AmericanHort®

Cultivate'27®

July 10-13, 2027 | Columbus, OH USA







Sponsorship Prospectus

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

Contents

Convention Center & Hotel Graphics
- Hyatt Hotel Elevator Graphics 3
- Big Bar on II - Column & Table Wraps 4
- 360° Column Wrap 5
- Wall Graphics 6
- The Heart of It All Ballrooms Foyer 6
- Exhibit Hall Entrance Graphics 7
- Resource Zone Column/Beam Wraps 8
- Discovery Café Table Graphics 9
- Registration Area Glass Panel Graphic 10
- Atrium Overhead Wall Graphics 10
- Restroom Mirror Graphics 11
- Stair Graphics 12
- Escalator Handrail Graphics 13
- GCCC Digital Signage 14

Display Space
- Concourse Displays 15
- New Varieties Zone 16
- New Product Zone 17
- Cultivate Live! Stage 18

Trade Show Graphics
- Floor Graphics 19
- Park Bench Signs 19
- Aisle Signs 20
- Directional Kiosk Advertising 21

Promotional Items
- Show Bag 22
- Show Lanyard 23
- Coffee Sleeves & Napkins 24

Special Events
- Women in Horticulture 25
- Production Tours & Workshops 26

Education Sponsorship
- Education Sessions 27
- Education Notebook 28

Cultivate On-Site Guide
- On-Site Guide Ads 29
- Exhibitor Directory Upgrades 30

Other Sponorship Opportunities 31
- Email Sponsorship Opportunity 31

Secure Sponsorship Opportunities 32

The Must-Attend Event for the 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.

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.*

Hyatt Hotel Elevator Graphics

Keep your brand in front of attendees all day, from the Convention Center to the hotels.

Graphic space is located on the **8 sets of Hyatt elevator doors**. All files must be uploaded as a print ready PDF. Please update quantity to reflect total number of cabs being ordered. Cabs listed below:

First Floor - 4 sets of doors to Hyatt Lobby

Second Floor - 4 sets of doors to Big Bar on 2 and convention center access

Graphic Size:

42" w x 84" h

All graphics must be provided as a print-ready pdf.

Pricing:

$2,000 per floor

$3,000 for both floors





Big Bar on II - Column & Table Wraps

Gain visibility after trade show hours!

Wrap the columns and tables in the **Hyatt Regency hotel's popular Big Bar on II** with your brand message.

You provide your graphics for custom installation.

Sold

Graphic Size:

Graphic size varies.
Contact AmericanHort for details.
All graphics must be provided as a print-ready pdf.

Pricing:

$1,250 per column
$250 per 36"x36" table (11 available)
$500 per 36"x72" table (2 available)











360° Column Wrap

Put your name in the middle of the action at Cultivate.

Wrap the columns along the **Convention Center Concourse** with your brand message.

Location to be determined.

Graphic Size:

Graphic size varies.
Contact AmericanHort for details.

All graphics must be provided as a print-ready pdf.

Pricing:

$2,800 per column









Wall Graphics

Give your brand visibility from well-trafficked areas around the Convention Center. **Various locations and sizes available.** Contact us for details.







The Heart of It All Ballrooms Foyer

The Heart of It All Ballrooms and foyer feature education programing, Coach's Corner, and is the location where Saturday tours meet to depart. Visible from the triple escalators.

Size & Pricing:

Various locations and sizes available. Contact us for details on location, dimensions, and pricing.

All graphics must be provided as a print-ready pdf.



Exhibit Hall Entrance Graphics

Make an entrance at Cultivate.

Welcome current and prospective customers to Cultivate with door **Exhibit Hall Entrance Graphics** leading into the Cultivate Trade Show Floor.

Size & Pricing:

Size and price varies. Contact us for details on location, dimensions, and pricing.

$7,000 - $10,000

All graphics must be provided as a print-ready pdf.









Resource Zone Column/Beam Wraps

Showcase your brand in one of Cultivate's most central locations – the Resource Zone.

