



AmericanHort Affinity Program Guidelines

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

Your business 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
- 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



Affinity Program Application

For 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 information – please print

Contact person/title _____

Vendor/company _____

Address _____

Phone _____ Email _____ Website _____

Product/Service Information – please feel free to submit brochures or samples

Formal name of product/service _____

Nature of product/service _____

What is the benefit to AmericanHort members? _____

Target audience(s) Floral Interior Plantscape Nursery
 Garden Retail Landscape Industry Supplier
 Greenhouse Landscape Distribution Industry Service Provider

Please explain how AmericanHort will receive non-dues revenue, for example, based on member participation.

Is your product available to others? If yes, who? _____

What is the regular price? _____ Member price/discount percentage _____

Is your product available at this special price elsewhere? If yes, where? _____

Anticipated market penetration: Year one _____ Year two _____

Anticipated AmericanHort revenue: Year one _____ Year two _____

Please explain how members would order/use your service. Include usage of special ID, phone number, online ordering information, etc. *Please note that at no time should AmericanHort be responsible for order or payment processing.*

Marketing Strategy

- Your product/service will be highlighted online at AmericanHort.org.
- Please submit samples of marketing material and budget plan for review. *Telephone, and fax solicitations are not permitted.*
 - Direct mailing frequency: Annually Semi-Annually Quarterly Monthly Target
 - Email mailing frequency: Annually Semi-Annually Quarterly Monthly Target

References

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 your company’s history, reputation, quality of service, etc.

AmericanHort Affinity Policies & Procedures

Application – all vendors must submit an application to AmericanHort in order to be considered as an affinity program provider.

Approval/Notification – the association will review all applications and you will be notified regarding the decision.

AmericanHort Affinity Agreement – vendors must sign the AmericanHort Affinity Agreement to initiate the program. The agreement will outline AmericanHort and vendor responsibilities, royalty provisions, renewal and termination procedures, governing laws, indemnification and liability.

Marketing Plan – all products and services will be marketed under a vendor-developed detailed marketing plan to be approved by AmericanHort. All offers must be mailed or emailed in separate, self-contained mailings. Vendors who offer their products/services on a regular basis must obtain approval for each mailing regardless of whether or not changes have been made since the previous mailing. All mailing lists are confidential and are not to be shared or sold for other purposes.

Vendor’s Statement

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 association is final.

Signature _____ Date _____

Printed name _____ Title _____

Submission Information

Return to: Amanda Holton, AmericanHort, 2130 Stella Ct., Columbus OH 43215

Phone: (614) 884-1153 Fax: (614) 487-1216 Email: AmandaH@AmericanHort.org

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