



## **Application for Full Membership**

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All Applicants for Membership in the Synthetic Turf Council (STC) agree to abide by the bylaws of the STC, its Code of Ethics and Conduct (attached).

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Name of Applicant Company

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Headquarters Address

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City

State or Province

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Zip or Postal Code

Country

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Phone

Fax

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Email Address (main)

Website

The Applicant for full membership must be a Company that conducts business in the synthetic turf industry in one or more of the STC membership categories. Please describe the business that the Applicant conducts in the synthetic turf industry. If multiple synthetic turf businesses related by common ownership or control, please describe the primary business by revenue.

Is the Applicant Company related by common ownership or control to any other company(ies) in the synthetic turf industry in North America by revenue? If yes, please explain.

Years in Business: \_\_\_\_\_

Number of Employees: \_\_\_\_\_

Type of Entity: \_\_\_\_\_

State or Territory Organized: \_\_\_\_\_

Other Locations: \_\_\_\_\_



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## C O U N C I L

Classification of Applicant Company (see page 5) – If multiple businesses, the *principal* business, based on revenue: \_\_\_\_\_

### **Designate Your Company Representatives**

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Please designate the persons from your company who will serve as the **Key Contact** and Alternate Key Contact for all STC business including membership and voting on STC matters. The Alternate Key Contact is a Non-Voting Representative unless the Key Contact gives written and signed proxy to exercise the company's vote).

#### **Key Contact:**

Full Name: \_\_\_\_\_

Professional Title: \_\_\_\_\_

Office Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

LinkedIn Profile Name (optional): \_\_\_\_\_

#### **Alternate Key Contact:**

Full Name: \_\_\_\_\_

Professional Title: \_\_\_\_\_

Office Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

LinkedIn Profile Name (optional): \_\_\_\_\_



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## C O U N C I L

**Please provide the company's Marketing or PR Representative:**

Full Name: \_\_\_\_\_

Professional Title: \_\_\_\_\_

Company (if different): \_\_\_\_\_

Office Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

LinkedIn Profile Name (optional): \_\_\_\_\_

**Social Media Contact:**

Full Name: \_\_\_\_\_

Professional Title: \_\_\_\_\_

Office Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

LinkedIn Profile Name (optional): \_\_\_\_\_

**Company Social Media Profile Names:**

Twitter: \_\_\_\_\_

Facebook: \_\_\_\_\_

LinkedIn: \_\_\_\_\_

Other: \_\_\_\_\_

Whom may we contact about your company's listing in the [STC Buyers' Guide & Member Directory](#)?

\_\_\_\_\_



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## C O U N C I L

STC member who referred you (if any): \_\_\_\_\_

How did you hear about STC?  Colleague/Co-worker  Competitor  Customer  Supplier  
 Internet/Social Media  Trade Magazine  Trade Association

Please list three (3) current STC members, industry colleagues, customers or suppliers who can verify that the Applicant company meets the STC Membership Eligibility Requirements and the definition of the Membership Category in which the Applicant is applying.

Full Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Office Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Full Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Office Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Full Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Office Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Why do you want to join the STC? (check all that apply):

- |   |  |
|---|--|
| <input type="checkbox"/> Networking                     | <input type="checkbox"/> Grow my business  |
| <input type="checkbox"/> Education                      | <input type="checkbox"/> Grow the industry |
| <input type="checkbox"/> Credibility                    | <input type="checkbox"/> Industry trends   |
| <input type="checkbox"/> Certification                  | <input type="checkbox"/> STC Member logo   |
| <input type="checkbox"/> Join a Committee or Task Force |  |

Do you have an industry colleague, customer or supplier who would benefit from membership in the STC? Please send their name, company name and contact information to [office@syntheticturfcouncil.org](mailto:office@syntheticturfcouncil.org) or invite them to apply online at [www.syntheticturfcouncil.org](http://www.syntheticturfcouncil.org).



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## C O U N C I L

### Select Your Membership Category

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The Applicant for Full Membership must conduct business in the synthetic turf industry in one or more of the following categories. Please select the membership category in which the company is applying. If multiple businesses, select the *principal business in the synthetic turf industry*, based on revenue. You may check more than one box, if applicable.