Located between the A and B exhibit halls and across from the Discovery Café, the Resource Zone is a popular stop for attendees to grab the latest industry publications and has heavy foot traffic throughout the event.

Size & Pricing:

Highly customizable – put graphics on vertical columns and/or horizontal beams. Contact us for details on size and pricing.

All graphics must be provided as a print-ready pdf.







Discovery Café Table Graphics

As attendees take a break in the Discovery Café, keep your brand top of mind with table graphics. Located between the A and B exhibit halls adjacent from the Resource Zone.

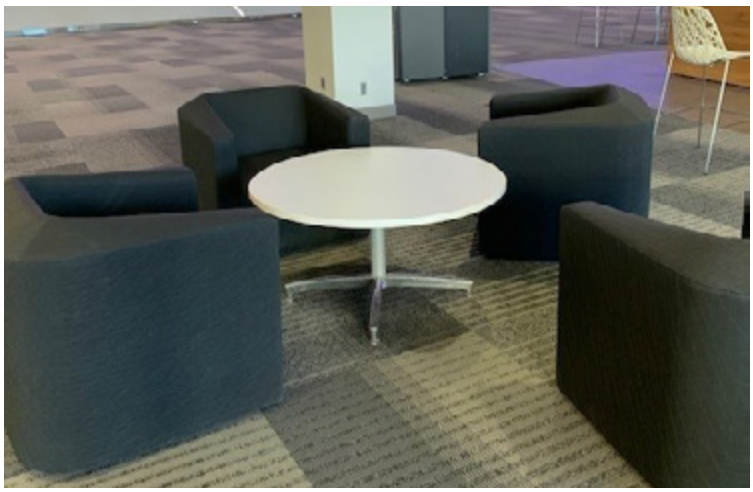
Graphic Size:

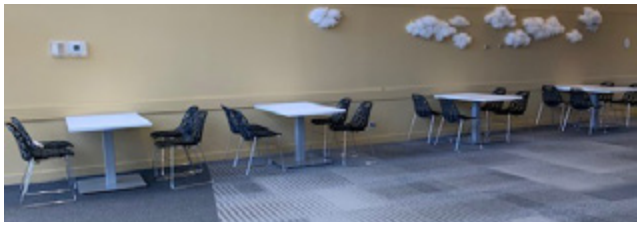
Various table sizes available. Contact AmericanHort for details.

All graphics must be provided as a print-ready pdf.



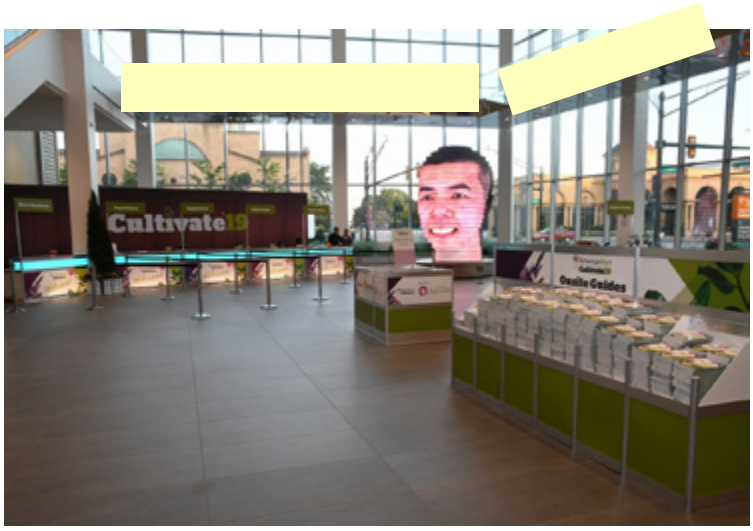






Registration Area Glass Panel Graphic

Catch the attention of trade show attendees in the heavily trafficked registration area by placing your branded graphics on the glass panels of the balcony located above Cultivate registration.



Graphic Size:

West Side – up to 40’ w x 3’ h
North Side – **SOLD**

Pricing:

$2,000 per side

Atrium Overhead Wall Graphics

Gain visibility in the North Atrium registration area by placing your branded graphics on the north wall.



