Member-to-Member Recruitment Program
Earn your company IA bucks!

Refer companies that would benefit from being a part of the Irrigation Association family and earn IA credits when they join! That’s right, our member-to-member recruitment program rewards members who recruit new member organizations.

Here’s all you have to do:

1. Let the company know about the great things the IA does for the industry and how membership will benefit them.
2. Send them a membership application. Advise them to write your company name in the “referred by” field.
3. When their membership is confirmed, we’ll add the credit to your company’s corporate account.

Credits can be used toward any IA product or service, from membership dues to show registrations.*

<table>
<thead>
<tr>
<th>MEMBER TYPE RECRUITED</th>
<th>IA CREDIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer</td>
<td>$100</td>
</tr>
<tr>
<td>Manufacturer – Complementary Products</td>
<td>$50</td>
</tr>
<tr>
<td>Dealer/Distributor</td>
<td>$40</td>
</tr>
<tr>
<td>Manufacturers’ Representative</td>
<td>$30</td>
</tr>
<tr>
<td>Contractor, Affiliate Contractor</td>
<td>$15</td>
</tr>
<tr>
<td>Consultant, Affiliate Consultant</td>
<td>$15</td>
</tr>
<tr>
<td>Affiliate Organization</td>
<td>$15</td>
</tr>
</tbody>
</table>

www.irrigation.org/recruitment_program

* Credits must be used during the calendar year in which they are earned and cannot be combined with other discount programs. The IA will apply the credit toward your next corporate purchase unless you specify that it should go toward something specific (e.g., membership renewal, certification renewal, book, etc.). This only pertains to credit card payments.
The Irrigation Association is a national, not-for-profit association of companies like yours, that understand how efficient irrigation protects long-term water supplies. The IA promotes efficient technologies, services and best practices to address challenges facing our water resources and to protect your business.

**IA Membership: The effective way to grow!**
Your industry. Your business. Yourself.

**Your industry.**

**Lasting benefits from the IA’s efforts**
- improve the skills of the industry’s workforce.
- provide national backing on local water issues.
- educate lawmakers and regulators to make the right decisions.
- help set smart standards and codes.
- encourage growers, water providers and consumers to use water more efficiently.
- recruit talented job seekers into irrigation careers.

**Your business.**

**Practical solutions help you**
- increase profitability with better-educated employees.
- qualify for projects that require certified professionals.
- make sure your interests are communicated to policymakers and legislators.
- find new suppliers and new business opportunities.
- save on business management services.
- build your brand and credibility with the IA’s online directories and membership logo.

**Yourself.**

**Career-advancing opportunities help you**
- upgrade technical knowledge and skills.
- learn the latest “how-tos” of efficient water management.
- get certified for instant credibility with prospective customers.
- connect with people you can go to for ideas and advice.
- have influence on policies and regulations that matter to you.
- find support and tools to help you on the job.
### 2018-2019 Membership Application

#### MEMBERSHIP CATEGORIES:
Applicant must select category based on primary business function. Refer to category descriptions on next page.

All membership applications are reviewed for accuracy and subject to Irrigation Association acceptance.

<table>
<thead>
<tr>
<th>COMPANY MEMBERSHIP (Includes current, full-time employees)</th>
<th>Regular</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Manufacturer – Irrigation Products &amp; Components</td>
<td>$2,574</td>
<td>$5,148</td>
<td>$10,296</td>
<td>$20,592</td>
<td>$30,607</td>
</tr>
<tr>
<td>☐ Dealer or Distributor</td>
<td>$967</td>
<td>$1,934</td>
<td>$3,869</td>
<td>$7,738</td>
<td>$22,391</td>
</tr>
<tr>
<td>☐ Manufacturers’ Representative</td>
<td>$640</td>
<td>$1,279</td>
<td>$2,558</td>
<td>$5,117</td>
<td>N/A</td>
</tr>
<tr>
<td>☐ Contractor*</td>
<td>$520</td>
<td>$1,040</td>
<td>$2,080</td>
<td>$4,160</td>
<td>N/A</td>
</tr>
<tr>
<td>☐ Consultant*</td>
<td>$520</td>
<td>$1,040</td>
<td>$2,080</td>
<td>$4,160</td>
<td>N/A</td>
</tr>
<tr>
<td>☐ Affiliation Organization</td>
<td>$390</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