**Material Manufacturers or Suppliers:** Companies whose primary business is to provide materials or manufacturing services to the synthetic turf industry. These organizations do not provide turn-key installation of the synthetic turf nor provide the overall warranty for an installation.

- Adhesives and fasteners
- Backing systems
- Drainage systems
- Edging for landscape
- Infill Systems
- Logos and field graphics
- Pigments and masterbatches
- Raw materials
- Seam tape
- Shock pads and prefabricated underlayments
- Synthetic turf (tufted or knitted)
- Yarn/fiber
- Other: \_\_\_\_\_

**Specialty Manufacturers or Service Companies:** Maintenance service companies, equipment manufacturers, professional service organizations, and other companies who provide sell their products and services primarily to the buyer or end-user.

- Field markings and paint
- Field removal equipment manufacturer
- Maintenance equipment manufacturer
- Maintenance and repair services
- Business development, management, and scientific consultants



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## C O U N C I L

- Insurance (3rd-party warranty and other insurance)
- Protective field covers
- Specialty equipment manufacturer
- Sports equipment and hardware
- Turf installation equipment manufacturer
- Other: \_\_\_\_\_

**Testing Laboratories, Onsite Testing Services, or Testing Equipment:** Independent testing companies capable of testing synthetic turf and its components.

- Testing lab
- Onsite testing services
- Testing equipment mfr./supplier
- Other: \_\_\_\_\_

**Builders and Installers, including Base and Sub-base Contractors:** Companies whose primary responsibility is installing synthetic turf systems either directly or indirectly through a sub-contractor or distributor. These organizations often have turn-key responsibility for the synthetic turf installation and provide the overall warranty for the installation. It is recognized that some companies in this category may manufacture synthetic turf or provide other system components.

- Builder of sports fields (with warranty)
- Installer of sports fields (without warranty)
- Base contractor** – Special membership dues apply for companies whose primary responsibility is building the base under the sports field, and not the synthetic turf system above the base.
- Drainage system contractor
- Field removal contractor
- In situ* cushion layer (elastic or e-layer) installer
- Irrigation system contractor
- Other: \_\_\_\_\_



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**Regional Landscape and Recreation Installer (no sports fields):** Companies whose primary responsibility is installing landscape, golf, and recreation synthetic grass, but does not install sports fields.

- Installer of landscape, golf and/or recreation synthetic turf

**Independent Professionals and Consultants:** Firms with legally registered or licensed design professionals or engineers, as well as those with non-licensed practitioners or consultants that represent or advise the owner/end-user with surface and systems selection information, technical specifications, system designs, bid and construction documents, etc.

- Architect, landscape architect, engineer
- Independent synthetic turf consultant



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## C O U N C I L

### **Basis for Calculation of Annual Membership Dues**

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Headquarters in North America: Gross revenues of Company and its subsidiary and related companies from global sales of synthetic turf systems, services, and products.

Headquarters outside of North America: Gross revenues of Company and its subsidiary and related companies from sales of synthetic turf systems, services, and products in North America.

#### **Material Manufacturers or Suppliers, Specialty Manufacturers or Service Providers, Testing Labs, Builders and Installers:**

- |  |                       |
|--|-----------------------|
| <input type="checkbox"/> Gross Revenues: Under \$1,500,000 | Annual Dues: \$1,500  |
| <input type="checkbox"/> \$1,500,001 to \$5,000,000        | Annual Dues: \$2,500  |
| <input type="checkbox"/> \$5,000,001 to \$10,000,000       | Annual Dues: \$5,000  |
| <input type="checkbox"/> \$10,000,001 to \$15,000,000      | Annual Dues: \$7,500  |
| <input type="checkbox"/> \$15,000,001 to \$30,000,000      | Annual Dues: \$10,000 |
| <input type="checkbox"/> \$30,000,001 to \$60,000,000      | Annual Dues: \$12,500 |
| <input type="checkbox"/> Over \$60,000,001                 | Annual Dues: \$15,000 |

#### **Regional Landscape and Recreation Installer (no sports fields):**

- |  |                        |
|--|------------------------|
| <input type="checkbox"/> Gross Revenues: Under \$1,000,000 | Annual Dues: \$500     |
| <input type="checkbox"/> \$1,000,001 to \$1,500,000        | Annual Dues: \$1,500   |
| <input type="checkbox"/> Over \$1,500,000                  | Annual Dues: See above |

**Base Contractors (no field construction):** Select this member category if you build the base under the sports field, and do not build the synthetic turf system above the base.