Graphic Size:

Maximum: 33' w x 6' h

Pricing:

$2,750

All graphics must be provided as a print-ready pdf.

Restroom Mirror Graphics

Place your graphic in high traffic restrooms **located in the concourse and along the entrance of the trade show floor.**

Graphic Size:

16" w x 12" h

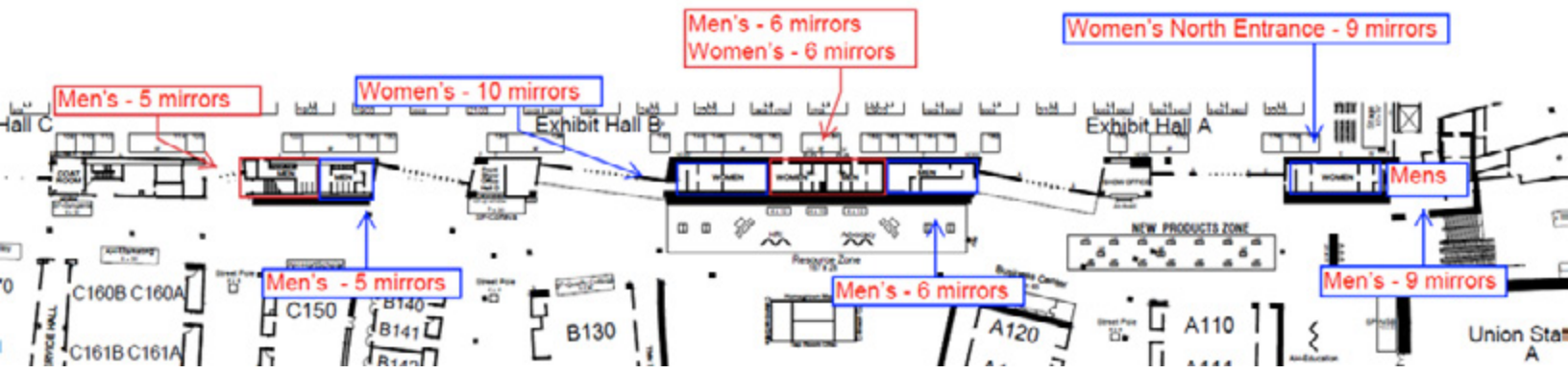
All graphics must be provided as a print-ready pdf.



Pricing:

$2,000





Stair Graphics

Take the first step in promotions at Cultivate

Take advantage of unique stair graphics leading from the **Convention Center Concourse to the Connector** area where hotel shuttles depart.

Graphic Size:

6 total quadrants available

All graphics must be provided as a print-ready pdf.

Pricing:

$3,000 per quadrant







Escalator Handrail Graphics

The triple escalators leading from the **Convention Center Concourse to the Connector** are one of the most highly trafficked spots in the convention center.

Drive brand awareness by placing your message in the center of the handrails.

Graphic Size:

Contact AmericanHort for details.

All graphics must be provided as a print-ready pdf.

Pricing:

$4,000 for two center handrails







GCCC Digital Signage

Let your company shine on digital displays located in the highest trafficed areas of the Convention Center. Attendees must take the escalator to and from the main level where the trade show floor is located to hotels, shuttle drop offs, parking garages, and education session rooms.

Be the first to engage both current and future customers as they descend the main escalators, heading towards the trade show floor and ultimately straight to your exhibit space.

This is a guaranteed way to ensure that your logo/product will be seen by all attendees throughout the entire show day after day.

Graphic Size:

Graphic size varies.
Contact AmericanHort for details.

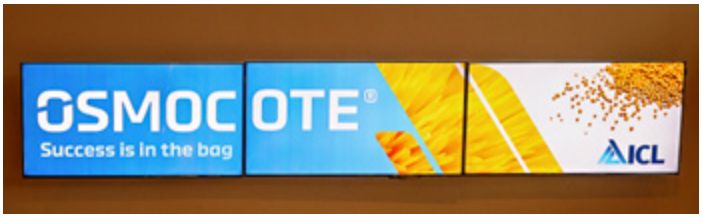
Pricing:

$2,000 for 1 slide in rotation in two locations throughout the event
- limited to 4 sponsors









Concourse Displays

Leave a lasting visual impression on all attendees.

