

## 2016 Membership Structure

### 1. Introductory Member (NOT eligible to be an NCTA Director or to enter National Tree/Wreath Contests)

**\$99**

For those who run small operations or are retired Christmas tree growers.

- *American Christmas Tree Journal* subscription
- Access to NCTA's Member Directory (online)
- Discounted member rates for NCTA educational events (in-person seminars, trade shows, webinars, etc.)
- NCTA member logo, digital version

### 2. Industry Member

**\$299**

All benefits of Introductory Members, PLUS these additional:

- Media & consumer relations support from NCTA Staff in helping members prepare for and execute positive public relations whether with local news media or social media
- Includes membership in NCTA Blog Army
- Discounts and special offers through NCTA's Affinity Programs
- Topline results from Research Reports
- Listing in the Wholesale Locator on NCTA website (optional)

### 3. Professional Member

**\$599 +  
Advocacy sponsorship**

All benefits of Industry Members, PLUS these additional:

- Access to NCTA's Online Member Center with resources including the Marketing Tool Kit, publication archives, talking points, media tips, industry supplier lists, graphics & photos, and more
- *Elite Member Monthly*, an electronic publication with sections specific to various business sectors of the industry (choose and cut, wholesaling, retailing, etc.)
- Complete Research reports including early access to the Harris Consumer Poll results, phytopthera, etc.
- Access to NEW Facilitated Discussion Forums (online, conference calls, in-person events). Network with others in the industry and discuss trends and news on specific topics
- Discounts on advertising in the *American Christmas Tree Journal* and *Elite Member Monthly*

## Other Membership Options

### Supplier

**\$433**

For those involved in the industry through providing goods and services to Christmas Tree growers and retailers.

- *American Christmas Tree Journal* subscription
- Discounted member rates for NCTA educational events
- 5% Discount on any advertising rates
- Listing on suppliers page of the website
- Access to NCTA's Online Member Center
- Electronic publications specific to the type of business you have.
- Access to NCTA's Online Member Directory

### Researcher

**FREE**

Email address must end in .edu or .gov to be eligible.

- *American Christmas Tree Journal* subscription
- Discounted member rates for NCTA educational events
- Automatic membership on the Scientific Research Committee
- Access to NCTA's Member Directory (online)