

Expand the Market for Your Products

“How to Sell to Catalogers & Online Merchants”



A Special Presentation for IGC Show Exhibitors and MGA Members

New products are the lifeblood of catalogers and online merchants, a vital element in keeping their audience coming back for more. Yet catalogers and web merchants often have different concerns and requirements from brick-and-mortar retailers.

Our panel of major catalogers and web merchants will spell out what they look for when selecting new products and vendors. In addition, wholesale members will share case histories of how selling to catalogers and web merchants has helped them grow their business. Join us to learn more about how to grow yours!

Monday, August 16

5:00–6:00 pm

Followed by Networking Reception

6:00–7:30 pm

**DoubleTree Hotel Chicago Magnificent Mile
300 E. Ohio St., Chicago, IL 60611**

Panelists:



Dick Zondag

Jung Seed, Totally Tomatoes, Roots & Rhizomes, Vermont Bean

Seed, Edmunds Roses, McClure & Zimmerman, Seymours Selected Seeds, Horticultural Products & Services, R. H. Shumway Seed



Noel Valdes

Cobrahead



Greg Brown
Brown's Omaha Plant Farms



Skip Miller
J.E. Miller Nurseries



Charley Yaw
Charley's Greenhouse & Garden

Moderator:

Barb Emerson
Have Green Thumb

ABOUT THE MAILORDER GARDENING ASSOCIATION

The Mailorder Gardening Association (MGA) is the only nonprofit organization serving gardening company catalogers and online merchants, and companies that work with them. Founded in 1934, our membership has grown to include companies of all sizes that sell plants, seeds, bulbs, tools, greenhouses, fertilizer, irrigation products, magazines, and more. Members meet twice annually to network, discuss industry trends, and learn practical techniques for growing their business.



5836 Rockburn Woods Way

Elkridge, MD 21075

410-540-9830

410-540-9827 FAX

info@mailordergardening.com

www.mailordergardening.com

This special program is just one of the many sessions offered during the MGA Summer Conference at the DoubleTree Hotel August 16–18 in Chicago.

(MGA Summer Conference Attendees are welcome to attend this program at no extra charge.)

YES, I will attend the special session on *How to Sell to Catalogers and Online Merchants* followed by the Networking Reception. My \$20 payment is enclosed.

(Note: Attendance is free with a full MGA conference registration. For conference information and registration form, visit <http://www.mailordergardening.com/convention.htm> or email info@mailordergardening.com.)

No, I cannot attend, but please send information about MGA membership and put me on your mailing list for future events.

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Check enclosed or Please charge my Visa or MasterCard (We do not accept Amex)

Total amount \$ _____ Card number _____ Exp. date _____

Signature _____

(Please share with anyone else who may be interested. Simply photocopy for additional registrants.)