



Expand the Market for Your Products!

How to Sell Across Multiple Channels



P
a
n
e
l
i
s
t
s



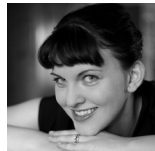
Paul Kelly
St. Lynn's Press



Kathy Sponenberg
EarthBox



Joseph Gallo
Espoma



Shayna Lashway
Botanical Interests
Online, Inc.



Dick Zondag
Jung Seed, 8 Other
Gardening Catalogs PLUS
Retail Garden Centers



Moderator:
Frank DiPaolo
EarthBox

You're Invited! Register Today!

New products are the lifeblood of retailers of all kinds. But it takes a lot more than great products to create strong sales. It takes a great sales program. Find out what it takes to present your products to retailers, large and small, web and catalog companies and distributors.

Our panel of manufacturers and catalogers will discuss what's involved in creating a sales program that's attractive to buyers. We will discuss what must be included and avoided in building your program. This is a must attend session for those new to the lawn and garden industry and seasoned professionals alike.

Monday, August 15, 2011

5:00 – 6:00 pm: Program

**6:00 – 7:30 pm: Networking
Reception**

Location:

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

About the Direct Gardening Association

The Direct Gardening Association (DGA) 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.



DIRECT GARDENING ASSOCIATION

Direct Gardening Association
5836 Rockburn Woods Way
Elkridge, MD 21075
Phone: 410-540-9830
Fax: 410-540-9827

grow@directgardeningassociation.com
www.directgardeningassociation.com

This special program is just one of the many sessions offered during the DGA Summer Conference at the DoubleTree Hotel August 15-17, 2011 in Chicago.

(DGA Summer Conference Attendees are Welcome to Attend this Program as Part of Their Registration Fee)

- YES, I will attend the special session on "How to Sell to Across Multiple Cannels" followed by the Networking Reception. My \$20 payment is enclosed. (Note: Attendance is free with a full DGA conference registration. For conference information, and registration form, visit <http://www.directgardeningassociation.com/convention.htm> or email grow@directgardeningassociation.com.)
- No, I cannot attend, but please send information about DGA 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.)