AmericanHort Affinity Program Guidelines

An Affinity Program partner must be an AmericanHort member that offers their product/service to members at an exclusive member discount.



AmericanHort members in good standing can be considered for an affinity program once AmericanHort has confirmed that members have an established need for the respective product/service.

AmericanHort seeks best-in-class providers to participate at this level.

Please note: if your product/service puts other vendor members at a competitive disadvantage, your proposal will not go forward.

Affinity program benefits to include:

- Exposure on website, on exclusive Features of Memberships page that includes your logo, a description of benefits, and contact information with links
- Promotion in social media outlets
- Opportunity to submit educational articles for submission in member news outlets (print magazine, *Connect*, and weekly e-newsletter, *Take 5*)
- Presence in the print version of the AmericanHort Resource Directory (annual distribution 2,300)
- AmericanHort provides member mailing lists

AmericanHort benefits to include:

- Discounts on product/service exclusive to AmericanHort members
- Pre-determined revenue share to AmericanHort
- Periodic updates on the status of members participating in the program

Sponsorship menu includes:

Cultivate:

Attendance: 10,000pp

Attendee Profile: Owners, Managers, Technicians, and Sales

Greenhouse Solutions:

Attendance: 250pp

Attendee Profile/Geographical focus:

- Growers of different experience levels mainly from the Midwest (OH, NY, PA, IN, MI, IL) and possibly a variety of other locations due to the food production education.
- For the produce production portion we expect the attendees to be mainly wholesalers but do anticipate some local retailers and growers. These attendees will most likely be owners and head growers.

Next Level:

Attendance: 150pp

Attendee Profile: Owners, Managers, Upper Level Leaders, and NextGen Leaders

Interior Plantscape Symposium:

Attendance: 150pp

Attendee Profile: Owners, Managers, Technicians, and Sales

Field & Covered Production Tour:

Attendance: 50pp

Attendee Profile: Nursery Managers/Owners

For more information about Affinity Programs, please contact Member Engagement Specialist, Michelle Kadisevskis at 614-884-1209 or Michelle K@AmericanHort.org.



Affinity Program ApplicationFor use by vendors wishing to promote products/services at a discounted rate to members of AmericanHort.

* Please note: if your product/service puts other vendor members at a competitive disadvantage, your proposal will not go forward.

Vendor info	rmation – please print	
Contact person	n/title	
Vendor/compa	any	
Address		
Phone	Email	Website
Product/Ser	vice Information – please feel free to su	bmit brochures or samples
Formal name of	of product/service	
Nature of prod	uct/service	
What is the bea	nefit to AmericanHort members?	
Target audienc	ee(s) Floral Int Garden Retail La	erior Plantscape Nursery
Please explain	how AmericanHort will receive non-dues	evenue, for example, based on member participation.
Is your produc	t available to others? If yes, who?	
What is the reg	gular price? Mo	ember price/discount percentage
Is your produc	t available at this special price elsewhere?	If yes, where?
Anticipated ma	arket penetration: Year one	Year two
Anticipated An	nericanHort revenue: Year one	Year two
Please explain information, et	how members would order/use your servicte. Please note that at no time should Ame	ee. Include usage of special ID, phone number, online ordering ricanHort be responsible for order or payment processing.
Marketing St	trategy	
 Please are no Target All ma American minim indicate C G N In 	submit samples of marketing material and t permitted. Direct mailing frequency: mailing date: rketing materials must be approved by American Hort affinity vendors are required to jo	in AmericanHort as members (\$295-\$3,495), and spend a with AmericanHort. Our promotional menu is listed below; please formation, visit AmericanHort.org): 8 250 endance is 150

References	AmericanHort A	ffinity Program Application – Page Two
Please list any associations your product/program is offered to: Contact name Company	Phone	Client since
Please list at least two additional references: Contact name Company	Phone	Client since
Feel free to describe below or submit any additional information about service, etc.	nt our company's l	nistory, reputation, quality of
Amonicon Hout Affinity Policies & Proceedures		
AmericanHort Affinity Policies & Procedures		
Application – all vendors must submit an application to AmericanHoprovider.	rt in order to be co	onsidered as an affinity program
Approval/Notification – the membership department will review all a executive director for approval. You will be notified regarding the dec		orward its recommendation to the
AmericanHort Affinity Agreement – vendors must sign the American agreement will outline AmericanHort and vendor responsibilities, roy procedures, governing laws, indemnification and liability.		
Marketing Plan – all products and services will be marketed under a vapproved by AmericanHort. All offers must be mailed in separate, self products/services on a regular basis must obtain approval for each mabeen made in the direct mail piece since the previous mailing. All mai sold for other purposes.	f-contained mailin ailing regardless o	ngs. Vendors who offer their of whether or not changes have
Advertising – AmericanHort affinity vendors are required to spend a sponsorships with AmericanHort as outlined above. Details will be out		
Vendor's Statement		
I have read the above AmericanHort Affinity Policies & Procedures se		1 11

I have read the above AmericanHort Affinity Policies & Procedures section and have completed this application in compliance with said policy. Our organization is responsible for all costs related to the marketing of our product/service including postage, labor, envelopes and paid advertising or sponsorships. Furthermore, our organization is responsible for all order and payment processing as well as distribution. Our program requires a minimal time commitment from AmericanHort staff. I understand the decision of the executive director is final.

Signature	Date
Printed name	

Submission Information

Return to: Michelle Kadisevskis, AmericanHort, 2130 Stella Ct., Columbus OH 43215 Phone: 614/884-1209 Fax: 614/884-1219 Email: Michelle K@AmericanHort.org

The approval process requires at least 45 days. For more information about AmericanHort, visit AmericanHort.org