AmericanHort®

Cultivate'27®

July 10-13, 2027 | Columbus, OH USA







Exhibitor Prospectus

Discover More at **AmericanHort.org/Cultivate**

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What is Cultivate?

CULTIVATE: THE MUST-ATTEND EVENT FOR THE ENTIRE GREEN INDUSTRY

Cultivate has been bringing the green industry together for more than 90 years. Hosted by AmericanHort, the green industry's leading association, Cultivate is where the entire industry gathers for business, professional development, and to make new connections. With a **650+ exhibitor trade show**, front-line **education sessions**, **industry production tours and workshops**, and plentiful **networking opportunities**,
Cultivate is the must-attend event for the entire industry.



Cultivate is the industry's premier event for gaining knowledge, unveiling new plant varieties and new product innovation, and conducting business with both new and existing customers.

Cultivate continues to be an industry favorite for:

- New plant varieties
- New products, tools, and technology
- Facts and research on the benefits of plants in daily life
- Sharing important industry research findings
- Access to industry experts in every horticulture segment, including: garden retail, landscape, interior plantscape, greenhouse and nursery production, floral, technology, researchers, and more!

Hosted by AmericanHort

AmericanHort is the leading national association for the green industry. We are committed to connecting the industry, giving you opportunities to expand your network and resources so you and your business can *Perform Better, Grow Faster,* and *Prepare for the Future*.

AmericanHort truly represents the entire horticulture industry and unites us all – growers, retailers, breeders, suppliers, distributors, designers, landscapers, educators, researchers, and manufacturers, into a single robust community.

We are a team of dedicated staffers working to impact the growth, performance, and successful future for the industry through advocacy, research, education, and advancing industry standards.

We consider Cultivate a top priority and work together to ensure that it exceeds the expectations of our members and continues to be the premier, all-industry horticulture event in North America.

Learn more about us at AmericanHort.org.







AmericanHort

Get Connected

Learn More At

AmericanHort.org/**Join**

Become an AmericanHort Member

Get **discounts on booth pricing** and preferred access to **early hotel booking** when you become a Plus or Premium member of AmericanHort!

When your company becomes an AmericanHort member, **all of your employees become members** as well and gain access to other member benefits like:

- Online Educational Programming
- Hort Knowledge Center
- Member-Exclusive Newsletters
- Event Registration Discounts
- Business Savings and Affinity Programs
- And Much More...

Why Exhibit at Cultivate?

Must-Attend Industry Event

Over ***95% of Cultivate attendees recommend Cultivate*** as a must-attend event for green industry peers and co-workers.*

Showcase Innovation

Put your products and services front and center. Take advantage of special feature opportunities for ***New Products, New Varieties,*** and presentations on the ***Cultivate Live!*** stage.

Conduct Business

Connect with existing customers at Cultivate. Attendees share that ***connecting with current vendors*** and ***finding new vendors*** is one of the ***top 5 reasons they attend*** Cultivate.*

Make Valuable New Connections

Over 40% of attendees are visiting Cultivate for the first time.*
This is your business's opportunity to capture new customers in new markets.

Room to Grow

With ***8+ Acres*** of trade show floor and ***10,000+ attendees*** from all areas of the industry, opportunities for your business are endless.

Lasting Legacy

We have been bringing the green industry together for ***over 90 years***, and over ***half of our exhibitors have participated in the show for 10+ years***.*

