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Floriexpo leads in innovation and connectivity

By

Adam Campbell

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Floriexpo, one of North America's premier floral industry trade shows, has become an essential platform connecting high-volume buyers and suppliers in a market increasingly driven by innovation, sustainability and personalization. Guided by the motto "floral first," Floriexpo serves floral industry professionals year-round by going beyond the typical trade show, creating spaces for networking, education and collaboration. As Lauren Saint Clair, vice president of marketing, said, "Our goal is to make Floriexpo much more than a trade show."

One standout feature of Floriexpo is its timing in June, ideal for buyers and suppliers to reset following busy spring holidays. "The timing of Floriexpo is unique and most productive," said Saint Clair. Exhibitors meet key decision-makers, including retailers and online floral businesses, both on-site and online. Floriexpo's platform keeps exhibitors connected to buyers year-round through social media, newsletters and more.

The expo's approach fosters direct connections, allowing attendees to engage meaningfully with suppliers in an atmosphere that builds lasting partnerships. "At Floriexpo, they can spend 30 minutes with our buyers, while at other events, they get maybe 30 seconds," said Saint Clair. By housing exhibitors and buyers in the same waterfront hotel, Floriexpo enhances networking beyond the show floor, creating a community feel unique to the event.

In response to shifting industry dynamics, Floriexpo introduced Floral Bootcamp in 2024. Set in a scenic waterfront ballroom, the bootcamp differs from traditional formats, offering rapid micro-sessions on critical topics, followed by roundtable discussions led by influencers and experts. "Participants are treated to a delicious lunch and receive a certificate and social media graphics package," Saint Clair noted, saying that the program was a hit, ensuring its return for 2025.

Sustainability is a priority in the educational sessions. "You cannot have a conversation in the floral industry without addressing sustainability," Saint Clair said. Bootcamp sessions and show-floor features spotlight leaders in environmental responsibility, addressing consumer demand for sustainable products and practices.

Floriexpo's commitment to advancing the industry is reflected in its focus on trends like personalization, the growth of online sales and increased demand for unique floral designs. "A strong emphasis on sustainability, a growing focus on personalization and a trend toward incorporating flowers into unusual spaces are shaping the industry," said Saint Clair. These insights, gathered from buyer and supplier feedback, underscore the rise of authenticity and environmental consciousness, especially among younger generations.

Recently, three longtime Floriexpo team members, Bob Callahan, Christine Salmon and Saint Clair herself, acquired ownership from Diversified Communications. The transition allows the leadership

team to focus on Floriexpo's unique needs. "We see so much opportunity," said Saint Clair, emphasizing how this shift empowers them to make impactful decisions with a deep understanding of the floral market.

The acquisition also led to the launch of Flori365, a yearlong multimedia campaign exclusive to Floriexpo exhibitors, offering sustained brand engagement throughout the year. By implementing new brand-strengthening programs, the expo's leadership is reinforcing its commitment to providing unmatched value to clients.

Floriexpo's Advisory Board, comprising top industry suppliers and buyers, ensures the event stays relevant and responsive to trends and challenges. "Our 'boots on the ground' help guide every aspect of the show," Saint Clair shared, adding that all initiatives are rigorously vetted to meet the floral sector's needs. This collaborative approach positions Floriexpo as a critical resource for industry insights and education.

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