



Garden Centers of America™

2010 President's Roundtable

The President's Roundtable is an opportunity for member companies to establish a 'business alliance partnership' with Garden Centers of America™ and receive elite recognition for their support of the independent garden center channel. Roundtable membership is reserved for those companies that market, distribute and/or provide their products or services primarily to independent garden centers. Members of 'The President's Roundtable' enjoy special acknowledgement during the year at GCA events and will receive the following benefits for their support to GCA.

- License to use '**GCA Business Alliance Partner**' logo on products, point of purchase materials and in the company's marketing and advertising. A license agreement between the company and GCA will specify the terms and conditions including the length of the partnership which can be multi-year.
- Roundtable members will be provided an opportunity at one of the GCA membership events (TPIE, summer tour, IGC Show or Holiday tour) to meet with a select number of GCA members of their choice attending the event for direct customer input and discussion.
- Roundtable membership will be provided opportunity to conduct an opinion survey (up to ten questions) of GCA members during the year. The roundtable member will develop the questionnaire and GCA will coordinate the distribution and information collection.
- Recognition at all GCA events – TPIE Breakfast, Summer Tour, IGC Reception, and Holiday Tour with Roundtable membership signage and appropriate recognition at a meal event. In addition Roundtable member's logo will be included on tour tee shirts.
- Other benefits include,
 - Complimentary GCA membership at Allied Company level
 - Ad or Logo listing on GCA website home page, event pages and member's only page
 - Ad or Logo on GCA RETAILER electronic magazine (every two months)
 - Ad or Logo on GCA E-news (bi-monthly)
 - Two Complimentary registrations for Summer and Holiday tours
- **Cost of the ROUNDTABLE MEMBERSHIP - \$15,000**

The President's Roundtable is also an opportunity for GCA garden center member companies to contribute above and beyond their basic dues. The Roundtable also recognizes garden center owners that are industry leaders who set the pace in building GCA's reputation and service to the membership. **Garden Center membership is \$2,500** and includes,

- Complimentary GCA membership at Garden Center level
- Recognition on GCA website and publications identifying Garden Center Roundtable members as industry leaders and supporting Garden Centers of America as representing the independent garden center channel.
- One complimentary registration for Summer and Holiday tours
- Recognition at all GCA events – TPIE Breakfast, Summer Tour, IGC Reception, Holiday Tour.