**results from Cultivate'26 exhibitor and attendee post-event surveys*

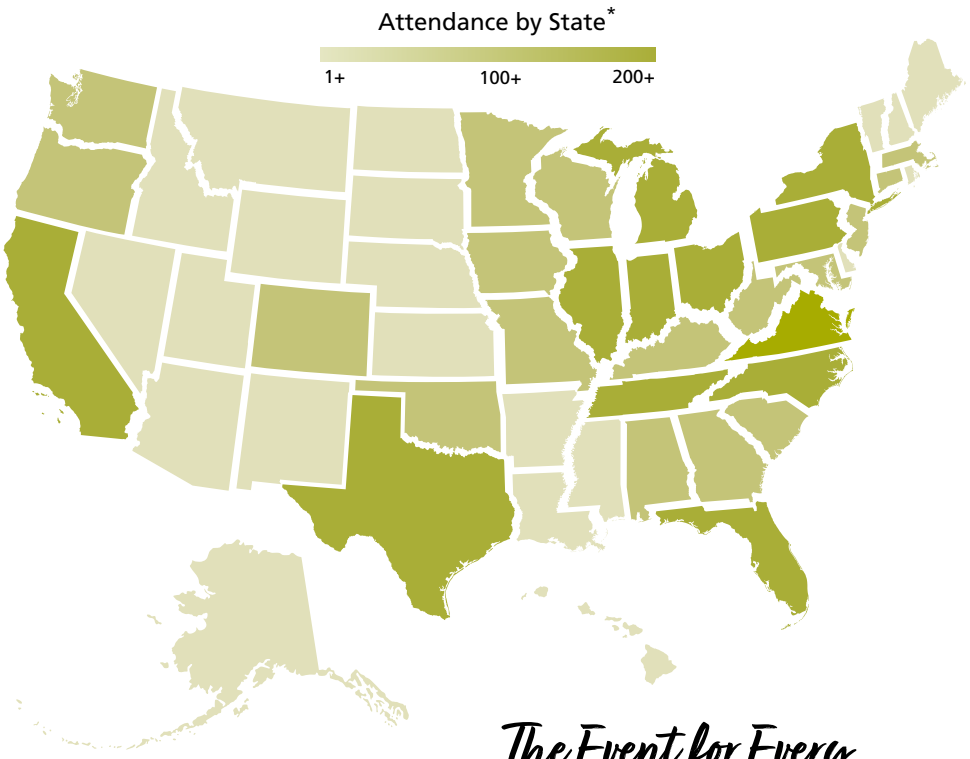
8+ Acres of Trade Show Floor





Who Attends Cultivate?

Cultivate is an International Show



Attendees join us from

32 Countries*

including:

- Canada
- Netherlands
- China
- Japan
- Germany

The Event for Every Horticulture Professional*...

- Growers
- Gardeners
- Marketers
- Sales Reps
- Owners
- Managers
- Buyers
- Suppliers
- Installers
- Landscapers
- Designers
- Plant Enthusiasts
- Educators
- Students
- Researchers
- And More...

...From All Segments of the Industry*

- Greenhouse Production
- Nursery Production
- Retail Garden Center
- Material Supplier/Distributor
- Landscaping & Distribution
- Interior Plantscaping
- Floral Design & Services
- Academic & Students
- Consultants & Marketing



*based on 2026 attendee data

Attendees come to Cultivate to meet suppliers of:

- Disease, Pest & Plant Growth Management
- Educational Resources
- Energy Solutions
- Fertilizers
- Florist Supplies
- Green Roof & Living Wall Products
- Greenhouse Environmental Controls
- Greenhouse Equipment
- Greenhouse Structures & Supplies
- Holiday Decorations & Supplies
- Inventory & POS Systems
- Irrigation Systems & Components
- Labels, Tags, Signage
- Marketing & Advertising
- Live Plants
- Plugs & Cuttings
- Seed
- Tissue Culture
- Pots, Flats, Containers
- Retail Garden Center Products
- Service Providers
- Soil & Soil Amendments
- Store Fixtures & Supplies
- Transportation
- And More...



51% of Attendees are owners, CEOs, senior or mid-level managers, meaning you have access to key business decision-makers and influencers.

Top Reasons People Attend Cultivate

Explore New Varieties & New Products

Find New & See Existing Vendors

Network with Industry Peers

Look for Industry Trends

Attend Education Sessions





**results from Cultivate'26 exhibitor and attendee post-event surveys*

Exhibit at Cultivate

Exhibit Space Includes:

- Black 8' back and 3' sidewall pipe & drape (booths do not include carpet)
- 4 Exhibitor Expo registrations with a 10' x 10' exhibit space
- Each additional 10' x 10' exhibit space receives 2 Exhibitor Expo registrations
- One educational session voucher for each registered booth personnel
- Exhibitor Company listing in the Cultivate Onsite Guide
- Your company's website linked from the searchable online directory
- Access to Industry Connect, tHRIve Sessions, Cultivate Live, New Varieties & New Products
- Electronic list of attendees*

Booth Pricing

Member** In-line Booth	$1,875	per 100 sq ft	
Non-Member In-line Booth	$2,575	per 100 sq ft	
Corner	$300	Flat Fee	In addition to either the Standard or Member booth pricing
End-cap	$500	Flat Fee	
Island	$3,000	Flat Fee	
Main Aisle	$300	per 100 sq ft on the main aisle	In addition to either the Standard or Member booth pricing & Corner, Endcap, or Island fee

*attendee name, company, and address will be provided after the event
**pricing for AmericanHort Plus and Premium members

Exhibitor Services Available:

- Advanced Housing Selection
- Lead Retrieval
- Electrical, Plumbing, Cleaning, & Telephone
- Exhibit Furnishings: carpet, chairs, lighting, etc.
- Banner/Sign Hanging
- Internet
- Labor
- Audio/Visual Equipment Rental
- Food & Beverage Services
- Translation Services
- Onsite Meeting Rooms



Sponsorship & Advertising

Plan ahead and maximize your marketing ROI. All Cultivate exhibitors have the opportunity to work with our Exhibit Team to design comprehensive promotional coverage that helps achieve your marketing and sales goals and exceeds your expectations.

Options Include:

Sponsorship Opportunities:

- Education Sessions
- Production Tours
- Hands-On Workshops
- Wall and Floor Graphics
- Concourse Displays
- Special Events

And Much More...

Advertising Opportunities:

- Onsite Guide - Full, Half & ¼ Page Ads
- Upgraded Exhibitor Listing
- Cultivate App

The above is an initial list of sponsorship and advertising opportunities. For more details and to discuss sponsorship opportunities, **contact us**. We are dedicated to creating custom experiences that meet your business goals.







