



Business Happens Here.

Come Discover:



New
Varieties



New
Products



New
Knowledge



New
Connections



New
Business

Sponsorship Prospectus

Discover More

AmericanHort.org/Cultivate

What
will you
Cultivate?

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The Must-Attend Event for the Green Industry

Cultivate has been bringing the green industry together for more than 90 years. Cultivate is where the entire industry gathers for business, professional development, and to make new connections. With an **8+ acre trade show, 160+ educational 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.*

Convention Center & Hotel Graphics

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:

41.5" w x 83" h

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

Pricing:

\$2,000 per floor

\$3,000 for both floors



Convention Center & Hotel Graphics

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.

Graphic Size:

Graphic size varies.

Contact AmericanHort for details.

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

Pricing:

\$1,200 per column

\$250 per 36"x36" table (11 available)

\$500 per 36"x72" table (2 available)



Convention Center & Hotel Graphics

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.

Columns are square or round in shape. Location to be determined.

Graphic Size:

Graphic size varies.

Contact AmericanHort for details.

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

Pricing:

\$2,500 per column



Convention Center & Hotel Graphics

Wall Graphics

Give your brand visibility from well-trafficked areas around the Convention Center.

Various locations and sizes available. Contact us for details.



Union Station Ballroom

The Union Station Ballroom features education programming, special events, 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.



Convention Center & Hotel Graphics

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.

\$6,000 - \$10,000

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



Convention Center & Hotel Graphics

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.



Convention Center & Hotel Graphics

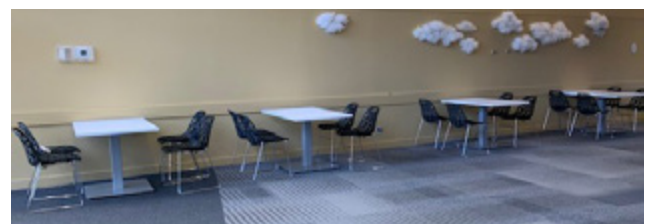
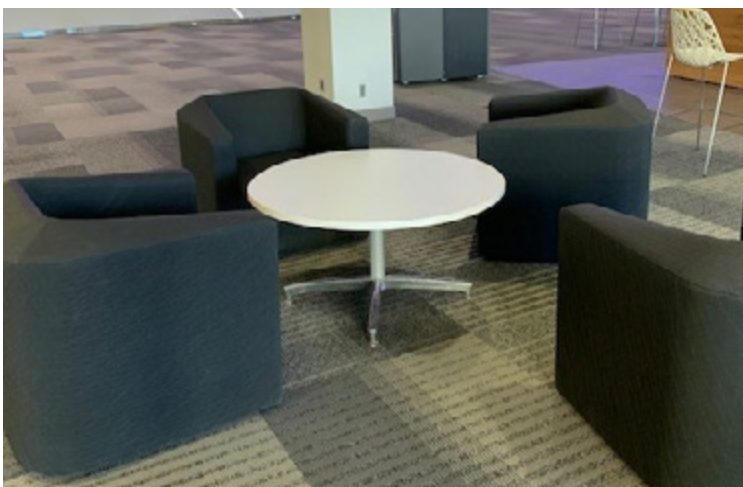
Discovery Café Table Graphics

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.



Convention Center & Hotel Graphics

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 – up to 40' w x 3' h

Pricing:

\$2,000 per side



Atrium Overhead Wall Graphics

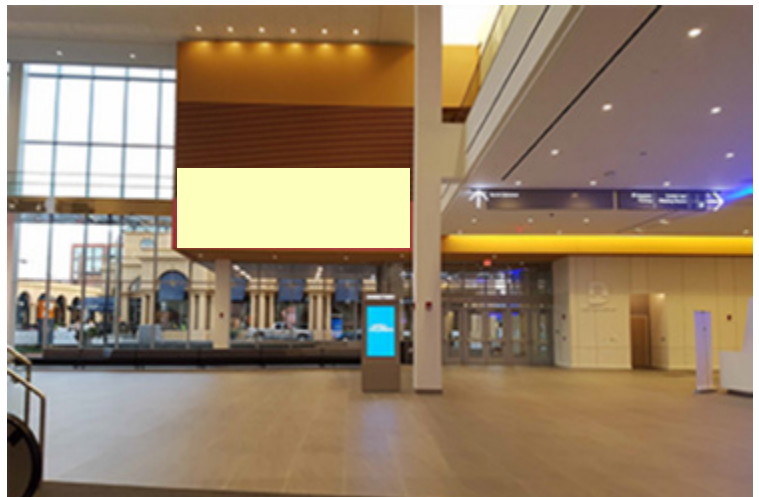
Gain visibility in the North Atrium registration area by placing your branded graphics on the north wall.

Graphic Size:

Maximum: 33' w x 6' h

Pricing:

\$2,500



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

Convention Center & Hotel Graphics

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



Convention Center & Hotel Graphics

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.

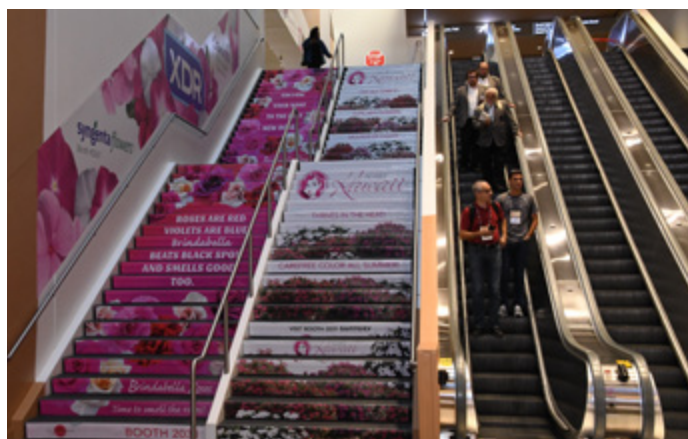
Graphic Size:

6 total quadrants available

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

Pricing:

\$3,000 per quadrant



Convention Center & Hotel Graphics

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



Convention Center & Hotel Graphics

GCCC Digital Signage

Let your company shine on digital displays located conveniently in one of the highest trafficked areas of the Convention Center. Attendees must take the escalator to return to the main level where the trade show floor is located from all hotels, shuttle drop offs, parking garages, and even some 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:

\$1,800 for 1 slide in rotation throughout the event

- 3 sponsorships available



Display Space

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.



