

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.*

MEMBER TYPE RECRUITED	IA CREDIT
Manufacturer	\$100
Manufacturer - Complementary Products	\$50
Dealer/Distributor	\$40
Manufacturers' Representative	\$30
Contractor, Affiliate Contractor	\$15
Consultant, Affiliate Consultant	\$15
Affiliate Organization	\$15

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 credit card purchase unless you specify that it should go toward something specific (e.g., membership renewal, certification renewal, book, etc.).



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.

2020-21 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.

COMPANY MEMBERSHIP (Includes current, full-time employees)	Regular	Bronze	Silver	Gold	Platinum
<input type="checkbox"/> Manufacturer – Irrigation Products & Components	<input type="checkbox"/> \$2,784	<input type="checkbox"/> \$5,568	<input type="checkbox"/> \$11,136	<input type="checkbox"/> \$22,273	<input type="checkbox"/> \$33,104
<input type="checkbox"/> Dealer or Distributor	<input type="checkbox"/> \$1,046	<input type="checkbox"/> \$2,092	<input type="checkbox"/> \$4,185	<input type="checkbox"/> \$8,370	<input type="checkbox"/> \$24,218
<input type="checkbox"/> Manufacturers' Representative	<input type="checkbox"/> \$693	<input type="checkbox"/> \$1,385	<input type="checkbox"/> \$2,771	<input type="checkbox"/> \$5,541	N/A
<input type="checkbox"/> Contractor*	<input type="checkbox"/> \$563	<input type="checkbox"/> \$1,125	<input type="checkbox"/> \$2,251	<input type="checkbox"/> \$4,501	N/A
<input type="checkbox"/> Consultant*	<input type="checkbox"/> \$563	<input type="checkbox"/> \$1,125	<input type="checkbox"/> \$2,251	<input type="checkbox"/> \$4,501	N/A
<input type="checkbox"/> Affiliate Organization	<input type="checkbox"/> \$422	N/A	N/A	N/A	N/A

ASSOCIATE MEMBERSHIP

<input type="checkbox"/> Manufacturer – Complementary Products	<input type="checkbox"/> \$1,396	<input type="checkbox"/> \$2,791	<input type="checkbox"/> \$5,583	<input type="checkbox"/> \$11,165	N/A
<input type="checkbox"/> Business Consultant	N/A	<input type="checkbox"/> \$2,080	N/A	N/A	N/A
<input type="checkbox"/> Business Supplier	<input type="checkbox"/> \$693	<input type="checkbox"/> \$1,385	<input type="checkbox"/> \$2,771	<input type="checkbox"/> \$5,541	N/A
<input type="checkbox"/> Water & Energy Agency	<input type="checkbox"/> \$693	<input type="checkbox"/> \$1,385	<input type="checkbox"/> \$2,771	<input type="checkbox"/> \$5,541	N/A
<input type="checkbox"/> Commercial End User	<input type="checkbox"/> \$422	<input type="checkbox"/> \$844	<input type="checkbox"/> \$1,689	<input type="checkbox"/> \$3,378	N/A
<input type="checkbox"/> Government/University	<input type="checkbox"/> \$422	<input type="checkbox"/> \$844	<input type="checkbox"/> \$1,689	<input type="checkbox"/> \$3,378	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 \$51 Retired \$112 Retired Lifetime \$422 Technical \$174 Technical Lifetime \$693 Unemployed \$112

COMPANY, MAIN CONTACT & ADMINISTRATIVE CONTACT INFORMATION

COMPANY NAME _____

REFERRED BY (LIST COMPANY NAME) _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____ COUNTRY _____

TEL _____ FAX _____

WEBSITE _____

MAIN CONTACT _____ TITLE _____

EMAIL _____

ADMINISTRATIVE CONTACT _____ TITLE _____

EMAIL _____

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
(Payable to Irrigation Association in US\$ drawn on U.S. bank)

CHARGE: VISA MasterCard American Express Discover

CARD NUMBER _____

EXPIRATION DATE (MONTH/YEAR) _____

NAME ON CARD _____

SIGNATURE _____

Number of Employees _____

Annual Irrigation-Related Sales \$ _____

Focus (Select one for each)

Primary: Agriculture Turf-Landscape Golf

Secondary: Agriculture Turf-Landscape Golf

Main Contact Primary Job Responsibility (Check only one)

- | | |
|---|---|
| <input type="checkbox"/> Owner/Partner | <input type="checkbox"/> Branch Manager |
| <input type="checkbox"/> Executive Management | <input type="checkbox"/> Administration |
| <input type="checkbox"/> Sales | <input type="checkbox"/> Golf Course Superintendent |
| <input type="checkbox"/> Marketing/PR/Advertising | <input type="checkbox"/> Irrigation Manager |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Turf Manager |
| <input type="checkbox"/> Research/Development | <input type="checkbox"/> Water Conservation |
| <input type="checkbox"/> Design | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Purchasing | |

Magazines & IA Partners

Would you like to receive Irrigation & Green Industry magazine (landscape) FREE?

Yes No

In what format? Print Digital Print and Digital

Would you like to receive Irrigation Today magazine (ag) FREE?

Yes No

In what format? Print Digital Print and Digital

Yes! Send me relevant information from IA partners.

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

www.irrigation.org

Tel: 703.536.7080 | Fax: 703.536.7019

Email: membership@irrigation.org

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 8% of company dues are used for lobbying efforts. Associate and individual dues are not used for lobbying. In addition, \$16.50 of dues from landscape-focused members will go toward a subscription to *Irrigation & Green Industry* magazine.

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

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 Consultant: A consulting firm that provides business services to the irrigation and green industry (e.g., business management, marketing, training, accounting, etc.). Two letters of reference from current IA member companies must accompany this application.

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

* These member types have voting privileges.

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

ADDITIONAL IA PREMIUM MEMBER FEATURES

	Platinum	Gold	Silver	Bronze
Rotating company logo in <i>IA Times</i>	12 issues	4 issues	3 issues	1 issue
Publication ad discount (<i>IA Times</i> , <i>Irrigation Today</i> , <i>IGIN</i>)	✓	✓	✓	✓
Company listing on IA website	✓	✓	✓	✓
Exhibitor "priority point" bonus	5 points	3 points	2 points	1 point
Complimentary full Irrigation Show registrations	5	3	2	1
VIP seating at the Irrigation Show general session	3 tables	2 tables	1 table	1 table
Company listing in show guide	✓	✓	✓	✓
Booth discount	5%	—	—	—
Show floor acknowledgment signage	✓	✓	✓	✓
Booth carpet decals	2	1	—	—
Show guide ad discount	30%	10%	—	—
Sponsorship discount	10%	5%	—	—