#### ASSOCIATE MEMBERSHIP

| ☐ Manufacturer – Complementary Products                   | $1,290  | $2,579 | $5,158 | $10,317| N/A      |
| ☐ Business Supplier                                       | $640    | $1,279 | $2,558 | $5,117| N/A      |
| ☐ Water & Energy Agency                                    | $640    | $1,279 | $2,558 | $5,117| N/A      |
| ☐ Commercial End User                                      | $390    | $780   | $1,560 | $3,120| N/A      |
| ☐ Government/University                                     | $390    | $780   | $1,560 | $3,120| N/A      |

* Contractors that are members of an IA affiliate organization and consultants that are ASIC members receive a $100 discount on dues; does not apply to premium investment.

Proof of affiliate organization membership (membership certificate, directory listing, letter from affiliate, etc.) required with membership application submission.

#### INDIVIDUAL MEMBERSHIP:
The IA is a trade association representing businesses. Individual memberships are only available to students, retirees no longer employed, technical individuals employed by a university or government agency, and those seeking employment but currently unemployed.

□ Student $47  □ Retired $104  □ Retired Lifetime $390 □ Technical $161 □ Technical Lifetime $640  □ Unemployed $104

#### COMPANY, MAIN CONTACT & ADMINISTRATIVE CONTACT INFORMATION

<table>
<thead>
<tr>
<th>COMPANY NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>REFERRED BY (LIST COMPANY NAME)</td>
</tr>
<tr>
<td>Mailing Address</td>
</tr>
<tr>
<td>City</td>
</tr>
<tr>
<td>Tel</td>
</tr>
<tr>
<td>Website</td>
</tr>
<tr>
<td>Main Contact</td>
</tr>
<tr>
<td>Email</td>
</tr>
<tr>
<td>Administrative Contact</td>
</tr>
<tr>
<td>Email</td>
</tr>
</tbody>
</table>

#### PAYMENT INFORMATION:
Dues are nonrefundable and nontransferable. IA membership is based on a calendar year (Jan. 1-Dec. 31). New members who join after Jan. 31 pay full dues the first year and are granted prorated dues in the second contiguous year of membership. A new member is defined as a company that has not held an IA membership within the past five years.

**AMOUNT ENCLOSED OR AUTHORIZED** $ __________ US

**CHARGE:** ☐ VISA  ☐ MasterCard  ☐ American Express  ☐ Discover

**CARD NUMBER**

**EXPIRATION DATE (MONTH/YEAR)**

**NAME ON CARD**

**SIGNATURE**

#### Number of Employees

**Annual Irrigation-Related Sales $**

**Primary Focus** (select one)  
☐ Agriculture  ☐ Turf-Landscape  ☐ Golf

**Secondary Focus**  
☐ Agriculture  ☐ Turf-Landscape  ☐ Golf

**Main Contact Primary Job Responsibility** (Check only one)  
☐ Owner/Partner  ☐ Branch Manager  
☐ Executive Management  ☐ Administration  
☐ Marketing/PR/Advertising  ☐ Irrigation Manager  
☐ Engineering  ☐ Turf Manager  
☐ Research/Development  ☐ Water Conservation  
☐ Design  ☐ Other ___________________  
☐ Purchasing

#### FAX OR MAIL TODAY

Fax this form with credit card information or mail with payment.

**Irrigation Association**
8280 Willow Oaks Corporate Drive, Suite 400
Fairfax, VA 22031-4507

**Tel:** 703.536.7080 | **Fax:** 703.536.7019

**www.irrigation.org**

Email: membership@irrigation.org

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Protecting your privacy: The IA is committed to being transparent about how it collects and uses data and to meeting its data protection obligations. For more information, please see our privacy policy at [www.irrigation.org/privacypolicy](http://www.irrigation.org/privacypolicy).
MEMBERSHIP CATEGORIES
Please choose the category that best describes your company's primary area of business. IA dues are not deductible as charitable contributions for income tax purposes. However, they may be deductible under other provisions of the Internal Revenue Code. Less than 16 percent of company dues are used for lobbying efforts. Associate and individual dues are not used for lobbying.

