- Company spotlight/advertisement 2 times per year on our social media channels: FaceBook, Instagram, YouTube, TicTok and LinkedIn (Value \$500)
- 10' x 10' Booth w/power (Value \$850)
- Up to two weekend passes (Value \$350)
- Full page program ad (Value \$300)
- 6 business card ads in the Professional Florist magazine. 1500 copies distributed bi-monthly. (Value \$150)
- 2026 WUMFA Active Membership (Value \$150)
- Company handouts/advertisements distributed at all WUMFA Regional Meetings (Value \$150)
- Excel File for all attendees and all regional meeting attendees following each event (Value \$250)

Silver Sponsor Package \$999

(\$3400.00 Value SAVE \$2401.00)

- Logo featured in all WUMFA materials, brochures Signs, and Program.
- Logo with Link to your website on www.wumfa.org. (Value \$1200)
- Company spotlight/advertisement 2 times per year on our social media channels: FaceBook, Instagram, YouTube, TicTok and LinkedIn (Value \$500)
- 10' x 10' Booth w/two weekend passes & power (Value \$850)
- Full page program ad (Value \$300)
- 6 business card ads in the Professional Florist magazine. 1500 copies distributed bi-monthly. (Value \$150)
- 2026 WUMFA Active Membership (Value \$150)
- Excel File for all attendees and all regional meeting attendees following each event (Value \$250)

Bronze Sponsor Package \$799

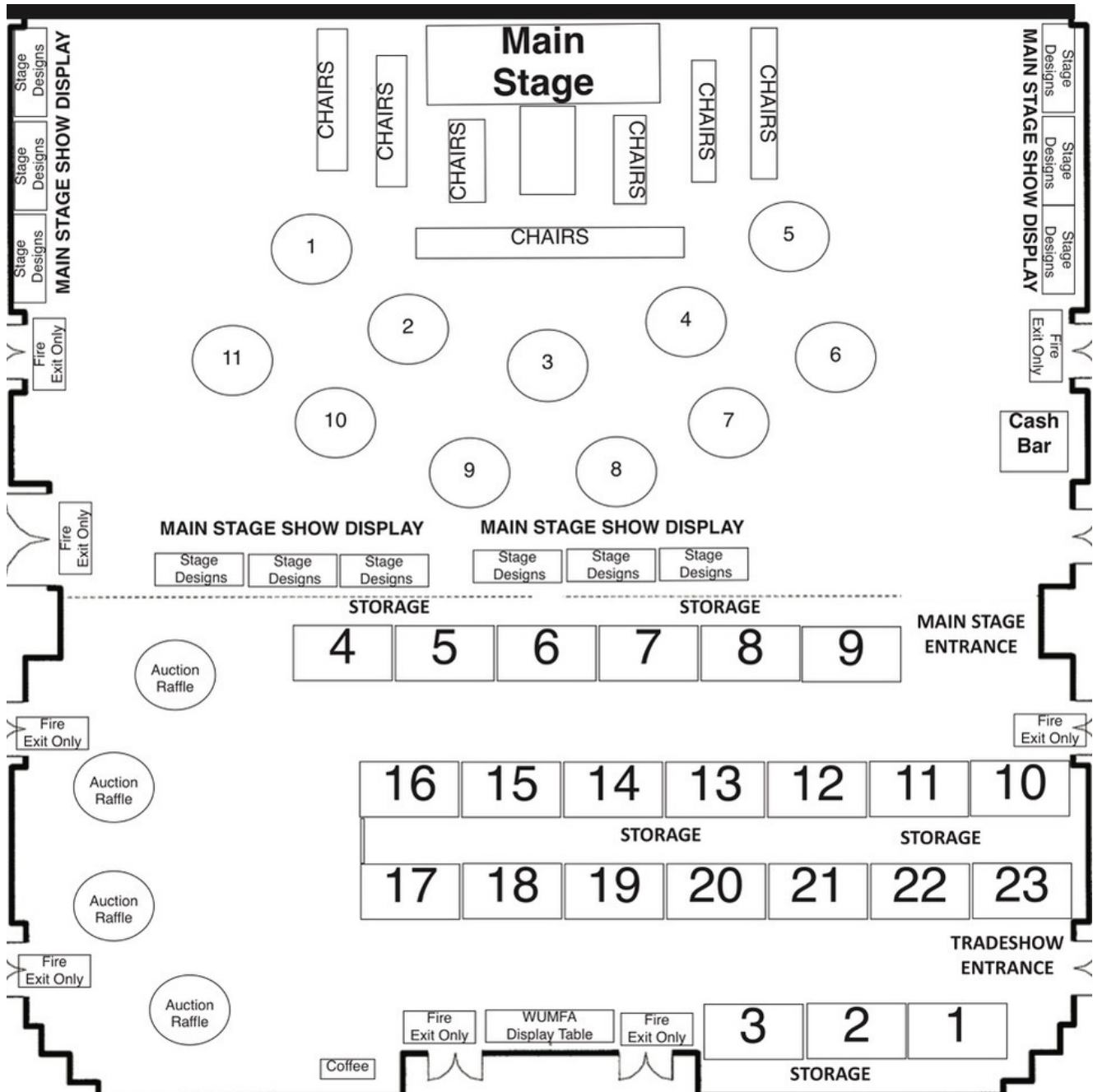
(\$2450.00 Value SAVE \$1651.00)

