

### Annual Subscription Note:

Members joining **before** 30th September in any year and who have paid an annual subscription on election, will be liable to pay an annual subscription on 1st April in each subsequent year.


Members joining **on or after** 30th September in any year and who have paid an annual subscription on election, will have the subscription due the following 1st April waived. Thereafter the subscription will become due, annually, on 1st April in each subsequent year.



All applications will be considered by the HEA Executive Committee, to avoid any potential conflict of interest.

If an applicant is new to the show circuit, and largely unknown to the Executive Committee, a probationary period may be deemed necessary to ensure the applicant is willing to meet the criteria of membership, as laid out in the Code of Conduct and Rules documents, which the applicant will receive in their Welcome Pack – see note below.

All benefits of membership will be available during the probationary period except for the “Buy With Confidence” and “From My Nursery to Your Garden” initiatives. These schemes have their own criteria, which need to be met as part of a separate approval process before the applicant can display the appropriate signage. Details and application forms can be found in the Welcome Pack.

A stylized logo of a plant with a green leaf and a brown stem, partially enclosed by a brown circular arc.

**A Welcome Pack** will be sent to you following a successful application.

It will include a sign for your exhibit to inform visitors, organisers and fellow members that you are now a member of the Horticultural Exhibitors Association. It will also feature the latest reports published by the HEA together with essential information about your membership.



Join us in the pursuit of excellence  
in exhibiting horticulture

<http://www.h-e-a.co.uk>



## Join the HEA to:

### Save money:

- through discounted show rates
- with group discounts



### Strengthen the organisation

Benefit from being associated with a large organisation of people aware of your needs and issues:

- lobbying on your behalf
- mediating over shared issues



### Share information and expertise

Harnessing the skills and experience of fellow exhibitors to:

- share best practice
- improve displays and sales techniques
- develop relevant workshops and seminars



### Regularly communicate via

- Accessible committee members
- Newsletters
- E-Newsflashes
- Website



### † Display recognised quality marks:

- “Buy With Confidence”
- “From My Nursery to Your Garden”

† Once membership is approved in full – not available during probationary period

## APPLICATION FORM

Please ensure both sides of this form are completed and send to:- Mrs Sarah Clare, The Horticultural Exhibitors Association, The Cottage, Cow Green, Bacton, Stowmarket, Suffolk, IP14 4HJ

**I wish to apply for Floral / Sundries (please circle) membership of the Horticultural Exhibitors Association and enclose: -**

1. Cash or cheque for £80: comprising a £20 joining administration fee and £60 annual subscription  
Cheques payable to:- The Horticultural Exhibitors' Association

BACS:- Lloyds TSB Bank - Sort Code 30 94 93  
Account number 01468645

2. A photograph of a recently exhibited stand

**Sundries Only— Please note that products must be strictly horticultural or directly appertaining to horticulture.**

Name of Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Address: \_\_\_\_\_

Post Code: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_

Website: \_\_\_\_\_

Company Speciality: \_\_\_\_\_

Details of guarantee and after sales service offered to your customers:

\_\_\_\_\_  
\_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