Located along the Convention Center Concourse, from the registration area to the top of the triple escalators, these displays offer high visibility for your brand. Get creative as you showcase your products to attendees with a close-up view.

Display spaces are visual in nature and not intended for active "sales."

Size & Pricing:

Size and price varies based on location and display details.

Contact AmericanHort for information on location, dimensions, and pricing.











New Varieties Zone

Do you have an exciting new plant variety or plant species that you want to show off to the entire green industry? **Showcase them in the highly desirable New Varieties Zone conveniently located on the Solutions Marketplace floor at Cultivate.**

Prospective customers gather here to check out the hottest up and coming plants in the industry. Highly talked about Attraction! **Seeing new plant varieties is a top 5 reason people come to Cultivate.**

Each table will include your logo and booth number.*

For more information, contact:

Cindy Lee, Exhibit & Sponsorship Sales Manager
CindyL@AmericanHort.org

Size:

Single Table Space:
48"deep x 72" long

Pricing:

Member Price: $650
Non-Member Price: $850

**Note: Display space may consist of a new variety or combination that must contain one new variety whose U.S. introduction does not pre-date March 1 of the previous year (March 1, 2026). Previously existing varieties that have been renamed are not eligible. Contact AmericanHort for more details on the New Varieties Zone Rules and Regulations.*









New Products Zone

Have you spent the last year developing a new product or perfecting a previous one? Are you looking for a place to showcase your hard work to prospective customers?

Then let your product shine in the Cultivate New Products Zone,* where thousands of Cultivate attendees go to check out the hottest new industry innovations.



Highlight your product in a glass showcase located outside exhibit hall A, a high-traffic location that is the perfect spot for your new product to be the star of the show.



Product names and descriptions received by May 1, 2027, will be listed in the ***Fresh Ideas*** magazine.

Size:

Dimensions of Each Shelf:

36" Wide x 17" Deep x 19" Tall

Contact BillB@AmericanHort.org for details.



Pricing:

Member Rate: $350 per shelf

Non-Member Rate: $550 per shelf



**To qualify, the month and year of U.S. introduction must be provided and MUST NOT pre-date July 31, 2026. Contact AmericanHort for more details on the New Products Zone Rules and Regulations.*

Cultivate Live! Stage

Do you have an exciting new product or research you can't wait to share? **Highlight them on our highly desirable Cultivate LIVE! stage.** This live demonstration area is exclusive to Cultivate exhibitors.

Prospective customers gather to hear first-hand about the hottest up and coming products, research, and innovations!

Conveniently located in Exhibit Hall A at the front of aisle 3700, don't miss this opportunity to showcase your company on the trade show floor.

30 minute time slot.

Limited Space Available







Pricing:

$1,350 per 30-minute slot

For more information, contact:

Cindy Lee
CindyL@AmericanHort.org

Floor Graphics

Be where your customers are with floor graphics throughout the show.





Size & Pricing:

6' w x 6' h - $925
*Additional sizes can be customized.

Park Bench Signs

Place your company logo on park benches located throughout the trade show floor central aisles.

25 placements available.



Graphic Size:

36" w x 12" h

Pricing:

$5,000

All graphics must be provided as a print-ready pdf.

Aisle Signs

This exclusive sponsorship gives your brand visibility on the bottom portion of all hanging aisle signs, approximately 35 placements. This sponsor area is the perfect size for your logo and booth number.

Graphic Size:

5' w x 2' h

Pricing:

$10,000 for bottom section of every aisle sign









Directional Kiosk Advertising

Total of 4 units - exact location TBD

- 4 displays on the trade show floor

2 sponsorship panels per unit



Graphic Size:

38.5" w x 66.75" h

All graphics must be provided as a print-ready pdf.

