



Social Media Guide

Where to tag **AmericanHort...**

Tag AmericanHort in your posts both before and during the show so we can see what you're up to and so can our followers! Find us here:



@AmericanHort



@youramericanhort



@American_Hort



@AmericanHort

Use **#Cultivate26** when posting...

Use **#Cultivate26** whenever posting about the event on any social media channel so attendees and AmericanHort can find your posts! Make yourself seen by using the hashtag before the show and engage with attendees during Cultivate.

Sample Posts...

Use your social media posts to promote your presence at Cultivate'26, new products being unveiled, sponsored education sessions or talks, giveaways or promotions, and more.

Join us in Columbus, OH as the industry comes together for #Cultivate26! Check out demonstrations of our newest equipment at booth #___, July 11-14, 2026. Register to join us at AmericanHort.org/Cultivate

We're premiering new products at #Cultivate26! Stop by the New Products Zone for a preview and see live demonstrations at booth #___. Join us with @AmericanHort in Columbus, OH, July 11-14.

Our newest varieties are being unveiled at #Cultivate26! Visit us at booth #___ or the New Varieties Zone to see this year's lineup. Register for the event at AmericanHort.org/Cultivate

We are proud to be exhibiting at #Cultivate26 July 11-14! Stop by to see us on the trade show floor at booth #___. Register for the show at the link in our bio. We can't wait to connect about how we can set your business up for success this year.

Social Media Graphics...

Invite your customers to join you at Cultivate by posting on your social media channels.

Use the **Customizable Templates** to add your company's logo, booth number, and personalized message to your customers. Include a call to action like "Visit Our Booth" or highlight a new product you'll feature at the show.

Or take advantage of **Ready-to-Post** graphics to begin your promotions now! Then, include a short message in the post text. Each graphic is formatted to best fit the guidelines of the designated social platform.

Download these templates and graphics on the [Exhibitor Marketing Tools web-page](#).

Rectangle Post Examples (1200 x 630px)

Customizable Template



Ready-to-Post Graphic



Square Post Examples (1080 x 1440px)

Customizable Template



Ready-to-Post Graphic



Square Post Examples (1080 x 1080px)

Customizable Template



Ready-to-Post Graphic



Other Content Ideas - Before, During, and After Cultivate...

Utilize your business' social media platforms to promote your participation at Cultivate before, during, and after the event. Here are just a few ideas to get you started:

- Use free apps like Boomerang, Layout, Motionleap, Canva, and PowerDirector to create unique graphics, videos, and more that will catch the attention of your followers.
- Create a video from your team inviting customers to join you at Cultivate and highlighting what they're looking forward to at the show.
- Share posts and stories from AmericanHort with your own message for attendees.
- Offer a special promotion or giveaway for visitors to your booth who share a picture tagging you and using #Cultivate26.
- Post a sneak preview of your booth and offerings at the event.
- Share behind-the-scenes content as your team sets up and prepares for the show.
- Highlight show specials, incentives, and events for registered attendees.
- Share a link to your Exhibitor Listing and encourage attendees to add your booth to their Show Planner on the [Cultivate mobile app](#).
- Showcase your New Varieties and New Products on Facebook or Instagram Stories.
- "Go Live" on Facebook or Instagram from the trade show floor to give a tour of your booth, highlight promotions and events, or answer questions from customers. Promote your live beforehand to build excitement and participation.