COMPANY MEMBERSHIP

Manufacturer – Irrigation Products & Components*: Actively manufacturing and selling one or more components of irrigation, drainage and erosion control equipment or related peripheral products (e.g., irrigation software, enclosures, resin, wiring, installation and maintenance equipment, etc.), either directly or through sales representatives

Dealer/Distributor*: Actively distributing or selling one or more components of irrigation, drainage and erosion control equipment or related peripheral products. Dealers represent the agriculture industry. Distributors represent the turf-landscape industry.

Manufacturers’ Representative*: Serving as a manufacturers’ representative of irrigation products

Contractor*: Actively installing/servicing one or more components of irrigation, drainage and erosion control equipment or related peripheral products

Consultant*: Providing consulting services for the engineering, design, layout, use or application of irrigation, drainage and erosion control equipment or landscaping, or providing other consulting services primarily to the green industry

Affiliate Organization*: Association or society operating on a state, regional or international level to promote irrigation industry interests

* These member types have voting privileges.

ASSOCIATE MEMBERSHIP

Manufacturer – Complementary Products: Actively manufacturing and/or selling one or more components in categories such as water features, pond products, lighting products and publications

Business Supplier: A company that serves or supplies the irrigation industry with business services (e.g., business software, finance, leasing, insurance, communication, recruitment, advertising, etc.)

Water & Energy Agency: Public or private agency or company that supplies, distributes or administers water or energy for use in irrigation

Commercial End User: Organization that uses irrigation systems (e.g., grower, producer, farm, nursery, greenhouse, golf course, sports facility, homeowner’s association, commercial park, museum, cemetery, resort, etc.)

University/Government: Accredited university; college or community college; or federal, state or city/county government agency

INDIVIDUAL MEMBERSHIP

Retired/Retired Lifetime: Individual no longer employed in the irrigation industry

Student: Individual enrolled in undergraduate or graduate level courses at a technical school, college, university or similar institution of higher learning; current class schedule must be submitted with application

Technical/Technical Lifetime*: University or government personnel involved in irrigation research related to the engineering, design, layout, use or application of irrigation equipment; or college/university faculty or instructor

Unemployed: Individual in the irrigation industry temporarily unemployed; available for a one-year period, not prorated, nonrenewable

ALL IA MEMBERS RECEIVE THE FOLLOWING BENEFITS & FEATURES

- a voice on your behalf with government
- discounts on IA-instructed classes and IA certification program fees
- reduced rates in the IA store
- IA Times monthly e-newsletter for quick association updates
- Irrigation & Green Industry Newsletter (landscape) and/or News Harvest (ag) e-newsletters for the latest industry news
- Irrigation & Green Industry and/or Irrigation Today magazine(s)
- advertising opportunities in IA publications
- Legislative Action Center access
- special rates for the Irrigation Show
- listing in online IA member directory
- member logo for display on marketing materials

<table>
<thead>
<tr>
<th>ADDITIONAL IA PREMIUM MEMBER FEATURES</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotating company logo in IA Times</td>
<td>12 issues</td>
<td>4 issues</td>
<td>3 issues</td>
<td>1 issue</td>
</tr>
<tr>
<td>Publication ad discount (IA Times, Irrigation Today, IGIN)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company listing on IA website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibitor “priority point” bonus</td>
<td>5 points</td>
<td>3 points</td>
<td>2 points</td>
<td>1 point</td>
</tr>
<tr>
<td>VIP registration/seating at general session</td>
<td>50</td>
<td>30</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>Company listing in show guide</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Booth discount</td>
<td>5%</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Show floor acknowledgment signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Booth carpet decals</td>
<td>2</td>
<td>1</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Show guide ad discount</td>
<td>30%</td>
<td>10%</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Sponsorship discount</td>
<td>10%</td>
<td>5%</td>
<td>—</td>
<td>—</td>
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</tbody>
</table>