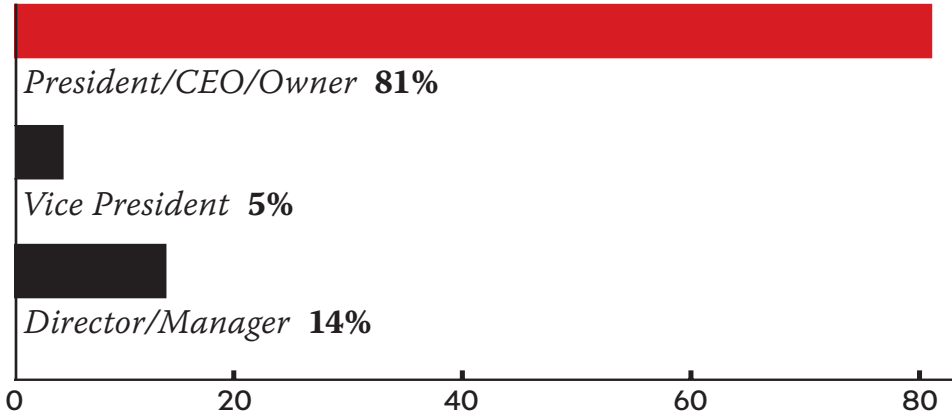


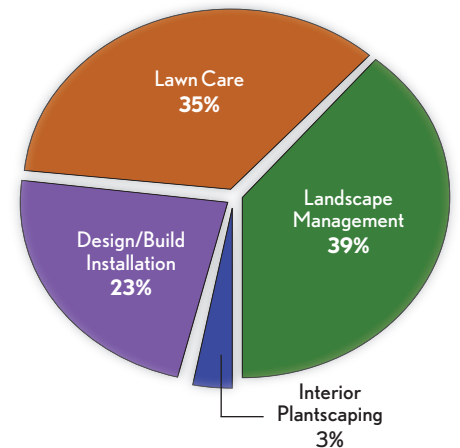
# Why Partner with PLANET?

PLANET members are comprised of 3,613 green industry service provider companies, suppliers, dealers, state and allied regional associations, students and faculty, and other industry affiliates nationwide.\* *\*Membership Report, May 1, 2011*

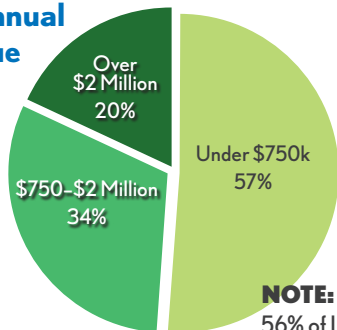
## PLANET PUTS YOU IN FRONT OF DECISION MAKERS!



## PLANET Gives You Access to Green Industry Service Providers



## PLANET Member Companies by Annual Revenue



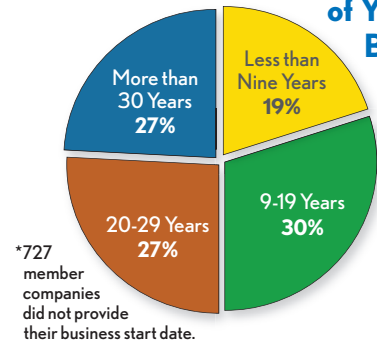
**NOTE:**

56% of Lawn & Landscape Magazine's 2010 Top 100 are members of PLANET. 51% of Landscape Management Magazine's 2011 Top 150 are members of PLANET.

## Member Companies' Number of Employees\*

PEAK SEASON MEAN — 70.93  
 PEAK SEASON MEDIAN — 20.00  
 OFF-PEAK SEASON MEAN — 35.54  
 OFF-PEAK SEASON MEDIAN — 8.00

## Member Companies' Number of Years in Business\*



\*727 member companies did not provide their business start date.

PLANET members are a group of more than 3,600 green industry professionals who are committed to enhancing professionalism, raising the standards for their businesses as well as their competitors, building their enterprises, and creating a better tomorrow for the green industry.

Strategically partnering with PLANET not only helps focus your marketing, but it also allows you to contribute to something bigger. Partnering means building your brand, getting in front of hundreds of decision makers in the industry, while engaging in the association and building a rapport with the PLANET members that cannot be overstated in its value. Position your company as an industry leader, a credible resource, and a solid business partner through engaging in PLANET.

## Enhance your Company's Exposure through...

- PLANET Membership - First, join our ranks! Membership in PLANET provides you with the tools and resources that you need to ensure success, starting with PLANET's membership list of nearly 2,000 green industry service provider companies.
- PLANET's Sponsorship Programs - With hundreds of packages to choose from, PLANET has a sponsorship package to fit every budget and every market sector. Why are sponsorship programs consistently growing, even in a down economy? Because sponsorship remains the only marketing avenue that allows you to get in front of large groups of your customers, face-to-face.
- PLANET News Advertising - Advertise in PLANET's bi-monthly, member magazine. In member surveys, this member benefit consistently ranks among our most popular. Spend your advertising dollars wisely with a publication your buyers know and trust.
- Exhibiting at GIE+EXPO - Held every October in Louisville, Kentucky, GIE+EXPO brings together 400-500 of the leading suppliers in our industry... and more than 20,000 of your customers walk the floor. Don't miss out on this opportunity to showcase your company's products and services!

**And, this is just the beginning! Call Sheri Jackson at 800-395-2522 to find out the best ways your company can maximize your exposure through PLANET.**