Pricing:

$2,750 per unit





Show Bag

Sponsoring the Cultivate show bag is a great way to get your brand in the hands of all show participants. See your company or product logo throughout the Cultivate trade show, in the education rooms, in area hotels, at restaurants, and more!

Bags will be placed in designated bins with your logo and will be in multiple areas in the registration area.

Pricing:

$28,000









Show Lanyard

Garner visibility for your brand by sponsoring the show lanyard.

Each registered participant will be given a lanyard to showcase their conference credentials as they enter the trade show floor, education sessions, keynote address, and more.

Sold







Coffee Sleeves & Napkins

Miss your morning coffee? Need an afternoon pick me up? You are not alone – so do our thousands of attendees from time to time.

Along with AmericanHort, place your logo and booth number on the coffee sleeves being handed out in the Cultivate Café, as well as at the Sunday and Monday morning Keynote Presentations.

This is a surefire way to ensure that your logo will be seen by all attendees throughout the entire show.

Size varies.
Contact AmericanHort for details.

All graphics must be provided as a print-ready pdf.



Pricing: $5,000





Women in Horticulture

Be a part of one of the fastest-growing programs at Cultivate – an energetic educational networking event for women in the green industry. The program speaker will provide inspiration and practical tools for women to be more effectives in their lives.

Sponsorship includes:

- Logo recognition
  - Website
  - Social Media Posts
  - Emails Promoting Event
  - Event Signage & Materials
- Distribute your marketing materials
- Introduce speaker and/or provide brief program remarks
- Host table for 8 guests

AmericanHort
Women in Horticulture

Sold





Production Tours & Workshops

Sponsorship Includes:

- One complimentary registration
- Opportunity to make brief (1 min) remarks
- Logo on Cultivate website – production tours/workshops page
- Logo on tour/workshop direction signage

Cultivate Industry Production Tours and Hands-On Workshops:

- Garden Center Retail Tour - $2,750
- Greenhouse Production Tour - $2,750
- Nursery Production Tour - $2,250
- Grower Insect & Disease Workshop - $2,000









Education Sessions

Engage your target audience in an intimate setting by sponsoring one or more of the 150+ education sessions available at Cultivate.

As a sponsor you will receive:

- Exclusive sponsorship of education session(s) of your choice
- Opportunity to introduce speaker(s)
- Opportunity to place marketing materials in room(s) of sponsored session(s)
- Logo on the screen during session introduction
- Recognized as a sponsor of each sponsored session in the printed Cultivate Onsite Guide and online through MapYourShow

Pricing:

$900 per session

Bundle options available upon request.

For more information, contact:

Amanda Holton
Education@AmericanHort.org







Education Notebook

Attendee notebooks are distributed at all tours, workshops, education sessions, and in the AmericanHort Member Center.



Graphic Size:

Full Page: 5.5" w x 8.5" h

Safe Area: 4.5" w x 7.5" h

Bleed: .125"

All graphics must be provided as a print-ready pdf.

Pricing:

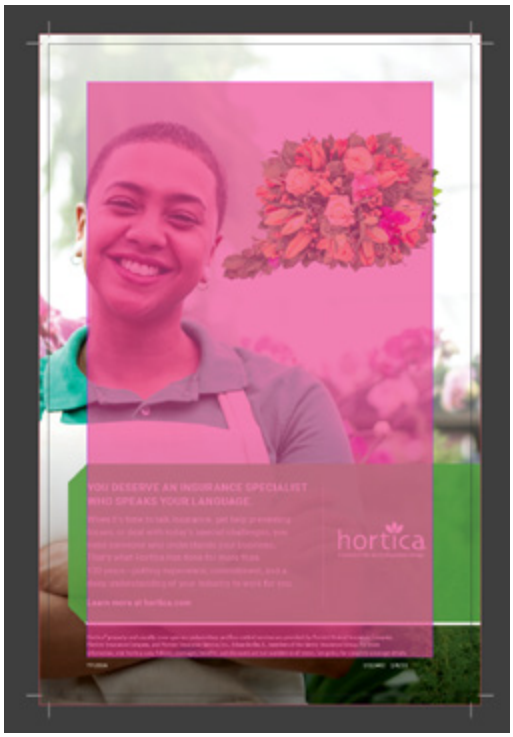
Inside Front Cover: $2,000

Inside Back Cover: $1,500

Back Cover: **SOLD**

Place all text and logos within the "Safe Area" to avoid being impacted by the spiral binding





