

Benefits Showcase

THURS, OCT 30 @ 11AM PT // 2PM ET



The CalFlowers Benefits Showcase is a virtual, interactive event designed for members to move freely between vendor rooms, ask questions, and learn more about the benefits most relevant to your business. Come with questions for:

[Constant Contact](#) is a leading digital marketing platform that helps small businesses and nonprofits grow and succeed. They make it easy to create effective email marketing campaigns, build landing pages, manage social media, sell merchandise, and use digital advertising tools—all from one place. With powerful automation, expert guidance, and real-time analytics, they empower organizations to connect with customers, increase engagement, and drive results.

[FedEx Office](#) is a full-service print and shipping hub offering a wide range of business services for those in the floral industry. FedEx Office provides high-quality printing, copying, binding, and finishing, as well as graphic design support to help create professional marketing materials for your next promotion. This can include banners, wall/window graphics, direct mail, flyers, brochures, posters and more.

[Pollen Talent](#) is the behind-the-scenes HR partner built exclusively for the floral industry. With over 25 years of floral experience and 14 years in talent acquisition, their specialized approach delivers pre-vetted candidates who align with your company's culture and needs—eliminating wasted time, hiring risks, and resume overload.

Whether you're a grower, wholesaler, importer, or distributor—Pollen Talent helps you build the right team with confidence, while saving you time and protecting your investment.

[Service First Processing](#) (SFP) makes payment processing simpler, smarter, and more profitable for floral businesses. Learn how CalFlowers members are saving over \$5,000 a year in processing fees—before rebates are even applied. Access exclusive member rebates, free loaner equipment, a 60/90-day trial, and dedicated support.

[Signature Graphics](#) is a national leader in large-scale fleet and environmental graphics, specializing in design, production, and installation for some of the world's most recognized brands. From last-mile delivery vehicles to retail environments, they bring brands to life with custom vinyl graphics, wraps, and signage solutions. With decades of experience, a trusted network of certified installers, and advanced technology like their proprietary brandRESPONSE platform, they deliver consistency, speed, and quality at scale.