- |   |                      |
|---|----------------------|
| <input type="checkbox"/> All Gross Revenues | Annual Dues: \$1,500 |
|---|----------------------|

#### **Independent Professionals & Consultants:**

- |  |                    |
|--|--------------------|
| <input type="checkbox"/> Gross Revenues: Under \$750,000 | Annual Dues: \$500 |
| <input type="checkbox"/> Over \$750,000                  | Annual Dues: \$750 |





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## C O U N C I L

### Membership Dues Payment

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All Applications for STC membership must include the first-year annual membership dues payment. Applications will not be processed until payment is received. All payments must be made in United States currency.

**Payment by Credit Card:**

Cardholder Name \_\_\_\_\_  
Credit Card Number \_\_\_\_\_  
Billing address \_\_\_\_\_  
Card Expiration Date \_\_\_\_\_  
Verification/CVV Code \_\_\_\_\_  
Authorized signature \_\_\_\_\_  
Amount to be charged \$ \_\_\_\_\_

**Payment by Check:** Please make payable to Synthetic Turf Council and mail to: Synthetic Turf Council, 9 Newport Drive, Suite 200, Forest Hill, MD 21050

**Payment by Funds Transfer:** Please contact Maria Donovan, Member Services Coordinator, at [maria@syntheticturfcouncil.org](mailto:maria@syntheticturfcouncil.org) or +1 (443) 640-1067 x 137 for our banking information.

### Membership Terms & Agreement

*Applicant Company warrants and represents that this Application for membership in the Synthetic Turf Council, including any attachments and supplemental documentation and information, provides in all respects truthful, accurate, complete and correct facts and information and that Applicant meets all of the STC Membership Eligibility Requirements.*

*Applicant understands and agrees that if Applicant provides false information concerning a material fact, (e.g., incorrect information on which dues are based), the Board shall deny membership to the applicant and may restrict re-application permanently or for a period of time based on the materiality of the facts falsified.*

*Applicant further understands and agrees that permission to use the STC and STC Member logos is limited to Full STC members in good standing with the STC and that the use of the logos is subject to the terms and conditions of the Logo Usage Agreement.*



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## C O U N C I L

*The Applicant Company acknowledges that it has received and reviewed a copy of the STC's Bylaws, Membership Eligibility Requirements, Code of Ethics, and Code of Conduct (the "STC Core Documents"), and has read, reviewed and understands all of the terms and conditions of the STC Core Documents and agrees to abide and be bound by the STC Core Documents.*

*The individual signing this Application on behalf of and as Key Contact of the Applicant Company, certifies, warrants and represents that the Applicant Company has duly authorized him or her to execute this Application and to bind the Applicant to the terms and provisions hereof and that the Key Contact, (and the Alternate Key Contact designated herein or hereafter, if authorized by the Key Contact), have been duly authorized to and have the Applicant's power and authority to represent Applicant and conduct all business of Applicant with the STC, including without limitation, membership matters, agreements with the STC and voting on STC matters requiring a vote.*

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**Key Contact Signature on behalf of Applicant, and individually where applicable.**

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**Print Name**

**Date**

### **Notice of Confidentiality**

Information submitted on this Application related to company gross revenues and number of employees will be held strictly confidential from all parties, including the Board of Directors, except STC staff as necessary to process the Application.



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## COUNCIL

### Next Steps

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Thank you for your Application for membership the Synthetic Turf Council.