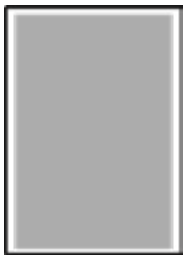
On-Site Guide Ads

Reach thousands of attendees at Cultivate who use the On-Site Guide to find exhibitors, education sessions, and other event information and continue to use it as a year-round resource for buying decisions. It's an opportunity to spotlight your company to thousands of potential customers. Five ad sizes available.

Graphic Specifications:

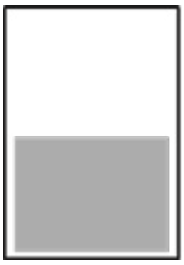
4-Color CMYK

.125" Bleed with crop marks

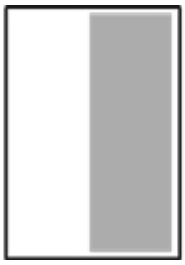


Full Page Bleed = 6"w x 9"h + .125" Bleed
Full Page with .125" Bleed = 6.25"w x 9.25"h
(Safe Area 5.5" x 8.5")
Full Page No Bleed* = 5.125"w x 8.125"h

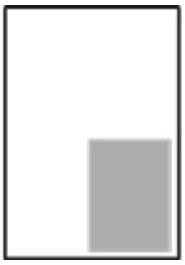
**PDF submitted must contain .125" bleed on all sides and crop marks, or ad will not bleed and a white border will be added*



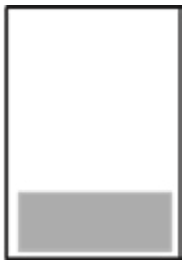
Half Page (H)
5.125"w x 4.0625"h



Half Page (V)
2.5"w x 8.125"h



Quarter Page (V)
2.5"w x 4.0625"h



Quarter Page (H)
5.125"w x 2.03125"h

All Onsite Guide Artwork Deadline:
April 30, 2027

Pricing:

Full Page: $1,350

Half Page: $1,050

Quarter Page: $750

Inside Front Cover: $3,200

Inside Back Cover: $3,200

Back Cover: $4,200





Exhibitor Directory Upgrades

Stand out in the Cultivate On-Site Guide by upgrading your exhibitor listing.

Standard Listing
Included with Exhibit Space

AmericanHort – 0001
2130 Stella Court
Columbus, OH 43215
614-487-1117
FAX: 614-487-1216
HELLO@AmericanHort.org
AmericanHort.org

Logo Upgrade
$300

AmericanHort

AmericanHort – 0001
2130 Stella Court
Columbus, OH 43215
614-487-1117
FAX: 614-487-1216
HELLO@AmericanHort.org
AmericanHort.org

Logo & Description Upgrade
$400

AmericanHort

AmericanHort – 0001
2130 Stella Court
Columbus, OH 43215
614-487-1117
FAX: 614-487-1216
HELLO@AmericanHort.org
AmericanHort.org
Our Mission is to unite, promote, and advance our industry through advocacy, collaboration, connectivity, education, market development, and research.

All Onsite Guide Artwork Deadline:
April 30, 2027

On-Site Guide Advertisement Details

Advertising General Policies — AmericanHort reserves the right to reject any advertising considered nonconforming to AmericanHort standards.

Payment — Full payment is due at time of ad insertion order.

Placement — All ads will be placed on a first come, first-served basis.

Advertising Material Specifications — Artwork not prepared to the specifications outlined may incur additional charges.

Description — Description upgrades have a limit of 15 words or 140 characters.

Cancellations — Cancellations or refund requests received after April 30, 2027 will not be eligible for refund.

