



PARTNERS in PROFESSIONALISM



PROFESSIONAL GROUNDS MANAGEMENT SOCIETY

PARTNER WITH PGMS AND SHOWCASE
YOUR PRODUCTS AND SERVICES YEAR ROUND

PER CAPITA PURCHASING POWER

97%

of members are either the individuals who make the final decisions on purchasing or make final recommendations.

70%

of members have an annual budget of \$500,000 or more.

15%

have an annual budget of \$3,000,000 or more.

82%

of members have been in their current position for 8 or more years.

500

is the average acreage managed with a full time staff.



PARTNERS IN PROFESSIONALISM

WHAT IS THE PROFESSIONAL GROUNDS MANAGEMENT SOCIETY (PGMS®)?

Founded in 1911, the Professional Grounds Management Society advances the grounds management profession through education and professional development. The ultimate goals of the Society are to assist the individual grounds manager in developing techniques and management skills to assure an outstanding grounds management program for his or her organization, clients or employers, and upgrade the level of professionalism.

WHO ARE PGMS MEMBERS?

As the oldest organization in the service sector of the Green Industry, the PGMS membership represents the broadest range of Green Industry Professionals, with the core of the Society's membership being institutional grounds managers. They work for organizations such as colleges and universities, municipalities, park and recreation facilities, office parks, apartment complexes, hotels/resorts, cemeteries, hospital complexes, theme parks, etc. Many independent landscape contractors are also members.

PGMS KEY MEMBER BENEFITS

- School of Grounds Management Annual Conference and GIE+EXPO
- Industry Leading Certification Programs:
 - Certified Grounds Manager (CGM®) and
 - Certified Grounds Technician (CGT®)
- Landscape Management and Operations Accreditation Program (endorsed by APPA)
- School of Grounds Management Summer Conference
- Local Branch Meetings
- Green Star Awards® Program
- Bi-Monthly Newsletter, *Grounds Management Forum*
- Networking with Industry Leaders

SCHOOL OF GROUNDS MANAGEMENT

EDUCATION, NETWORKING, AND EXPERIENCE TO EXPAND GROUNDS MANAGEMENT EXPERTISE

Offered twice a year, the School of Grounds Management provides goal-oriented education opportunities based on four core competencies.



HUMAN RESOURCE MANAGEMENT

Sessions cover a variety of important topics dealing with human interactions that affect grounds professionals at all levels.

Topics may include: Customer Service, Leadership, Dealing with Different Personalities, Diversity/ADA, Motivation, Personnel Functions, Supervision and Scheduling, Time Management, and Team Building.



BUSINESS AND FINANCIAL MANAGEMENT

Sessions focus on up-to-date fiscal advice and experiences that enable managers, along with their teams, to continue as the service providers of choice.

Topics may include: Budget, Business Ethics, Contract Management, Marketing/Communication for Facilities Management, Networking, Production/Operations Management, Risk Management/Liability, Sales, Information Technologies, and Organization Structure and Functions.



TECHNICAL MANAGEMENT — HORTICULTURE

Sessions cover a variety of emerging issues and trends pertinent to the living environment.

Topics may include: Arboriculture, Seasonal Flower Displays, Green Roofs, Integrated Pest Management (IPM), Perennials, Ornamental Grasses and Ground Cover Management, Plant Identification, Turf and Sports Turf Management, Urban Forestry, and Woody Plant Management.



TECHNICAL MANAGEMENT — NON-HORTICULTURE

Sessions focus on the sharing of ideas and strategic input for managing and maintaining landscape infrastructure that enhances the living environment.

Topics may include: Design and Build, Irrigation and Water Management, Landscape Management, Public Horticulture, Safety and Certifications, Snow and Ice Management, Sustainability/Biological Diversity, and Technology.



2020 SCHOOL OF GROUNDS MANAGEMENT DATES

JULY 14-16
Washington, D.C.

OCTOBER 20-23
Louisville, KY

(held in conjunction with the GIE+EXPO)

PARTNERSHIP LEVELS

Partners in Professionalism is an enhanced marketing program for PGMS Supplier Members. This program brings together industry suppliers who share a common vision, passion, and commitment for the Green Industry. Check out the benefits in the four levels below and Partner with PGMS for the unique opportunity to showcase your products and services to industry professionals year-round, enhancing supplier-vendor relations and increasing your market access.

SCHOOL OF GROUNDS MANAGEMENT ANNUAL CONFERENCE

BENEFITS	PLATINUM \$10,000	GOLD \$7,000	SILVER \$4,000	BRONZE \$2,000
Number of registrations: All company representatives can register at the member rate and the company is eligible for a \$100 discount on GIE exhibit fees	4 Registrations at member rate	3 Registrations at member rate	2 Registrations at member rate	1 Registration at member rate
Sponsorship	Welcoming Reception OR Annual Awards Dinner	Education Session	Education Session or Networking Session	Co-Sponsor Education or Networking Session
Welcoming Reception (# of company representatives)	Up to 8 representatives	Up to 6 representatives	Up to 4 representatives	Up to 2 representatives
Focus Group: Opportunity to engage with a select group of attendees	✓			
Logo on Promotional Tote	✓			
Logo on Annual Conference Shirt	✓	✓	✓	✓
Partner Ribbon on All Name Badges for Company Attendees	✓	✓	✓	✓
Awards Banquet	2 dinner tickets, VIP seating and sponsorship on screen	2 dinner tickets		
Logo in Awards Pamphlet	✓	✓	✓	✓
Mailing List of Attendees	✓	✓	✓	✓

