

Media release for the Garden Centre Association

GCA announces headline sponsors for conference

THE GARDEN Centre Association (GCA) has revealed that Scotts and Westland Horticulture will be its headline sponsors for its annual conference taking place in January next year (2015).

Scotts is a leading producer and marketer of products for do it yourself lawn care and gardening and Westland Horticulture is a market leader in garden and environmental products.

Iain Wylie, Chief Executive of the GCA, said: “We’re delighted these two well-known industry names are supporting this year’s event. Westland Horticulture sponsored last year’s conference and we’re glad they are backing it again for a second time.

“We’ve had a lot of interest in sponsorship this year but there are still a few opportunities available for any companies wishing to get involved. We’d advise people to get in touch soon to avoid disappointment.”

The conference takes place at the De Vere Carden Park in Chester from January 25 until 28.

Iain added: “Sponsors will have access to more than 300 delegates from the nation’s leading garden centres, including independents and chains, in a relaxed and friendly environment, over lunch, dinner or in a lecture theatre.

“We would love to hear from any businesses that are interested in sponsoring aspects of our conference. There are various packages we can offer.”

To find out more about the sponsorship opportunities available, please email Iain via Iain@gca.org.uk.

Iain continued: “As always our conference will provide attendees with pertinent information on key aspects of the garden centre industry to assist members in achieving their business goals.

“The information shared will focus on a wide range of topics, including merchandising, marketing and management.”

The GCA represents nearly 200 garden centres nationwide.

Through sharing information and its inspection programme the GCA helps members to achieve high standards in customer service, plant quality and reliability.

For other information, please call 0118 930 8918. Alternatively, visit www.gca.org.uk, log on to www.facebook.com/pages/GardenCentreAssociation or follow the organisation on Twitter at www.twitter.com/GC_Association.

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For further media details, please call Porcupine PR on 01278 446801 or email Capella@porcupinepr.co.uk. Alternatively, please contact Iain Wylie, GCA Chief Executive on 07843 633408 or email Iain@gca.org.uk.

Photograph caption one: Iain Wylie, Chief Executive of the Garden Centre Association.