Bleeds — Ad sizes shown are the actual dimensions. Only full page ads can have a bleed. PDF submitted must contain .125" bleed on all sides and crop marks, or ad will not bleed and a white border will be added.

Color Profile — All designs in CMYK. No spot colors please.

File Prep — Art should be sent as tif or eps files, hi-resolution for print (300 dpi minimum). PDF files are acceptable if saved as full size, print quality. Include all fonts (printer and screen) or outline vector files.

File Submission — Files 10mb and smaller can be emailed to **CelinaY@AmericanHort.org**. Files larger than 10mb must be submitted via DropBox, contact **CelinaY@AmericanHort.org** for access.

Email Sponsorship Opportunity

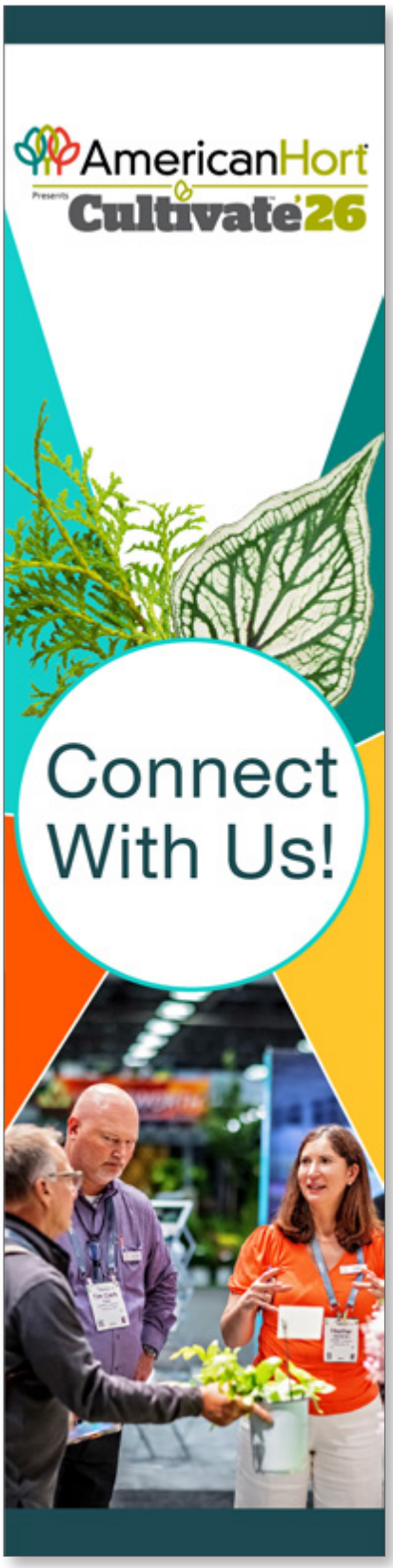
AmericanHort is proud to offer pre- and post- show email services for our Exhibitors as another way to reach customers and showcase your company and product to thousands of Cultivate attendees.

Email slots are assigned on a first come, first served basis and one email message is available to be sent one time per week for the weeks of May 17 through August 16, 2027.

Emails will be sent to attendees who have designated the following business types:

- Floral
- Garden Retail
- Greenhouse
- Interior Plantscape
- Nursery
- Landscape

Once you have signed up for your email you will be contacted by our email marketing partner, Event Technologies, to set up your message. You may provide either the HTML code for your message or message copy and images for the vendor to design the email in pre-set templates for your review and approval. All messages are subject to approval by AmericanHort.



Pricing:

$2,500 per email send

Looking for a Customized Option?

AmericanHort offers many sponsorship opportunities that can be creatively customized to meet your marketing and sales goals.

We're happy to work with you to create a sponsorship program that best meets your needs.

To Learn More, Contact:



Cindy Lee
Exhibit & Sponsorship Sales Director
(614) 884 -1145
CindyL@AmericanHort.org



Bill Behrens
Trade Show & Event Director
(614) 884 -1143
BillB@AmericanHort.org