Please submit the completed Application for Full Membership with an original signature and your first-year membership dues payment to STC Office Headquarters:

ATTN: Maria Donovan, Member Services  
Synthetic Turf Council  
9 Newport Drive, Suite 200  
Forest Hill, MD 21050 USA  
Phone: (443) 640-1067 x137  
Email: [maria@syntheticturfcouncil.org](mailto:maria@syntheticturfcouncil.org)

Upon receipt of the completed application and membership dues payment dues for the first year, your application will be reviewed by the STC Board of Directors. If approved, your designated Key Contact and other representatives listed on the application will receive an electronic new member welcome document with information on how to access all of the benefits of STC membership.

***We look forward to welcoming you as a member of the Synthetic Turf Council!***



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## C O U N C I L

### Synthetic Turf Council

#### CODE OF ETHICS

Adopted December 3, 2003

Amended July 18, 2005

Revised August 17, 2010

### Ethics Principles and Conduct Guidelines

#### Preamble

Members of the Synthetic Turf Council (STC) strive to uphold the highest standards of professionalism, integrity and competence. To fulfill these aspirations, Members of the STC (as used herein the term “Member” includes the owners, officers, principals, employees, agents, or representatives of a company) undertake the responsibility to conduct their professional activities in an ethical manner and endeavor to abide by the tenets embodied in these Ethics Principles and Conduct Guidelines of the STC Code of Ethics. STC Members should strive to serve the best interests of the owner and/or end user of their products by providing quality synthetic turf systems and services. Members should serve their clients and customers competently and in a professional manner, and will exercise unprejudiced and unbiased judgment when performing all services or giving advice. Members should avoid acting in a manner that would diminish the reputation of the synthetic turf industry generally.

The provisions set out below identify the conduct that will be deemed offensive to these ideals and violations of this Code.

#### Section 1: Conduct Guidelines

##### 1.1 Professional Performance

- (a) Members shall refrain from selling products, systems, or services that are inappropriate to the needs of their clients and that do not satisfy the client’s project requirements.
- (b) Members shall not commit to provide products or services within a specific time period unless the Member reasonably expects that it will be able to perform within that timeframe.
- (c) Member shall respond in a timely fashion to all customer product or service complaints.

(d) Members shall not reveal information obtained in the course of their professional activities that they have agreed to maintain in confidence.

## 1.2 Conflicts of Interest

(a) Members should avoid conflicts of interest in their business practices and fully disclose to all prospective clients the existence of any conflicts as they arise.

(b) If a Member's judgment in providing products or services to one party could be affected by responsibilities to another party or project, or by the Member's own interests, the Member must fully disclose the potentially conflicting interests to those who rely on the Member's judgment.

(c) Members shall not solicit or accept gratuities, directly or indirectly, from contractors, agents, or other parties dealing with their clients in connection with a project.

(d) A Member shall not accept compensation from more than one party for services performed on a project, or for services pertaining to the same project, unless the Member fully discloses the circumstances to the clients or customers.

## **Section 2: Ethics Principles**

2.1 Representations and Statements about Competitors. Members of the STC shall strive to maintain the highest level of integrity in the representations that they make in the marketplace. False and misleading representations made by a Member could, and likely will, harm customers and the reputation of the industry as a whole. To avoid such harm, Member companies shall:

(a) Present their products to prospective clients and compare those products with others in the synthetic turf industry in an honest and factually accurate manner.

(b) Avoid making any false or misleading comments about another company and/or that company's products and/or services. Examples of these include, but are not limited to, false or misleading statements about a company's financial stability, vendor payment history, or system performance.

(c) Assume full responsibility for their representations, including those made by their representatives and agents.

2.2 Representations and Statements About Your Qualifications, Capabilities, and Experience.

Any representations made to clients, employers, and the public about the Member's qualifications, capabilities, and experience shall be truthful and accurate, and any such statements shall not be misleading, deceptive, or false.

2.3 Advertising. Members shall comply with the laws and regulations regarding false and misleading advertising enforceable by the Federal Trade Commission. Accordingly, Members shall refrain from making representations or claims about other companies' products or services that would be considered "unfair" as defined by the Federal Trade Commission (FTC). In addition, Member should have a "reasonable basis," as defined by the FTC, for all objectively

verifiable claims made in written advertisements and other written marketing documents. Members shall not disseminate, permit, or cause to be disseminated, any form of advertising containing a statement or claim which is false or misleading in any material respect, for the purpose of, directly or indirectly, soliciting clients. Members shall also avoid making false or misleading representations about their competitors' products or services.

