

Media release for the Garden Centre Association

GCA seeks sponsors for annual conference

THE GARDEN Centre Association (GCA) is on the hunt for sponsors for its annual conference taking place in January next year (2014).

The GCA is looking for businesses from the horticultural industry that would like to be associated with the event, which takes place at the Hilton Blackpool Hotel from January 26.

Iain Wylie, interim Chief Executive of the GCA, said: “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 our conference and will be able to discuss the various packages we can offer.”

The GCA has two confirmed headline sponsors for the conference: Davidson Richards and Westland Horticulture.

Davidson Richards provides retail systems to help garden centres manage their businesses more profitably.

Westland Horticulture is a market leader in garden and environmental products. It supplies a wide range of gardening products to the industry including growing media, lawn treatments and seed, plant food, pest control, fungicides, weed killers and mulches.

More than 300 delegates are expected to attend the annual GCA Conference.

Iain added: “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.

The GCA annual conference will take place from January 26 until 29, 2014 at the Hilton Blackpool Hotel.

For further information about sponsorship opportunities, please call 0118 930 8918. Alternatively, please 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 Ellie@porcupinepr.co.uk. Alternatively, please contact Iain Wylie, Interim GCA Chief Executive on 07843 633408 or email Iain@gca.org.uk.

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

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