- Logo featured in all WUMFA materials, brochures Signs, and Program.
- Logo with Link to your website on www.wumfa.org. (Value \$1200)
- 10' x 10' Booth w/two weekend passes & power (Value \$850)
- 2026 WUMFA Active Membership (Value \$150)
- Excel File for all attendees and all regional meeting attendees following each event (Value \$250)

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.



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Oneida 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: _____

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. The above firm agrees to have booth fully set up by 5:00pm on Friday, March 20, 2026. 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 22, 2026. If booth is dismantled prior to this time, the firm will lose booth selection privileges for the next year.

SPONSORSHIPS & BOOTH PRICES:

SPONSORSHIP PACKAGE PRICES & DISCRIPTIONS SEE PAGE 2

\$550 WUMFA MEMBER (8' x 10')

\$750 NON-MEMBER (8' x 10')

Select Booth Number(s): 1st choice# _____ 2nd choice# _____ 3rd choice# _____ **Same booth# as last year (Check Here)** _____

When choice is not available, you will be assigned to a booth location.

Do you need a table in your booth? If YES Check One: _____ 8' Banquet _____ 6' Banquet _____ Short Round Cocktail _____ Tall Round Cocktail

Does your table need a linen? _____ Yes _____ No If Yes what color _____ White _____ Black.

SPACE RESERVATION & CANCELLATION POLICY:

If cancellation of WUMFA Trade Show space(s) is received by: January 16, 2026 - Advance payments will be refunded less a 15% administration fee based on the total reserved space. After January 16, 2026 - 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 \$30 each. Saturday Night Banquet tickets are an additional \$75 per person. 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

Security 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 Oneida Hotel and agrees to indemnify, defend and hold harmless the Group, the Oneida 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 Oneida 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 Oneida 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 Oneida 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 5:00pm Friday, March 20, 2026.
2. Booth will not be packaged, pre-packed, removed nor will any other form of booth dismantling be allowed prior to Sunday, March 22, 2026 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 public won't be permitted.
4. The firm or individual's whose name appears on this contract takes responsibility for all individuals representing the company or himself.
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. Direct Shippers of Cut Flowers are not allowed to attend.**
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 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.
10. Do not ship materials to WUMFA. **All pre-show shipments must go through the Oneida Hotel & Conference Center.**

PRE-SHOW SHIPMENTS:

Oneida 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 20, 2026, from Noon to 5:30pm

All booths must be set by **5:00pm Friday, March 20, 2026**, for cleaning of the Exhibit Hall.

EXHIBIT TEARDOWN:

Sunday, March 22, 2026, from 2:30pm to 5:30pm. Teardown is prohibited prior to 2:30pm.

TRADE SHOW HOURS: Friday, March 20; 6:00pm - 8:00pm (*Tradeshow Reception Includes 2hrs Tradeshow Shopping Only Time*)

Saturday, March 21; 9:00am – 5:15pm (*Includes 1hr Tradeshow Shopping Only Time – No Other Scheduled Events*),

Sunday, March 22; 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 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 Oneida 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 \$119 plus taxes – Call the Hotel direct at (920) 494-7300 (Mention WUMFA prior to 2/26/26 for group rate)

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