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WF&FSA's Floral Distribution Conference Expected to Exceed Expectations

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[WF&FSA](#), the Wholesale Florist and Florist Supplier Association, will bring its Floral Distribution Conference (FDC) once again to the Doral in Miami March 6-8, 2023. This event is expected to gather more than 700 industry professionals, ranging from wholesalers to growers to hard good suppliers and breeders, for three full days of education, networking, and tabletops displays of the greatest floral products this industry has to offer. The first floral industry event of the year, FDC has experienced record-setting registration, exhibit and sponsorship interest to date, with no end in sight.

“This year’s Floral Distribution Conference is exceeding our expectations in each and every way,” said Molly Alton Mullins, WF&FSA’s executive vice president. “Tabletops are sold out, registrations are trending way ahead of pre-pandemic levels, and our members are incredibly excited for the event and learning where the industry is headed, while they connect with one another and expand their business connections.”

While the Floral Distribution Conference is a well-known staple in the floral industry, this year’s event presents some new programming and educational offerings. In addition to formal sessions focused on workforce development and leadership, WF&FSA attendees will also be able to attend Speed Networking sessions to meet as many fellow attendees as possible, as well as wholesaler discussion groups to discuss many of the key issues affecting the industry. Topped with a “Little Havana” Closing Party with live entertainment, this year’s event will offer a great time for the floral industry, as well. New this year, local horticulture students will be attending FDC to learn firsthand about the industry and meet with prospective employers and partners.

“I cannot wait to welcome the floral community to FDC and Miami this year,” continued Alton Mullins. “This is a special time in our industry, and I can think of nothing better than bringing everyone together to network, connect, and learn from each other.”

Online registration is open until February 10 and more details can be found at wffsa.org.

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