Supplier Pledge

As a supplier member of the National Association of Landscape Professionals (NALP), I will:

- Support the association’s mission and strategic goals
  - NALP Mission: The National Association of Landscape Professionals advocates for landscape industry growth and the benefits we provide to our communities.
  - NALP Pillars:
    - Advocate Relentlessly
    - Educate Industry Professionals
    - Set the Highest Standards
    - Expand the Workforce
    - Promote the Industry

- Follow the NALP suppliers’ guiding principles
  - Act in the best interest of NALP’s members
  - Act with integrity and professionalism at NALP events and in the marketplace and positively represent both my own company and NALP, as both brands are at stake

- Act as a business partner to NALP’s members
  - Network regularly, build a strong rapport with NALP’s members, and offer business solutions and thought leadership
  - Use speaking engagements and networking opportunities to educate NALP’s members on best practices and to show support for the members and the industry
  - Build my company’s brand by being a credible resource — an “expert” — for NALP’s members

- Follow the guidelines for sponsorships as detailed in NALP’s sponsorship agreements
  - Share ideas and work with NALP prior to executing my company’s marketing plan within the association
  - Recognize that NALP is open to innovation in an effort to advance the industry and maximize the return on investment for NALP's partners