

# TREND SUMMIT 2011

FEBRUARY 26-28, 2011 IN VANCOUVER, CANADA

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

\_\_\_\_\_ I AM PLANNING TO ATTEND TREND  
SUMMIT 2011

\_\_\_\_\_ MY \$200 NON-REFUNDABLE DEPOSIT  
IS ENCLOSED  
(\$195 BALANCE DUE FEB. 1ST)

\_\_\_\_\_ I AM REGISTERING ONLINE AND  
WOULD LIKE TO PAY \$395 IN FULL

CREDIT CARD # \_\_\_\_\_

EXPIRY DATE \_\_\_\_\_ CVV \_\_\_\_\_

SIGNATURE \_\_\_\_\_  
(AUTHORIZES BALANCE PAYMENT BY CREDIT CARD)

OR PLEASE MAKE CHECK OR MONEY ORDER  
PAYABLE TO 'DESIGN358'

MAIL OR EMAIL REGISTRATION TO:  
DESIGN358 - 4323 W12TH AVE.  
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# TREND SUMMIT 2011

FEBRUARY 26-28, 2011 IN VANCOUVER, CANADA

HOSTED BY  
HITOMI GILLIAM AIFD &  
KEVIN YLVISAKER AIFD



TREND SUMMIT 2011 is a symposium to introduce & to discuss

- Industry Color Trends
- Best New Flower & Plant Varieties from growers
- Best New & Exciting Containers & Supplies from manufacturers & vendors
- Best New Applications for the latest products
- How to stay on the cutting edge of design
- How we can set our own design trends

This symposium calls out to industry leaders and forward thinkers to participate in a lively brainstorming session to help create exciting trend directions for the year ahead.

2 full days of TREND SUMMIT 2011 activities will include:

- Assessment of sampling of the latest fresh flower and plant varieties and introductions from participating growers, and containers and supplies from hardgoods manufacturers and suppliers.
- Demonstrations on how to use the new products.
- Lively discussion on multiple ways to integrate the use of 2011 color forecast within the floral industry. And how best to generate our own floral trends, using the latest available products, to appeal to the new generation of consumers.
- Panel Discussion on 'Steps to Empower the Floral Industry'.
- Final recommendations for FLORAL TRENDS 2011

## SCHEDULE

### February 26 (Saturday)

**SPECIAL GUEST SPEAKER** – Leatrice Eiseman  
A world-renowned color specialist, who is most often known as 'America's Color Guru' will present a color seminar which will give you an educated insight on color trends for 2011. Leatrice heads the Eiseman Center for Color Information and training, and is also the executive director of the Pantone Color Institute.

- 5:00 – 6:00pm Personal meet & greet for Trend Summit participants only
- 7:00 – 8:30pm 'Fresh Look at Color Trends 2011'

### February 27 (Sunday)

- 9:00am Registration
- 9:30am Introduction  
NEW Products for 2011: Flowers & Plants
- 10:45am NEW Products for 2011: Supplies
- Noon Lunch
- 1:00pm Exciting uses for NEW Products!!  
Presentation led by Hitomi & Kevin with help from the DESIGN358 design team
- 3:00pm Hands-on experimentation with NEW products  
Group Session
- 4:00pm NEW Product Presentation from each group
- 5:00pm End of Day

### February 28 (Monday)

- 9:00am 2011 NEW Product Review and Assessment
- 10:00am Creating Trends – Demonstration
- 11:00am Creating Trends – Group Discussion
- Noon Lunch
- 1:00pm 'Steps to Empower the Floral Industry' - Panel Discussion
- 2:00pm 'Floral Trend Direction 2011' Group session
- 3:30pm Summarizing the result of Trend Summit 2011 Conference
- 5:00pm End of Trend Summit 2011

**COST:** \$395.00 includes Leatrice Eiseman presentation + 2 days of conference. No meals included.

**Place:** DESIGN358 Education Facility  
At Kirby-Signature Floral  
3737 Marine Way, Burnaby,  
British Columbia, Canada (604)430-6300

### Getting to Vancouver:

All major airlines fly into Vancouver Airport (YVR). The conference and recommended hotels are located just east of city of Vancouver, in Burnaby, approximately 15 to 20 minutes by car from the airport. Upon arrival at the airport, you will be required to go through Canada customs inspection before baggage claim.

### Getting to Trend Summit 2011:

If you are staying at the recommended hotels, we will provide shuttle service to/from the conference.

### Recommended Accommodations:

#### Hilton Vancouver Metrotown

6083 McKay Ave., Burnaby, BC  
(604)438-1200 or google online for internet rate  
Within 5 minutes by car to the conference site.  
Conveniently located across from Metrotown Shopping Mall and walking distance to wide variety of dining options.

#### Holiday Inn Express Metrotown

4405 Central Blvd., Burnaby, BC  
(604)438-1881 or google online for internet rate  
Within 5 minutes by car to the conference.  
Similarly convenient location as above.

### Getting around Vancouver:

From either hotel locations above, you can access the Skytrain to downtown Vancouver. Car rental is also a convenient option from the airport.

### Vancouver Weather:

Weather in late February can range from snow to mild and spring-like. Checking weather online before arrival is highly recommended. Bring winter coat or jacket, sweater and boots. Dress for the conference is casual.