



North American Horticultural Supply Association
100 N. 20th Street, 4th Floor • Philadelphia, PA 19103
Phone: (215) 564-3484 • FAX: (215) 564-2175

ASSOCIATE MEMBERSHIP APPLICATION

Category you are applying for (*please circle one*):

Industry Consultant

Trade Press

University/Academia

Company/University: _____

Address: _____

City: _____ State: _____ Zip: _____

Key Contact: _____ Title: _____

Phone: _____ Fax: _____

Email: _____ Web Address: _____

Referred by: _____

Dues payment; please indicate the quid-pro-quo relationship you or your company would like to arrange with NAHSA:

By signing this membership application you recognize that your Membership status is contingent on Board approval. Moreover, you agree to accept communications from NAHSA.

Signature: _____ Date: _____

Thank you! You will be notified of your membership status shortly!



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ASSOCIATE MEMBERSHIP ELIGIBILITY REQUIREMENTS

Industry Consultants: a company that exclusively provides consulting services only, (rather than an industry-specific product, to member companies and/or the end user.) Services can include educational services, software, retail consulting/positioning, etc.

Trade Press: any industry publication within the horticultural supply industry. In particular, publications that reaches prospective members and end-users of horticultural supply products.

University/Academia: any individual that is involved in studying and/or teaching topics related to the horticultural industry, distribution and manufacturing industries or related industries that directly impact NAHSA's members.

ASSOCIATE MEMBERSHIP

\$745.00 VALUE

As valued partners within the horticultural supply industry, rather than asking for a monetary dues payment, NAHSA believes that a quid-pro-quo arrangement is the best way to maximize these relationships. The following are suggested "dues" for each respective sub-type:

Industry Consultants: a discount or royalty program would be suitable for consultants who will gain valuable exposure to key players in the industry.

Trade Press: discounts on advertising for NAHSA Members that use their NAHSA logo in ads is requested along with two half-page ads in a calendar year for the Association to promote its Annual Meeting and additional events, etc. Trade press delegates are provided exclusive access to top companies in the industry for interviews, features, data and current events.

University/Academia: options for a quid-pro-quo relationship include making industry research and data available to NAHSA Members, discounted speaking engagements at NAHSA's Annual Meeting as well as providing articles for NAHSA to publish in its quarterly e-newsletter, *The Landscape*.

Concessions for Associate Members:

- Discounted registration to NAHSA's Annual Meeting
- Booth/table outside of Contact Table Program for visibility, sales and networking
(Associate Members are not eligible to participate in the Contact Booth Program)
- Eligible to advertise in Membership Directory
- Company listing in Membership Directory
- Eligible to attend "dine-around" dinners
- Encouraged to participate on Committees