**Sponsorship and Advertising Available to Exhibitors Only*



Exhibitor Marketing Tools:

We know your investment in exhibiting at Cultivate is a big one, and we want to help you make it as successful a show as it can be. We are happy to provide you with marketing tools and resources to help you spread the news that you'll be at Cultivate and your customers should be too.

Take advantage of Cultivate logos, social media and ad templates, email signature graphics, and more!

Special Opportunities*

Promote Your Latest Innovations. Spaces are Limited!

New Varieties Zone

Show off new plant varieties and species to thousands of prospective customers, gathered at Cultivate to check out the hottest up-and-coming plants in the industry. This highly talked-about attraction brings industry professionals from around the world to walk these New Variety tables! Each table will include your logo and booth number. *Based on approval by special committee.*

Each Table Space Measures 48" x 72"

Price per Table: Member - $650, Non-Member - $850





New Products Zone

You've spent the last year developing new products and perfecting your current offerings. Let your product shine in the New Product Zone, where thousands of Cultivate attendees go to check out the hottest new industry innovations. Located in the main concourse, it's the perfect spot for your new products to be the star of the show.

Shelf Measurements: 36" wide x 17" deep x 19" tall

Price per Shelf: Member - $350, Non-Member - $550

Cultivate Live! Stage

Do you have an exciting new product or some research you are dying to share? Highlight them on our highly desirable Cultivate Live! Stage. It is a fantastic way to get your products seen and you heard by attendees on the trade show floor. Prospective customers gather here to hear firsthand the hottest up and coming products, research, innovations, and more!

30 minute time slot - $1,350 each



**Special Opportunities Available to Exhibitors Only*

Cultivate Schedule

July 10 - 13, 2027
Greater Columbus Convention Center
Columbus, Ohio



Exhibitor Move-In Times

Thursday, July 8 – 8:00 AM - 5:00 PM
Friday, July 9 – 8:00 AM - 5:00 PM
Saturday, July 10 – 8:00 AM - 5:00 PM

		Educational Sessions	Trade Show Hours
Saturday, July 10	• Education Sessions, Tours, and Workshops • Trade Show is Closed	8:00 AM - 5:00 PM	Closed for Exhibitor Set-Up
Sunday, July 11	• Keynote Presentation • Trade Show Opens • Education Sessions	8:00 AM - 5:00 PM	9:30 AM - 5:00 PM
Monday, July 12	• Keynote Presentation • Trade Show • Education Sessions • Unplugged	8:00 AM - 5:00PM	9:00 AM - 5:00 PM
Tuesday, July 13	• Trade Show • Education Sessions	8:00 AM - 12:00 PM	9:00 AM - 2:00 PM

Exhibitor Move-Out Times

Tuesday, July 13 – Beginning at 2:00 PM
Wednesday, July 14 – 8:00 AM - 12:00 PM

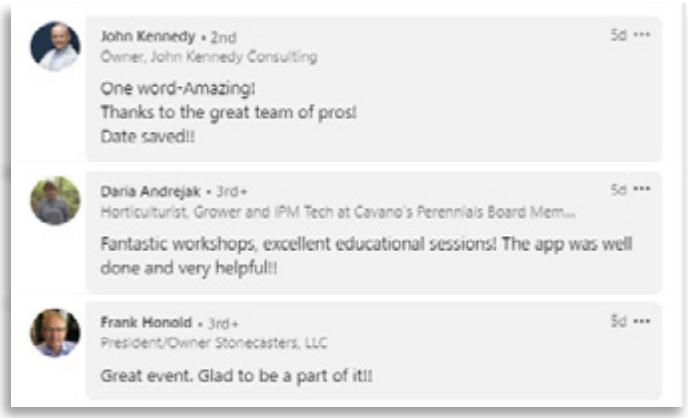
Praise For Cultivate

"Great resources, well attended, many opportunities for connection and exploration."

"The networking and vendor exposure is excellent."

"It's a useful gathering of individuals and companies from across the spectrum of our industry, from breeders/growers/ retailers to equipment manufacturers and supply distributors."

"This show is a one-stop-shop for our industry regardless of what your intent is for attending. You will not leave disappointed or without your goals achieved."



"Everything needed to do business is at this show."



"Energizing and Inspiring"

"Cultivate has a wide range of experiences for anyone in the industry. From small mom-and-pop plant shops all the way to big-time growing productions."

"Best industry event, gear-in and gear-out."

Cultivate has also achieved Certified Exhibition status with the International Association of Exhibitions and Events (IAEE). This certification recognizes successful implementation of best practices, as set forth by IAEE.

Let's Talk!

You can count on us to help you network with current and future customers, from exhibiting at Cultivate to securing one of our sponsorship opportunities, as well as showcasing your company in a professional environment.

If you are interested in connecting with green industry professionals from across the nation and the world, don't miss this opportunity to exhibit at Cultivate.

Learn more at AmericanHort.org/Cultivate

Questions? Contact:



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