SCHOOL OF GROUNDS MANAGEMENT SUMMER CONFERENCE

BENEFITS	PLATINUM \$10,000	GOLD \$7,000	SILVER \$4,000	BRONZE \$2,000
Number of Registrations: Full registrations to be given to your customers	4 Registrations to be given to customers	3 Registrations to be given to customers	2 Registrations to be given to customers	1 Registration to be given to customer
Supplier Space	1 complimentary table-top display	1 complimentary table-top display	1 table-top display at \$100 discount	
Sponsorship: logo on all online and paper promotions as conference sponsor	✓	✓		
Sponsorship of Education Session	You pick the session			
Logo on all promotional material	✓	✓		
Partner/Sponsor Ribbon on Name Badges	✓	✓	✓	✓
Listing in Tour Information Packet (if registered for the conference)	✓	✓	✓	✓
Mailing List of Attendees	✓	✓	✓	✓



DIGITAL MARKETING				
BENEFITS	PLATINUM \$10,000	GOLD \$7,000	SILVER \$4,000	BRONZE \$2,000
Special recognition (logo) in "Grounds for Thought," a quarterly email to members	✓	✓	✓	✓
Hot link on logo on all pages of the PGMS website	✓	✓	✓	✓
Priority placement of company logo on PGMS e-blasts	✓	✓	✓	✓
Enhanced online listing with company description	✓	✓	✓	✓
Welcome post on Facebook and dedicated Facebook posts throughout the year	4 Facebook posts	3 Facebook posts	2 Facebook posts	1 Facebook post
Partner e-blast marketing message to members (partner creates the content)	4 e-blasts	3 e-blasts	2 e-blasts	1 e-blast
Deliver Your Message: <i>Grounds Management Forum</i> newsletter ad specifications	Full page color ad in each electronic issue and full page ad in annual report publication.	1/2 page color ad in each electronic issue and 1/2 page ad in annual report publication.	1/3 page color ad in each electronic issue and 1/3 page ad in annual report publication.	1/3 page color ad in three (3) electronic issues and 1/3 page ad in annual report publication.
ADDITIONAL BENEFITS				
BENEFITS	PLATINUM \$10,000	GOLD \$7,000	SILVER \$4,000	BRONZE \$2,000
Excel list of members containing address, phone and fax as provided by them	✓	✓	✓	✓
Supplier Membership	✓	✓	✓	✓



A LA CARTE SPONSORSHIPS

PGMS also offers PGMS Partners and Supplier members the opportunity to enhance their involvement with A La Carte options:

TYPE OF SPONSORSHIP	COST
Sponsorship of annual conference hotel keycards	\$2,500
Sponsorship of annual conference lanyards (company logo on lanyards)	\$1,500
Sponsorship of summer conference lanyards (company logo on lanyards)	\$500
Hands-on workshop (opportunity at either the Summer or Annual conference for a hands-on demonstration with PGMS attendees)	\$1,000
Summer Conference Meal Sponsorship (opportunity to present about your company (2 minutes) prior to meal and logo on conference materials and PGMS website)	\$1,500
Sponsor PGMS webinar (opportunity to either provide content for the webinar or sponsor the webinar)	\$250

PGMS BRANCHES

PGMS Branches provide members additional benefits, allowing for the regular exchange of ideas with fellow industry professionals, to impact local public policy, tour private properties, and give back to the local community.

Get Involved with PGMS Branches
 At regular meetings, guest speakers and branch members discuss topics of local interest, such as new plant introductions, management techniques, new products, and weather related issues. Partners have the opportunity to engage with PGMS Branches to provide speakers, demo new products, attend meetings, etc.

PGMS has 11 active branches across the United States:

Branch	Year Chartered
District of Columbia	1929
Georgia	2004
Greater Cincinnati	1974
Great Lakes (formerly Michigan Branch)	2014
Greater Ozarks	2004
North Carolina	2003
Northeast Regional	1999
Philadelphia	1983
Texas	2006
Virginia	2012
Western Washington	2018

2019 PARTNERS

PLATINUM



JOHN DEERE



GOLD



Hunter®

Kawasaki
— ENGINES —



PW
PROVEN
WINNERS®
The #1 Plant Brand.*



SILVER

BAILEY
GROWING WHAT'S NEXT™




EarthPlanter®

ECHO

WALKER
Fast, Easy, Beautiful Mowing

WRIGHT™

BRONZE

CALSENSE.


COUNTRY CASUAL TEAK.

EWING
Irrigation & Landscape Supply

GEMPLER'S
Commercial Bulk Retail Walk Size

JACK'S
SMALL ENGINES



PGMS[®]

PROFESSIONAL GROUNDS MANAGEMENT SOCIETY

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