2.4 Definition. A statement or claim is false or misleading when it:

- (a) Contains a material misrepresentation of fact;
- (b) Is materially misleading because the statement as a whole makes only a partial disclosure of relevant facts; or
- (c) Is intended or is likely to create false or unjustified expectations of favorable results.

2.5 While this Section requires that Members refrain from making false and misleading statements, it is not intended to prohibit, and does not address, any communications, representations, or advertising claims that are truthful, even if they may be viewed as disparaging.

### **Section 3: Relations among Members**

Members who are elected or appointed to STC review or approval boards shall recuse themselves when discussion is held relative to an action in which they have a conflict of interest.

### **Section 4: Compliance with Local, State and Federal Laws**

4.1 Criminal; Deceptive Business Practices. It shall be considered unethical for any Member to violate any state or federal criminal law or any legal prohibition of false and deceptive business practices.

4.2 Licenses, Permits or Bonding; Employment of Undocumented Workers. It shall also be considered unethical for a Member to intentionally violate any federal, state and local laws and regulations requiring licenses, permits or bonding applicable to the work or services being provided by the Member or prohibiting the employment of undocumented aliens.

### **Section 5: Code of Ethics Enforcement**

Members violating any provision of this Code of Ethics shall be subject to sanctions as provided in the "Rules of Procedure for Enforcement of the Code of Ethics." These sanctions shall be limited to public or non-public censure, or suspension or expulsion from the Synthetic Turf Council.



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## C O U N C I L

### **Synthetic Turf Council CODE OF CONDUCT**

(Approved by the Board of Directors on January 26, 2009)

#### **To be included with all written sales presentations and proposals:**

In an ongoing effort to ensure that member companies of the Synthetic Turf Council (STC) will maintain the highest level of integrity in their sales and marketing activities, the STC has established the following code of conduct for its member companies.

This Code of Conduct relates to the daily interaction between member companies, including representatives and agents, and potential and existing customers. The Code of Conduct covers all aspects of written and verbal communications that member companies use as part of their sales and marketing activities.

“Member companies agree to hold themselves to the highest standard of conduct when presenting their products and how their products and companies compare with others in the synthetic turf industry.

Member companies will always strive to present their products and/or services in an honest and factually accurate manner; and will avoid making any non-specific negative comments or negative characterizations about a competitor company and/or that company’s products and/or services. Examples of these include, but are not limited to, non-specific comments about a company’s financial stability, vendor payment history, and system performance, that are not based on specific fact or are not a matter of public record.

While understanding that competition in the marketplace will always exist and be a part of our industry, member companies agree to treat other synthetic turf companies with respect in all aspects of their business practices. STC members agree not to disparage other synthetic turf companies, and will conduct their business affairs with integrity and as they would want others to treat them.

Member companies will also strive to ensure that all written communications, advertising and marketing programs will be truthful and accurate, will not appear to validate misinformation that could potentially harm the synthetic turf industry, and will not be considered “unfair” as defined by the Federal Trade Commission (FTC). In addition, member companies will agree that

they will have a “reasonable basis” (as defined by the FTC) for all claims made in written advertisements and other written marketing documents.”

The goal of this Code of Conduct is to encourage all member companies to conduct themselves in an honest and forthright manner, to present their products and services in a positive and factually accurate way, and in doing so, eliminate the negative perception that customers have had of the synthetic turf business for many years.

If you have questions about this Code of Conduct, or concerns about the conduct of an STC member, you are encouraged to call Dan Bond, CAE, President, Synthetic Turf Council at 443-640-1067.

Synthetic Turf Council  
9 Newport Drive, Suite 200  
Forest Hill, MD 21050  
443-640-1067  
[www.syntheticurfCouncil.org](http://www.syntheticurfCouncil.org)