

MAILORDER GARDENING ASSOCIATION



Representing Exceptional Companies That Offer Superior Products

Cultivate Your Business With Us

Top Three Ways MGA Benefits You

Networking

MGA conventions keep you connected with industry leaders and companies involved with marketing gardening products directly to consumers.

Knowledge

Learn from industry experts, have access to the MGA Web site for the latest information and benefits from MGA newsletters, meetings and events.

Industry

Access to industry research that provides trends, Internet shopping experience data, consumer research and opinion studies—new information that helps members thrive.



Opportunities Abound for MGA Members



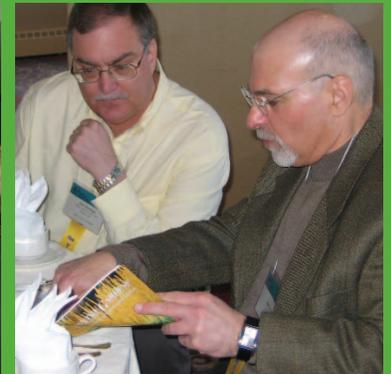
**Make Business
Connections**



**Preview The
Latest Products**



**Keep In Touch
With Suppliers**



**Learn From Your
Industry Experts**

Growing Your Business Is Easier With MGA



IT'S EASY TO BECOME A MEMBER

just find your business category below and mark it on the application form.

Regular Member— direct marketers

Network with and learn from other direct marketers, build relationships with suppliers and vendors.

Subsidiary Member— branch offices

Regular Members can invite branch offices to join and enjoy the same benefits at a reduced rate.

Wholesale Member— growers & suppliers

Because your company grows and sells nursery stock, seeds, plants, bulbs or green goods, you'll find MGA members are your target customer.

Allied Member— business resources

As a manufacturer, distributor or provider of supplies and services used in mailorder gardening, you can become a trusted source for other MGA members.

“My company joined the MGA because we were entering both the garden product market and the mail order field for the first time. An MGA member can find advice in almost any area of interest.”

Jim Steiner
Mailorder Manager
Presidio™ Garden Products

Our roots run deep, so can yours.

For more than 70 years, the Mailorder Gardening Association has provided a forum for our members, large and small, to learn from industry experts, exchange ideas and build a network of resources. Your membership with MGA allows you and your company to benefit from the collective experience of the group, as well as enjoy the advantages of a leading organization. In short, our sole mission is to help our members succeed.



JOIN THE MAILORDER GARDENING ASSOCIATION TODAY

Your MGA Membership Really Pays Off



*Representing Exceptional Companies
That Offer Superior Products*

Every member of the Mailorder Gardening Association enjoys the following benefits:

Annual Conventions

The Mailorder Gardening Association holds seasonal, industry-specific conventions that allow direct marketers, wholesalers and vendors to learn more about the latest products and services from leading experts. Direct marketers find new suppliers. Wholesalers find new customers. Vendors meet directly with decision makers. From "Boot Camps" to "Business Therapy Sessions," MGA Conventions provide a multitude of opportunity for you and your company to excel with the tools and benefits MGA offers.

Industry & Consumer Research

As an MGA member, you'll receive monthly e-mail reports with the latest industry news. Our in-depth survey reports, legislative updates and press releases provide the kind of broad industry prospective normally reserved for companies with deep pockets.

These extensive research projects address pertinent industry issues such as garden trends, industry stats, Web site analysis, fulfillment studies and much more. It would cost thousands for an individual company to obtain this kind of information on their own.

Instant Access to Suppliers

When you need a supplier or vendor you can trust, turn to the MGA Membership Directory. You'll receive a copy when you become a member, or with a pass code, you can search the electronic version on our Web site.

Free Garden Catalog Listing

Expose your company to thousands of home consumers and garden writers with your free listing in our garden catalog guide, available online.

Business Service Discounts

Through MGA's efforts, our members enjoy discounted shipping rates with DHL. Every effort is being made



to insure that the United States Postal Service and other shippers understand the needs of our members and recognize the necessity for affordable shipping.

Find More Benefits Online

The Mailorder Gardening Association Web site puts your business in front of thousands of home gardeners and other MGA members who may need your products or services. There are great features like a hardiness zone map, gardening catalogs, newsletters and industry statistics. The MGA Web site is a great resource for survey results, legislative updates, press releases, convention information, member contact information and much more.

The MGA Web site is constantly gaining media exposure, bringing even more potential customers to your doorstep. Link your MGA web listing to your corporate Web site, and customers are just one click away from discovering all you have to offer. Check it out for yourself at www.mailordergardening.com.

www.mailordergardening.com - A wealth of services at your fingertips.

The MGA – A Strong Industry Voice

The MGA represents both large and small companies from every segment of the mail order gardening industry – from seeds, to bulbs, to organic fertilizers to water gardening.

If you sell gardening products to the consumer or you provide services or gardening product to a garden catalog company, you should belong to the MGA.

Membership in the MGA will benefit you if you are in:

Operations	Corporate Management
Circulation	List Management
Catalog Development	Planning & Analysis
Retailing	Marketing Strategy
Merchandising	Information Technology
Database Management	Printing/Shipping

Wholesalers and Service Providers have Sponsorship and Partnership opportunities to promote their company and maximize their visibility. The MGA Allied Membership consists of list brokers, marketing companies, printers, publications, software companies, and more.

You attend all of the conventions along with the direct marketers. Allied members are welcome and encouraged to participate on committees, convention programs and roundtable discussion venues.

The MGA is your link directly to garden catalog companies!



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Gain Recognition With MGA-Generated Publicity Programs



Win a Green Thumb Award

Since 1998, MGA's Green Thumb Awards have drawn attention to the best new gardening products of the year. The annual event evaluates all types of mailorder gardening products from new seed varieties to gardening tools and supplies.

If you would like more details on how to apply and qualify for the MGA Green Thumb Award Program, visit the MGA web site.

Industry Cooperation & Government Relations

The MGA enjoys an excellent relationship with many organizations such as the American Nursery & Landscape Association, the Parcel Shippers Association, the United States Postal Service and the Direct Marketing Association. Together, we monitor important legislation and regulatory issues that pertain to the mail order gardening companies. When necessary, legislative issue papers are presented and testimony is given on behalf of the membership.

Your membership dues support our efforts to protect direct marketing. From the mail to the telephone, from the Internet to shipping, the MGA through its training, networking, media relations and self-regulation programs works on issues vital to your success.