Display Space

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. **Don't delay, limited space available and spaces sell out quickly.***

Space can be secured here.

Available space will be highlighted in **BLUE** on the floorplan and will be reserved on a first-come, first-serve basis.

Simply click on your desired New Varieties display and a window will open to your right, follow the prompt to complete the space application.

Size:

Single Table Space:
48" deep x 72" long

Pricing:

Member Price: \$550
Non-Member Price: \$750

**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, 2023). Previously existing varieties that have been renamed are not eligible. Contact AmericanHort for more details on the New Varieties Zone Rules and Regulations.*



Display Space

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, 2024, will be listed in the **Fresh Ideas** magazine.

Size:

Dimensions of Each Shelf:
38" wide x 19" tall x 18" deep

Pricing:

Member Rate: \$350 per shelf
Non-Member Rate: \$550 per shelf

Space is limited, so don't wait!*

[Space can be secured here.](#)

**To qualify, the month and year of U.S. introduction must be provided and MUST NOT pre-date July 31, 2023. Contact AmericanHort for more details on the New Products Zone Rules and Regulations.*



Display Space

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:

\$1,200 per 30-minute slot

For more information, contact:

Cindy Lee

CindyL@AmericanHort.org



Trade Show Graphics

Floor Graphics

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

Size & Pricing:

6' w x 6' h - \$900

*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.

Trade Show Graphics

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 4' h

Pricing:

\$8,000 for bottom section of every aisle sign



Trade Show Graphics

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



Promotional Items

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:
\$37,000



Promotional Items

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.

Pricing: \$18,000



Promotional Items

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



Special Events

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 effective 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



Special Events

Production Tours & Workshops

Sponsorship Includes:

- One complimentary registration
- Opportunity to make brief (1 min) remarks
- Logo on Cultivate website – production tours/workshops page
- Logo placed in tour/workshop “know before you go” email(s)
- Logo on tour/workshop direction signage

Cultivate Industry Production Tours and Hands-On Workshops:

- Garden Center Retail Tour
- Greenhouse Production Tour
- Nursery Production Tour - **SOLD**
- Blooms & Beyond: Exclusive Tour of Cincinnati's Botanical Gardens
- Unlocking Cultivate'24 Success: A Tailored Tour for Exhibitors
- Garden Retail Traveling Workshop - **SOLD**
- Forecasting Workshop
- Pest Management Skills Workshop

Pricing:

\$2,000 per tour or workshop



Education Sponsorship

Education Sessions

Engage your target audience in an intimate setting by sponsoring one or more of the 160+ 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 Cultivate Onsite Guide - available in print and digital formats

Pricing:

\$900 per session

Bundle options available upon request.

For more information, contact:

Amanda Holton

AmandaH@AmericanHort.org



Education Sponsorship

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.



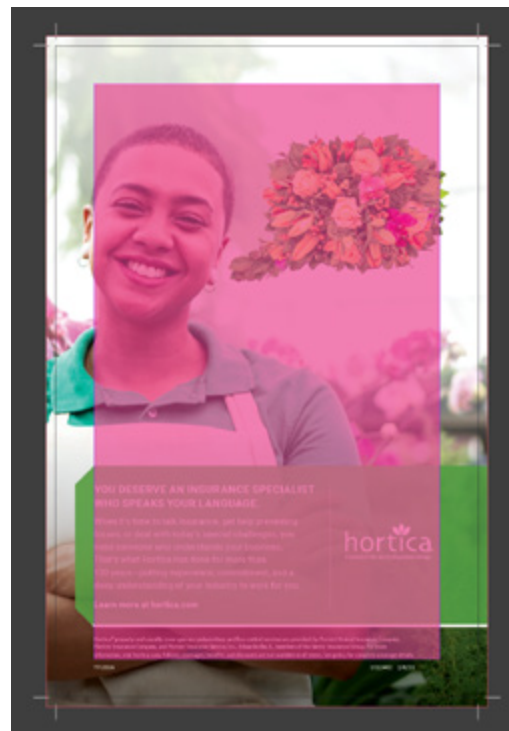
Pricing:

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



Cultivate Onsite Guide

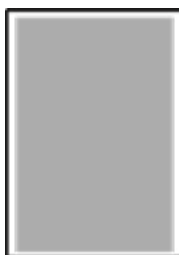
Onsite Guide Ads

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. 5 ad sizes available.

Graphic Specifications:

4-Color CMYK

.125" Bleed with crop marks



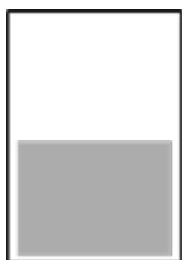
Full Page Bleed = 6" w x 9" h + .125" Bleed

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*



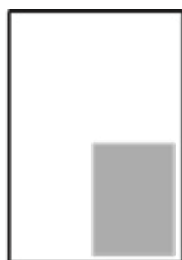
Half Page (H)

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:
May 3, 2024

Pricing:

Full Page: \$1,300

Half Page: \$1,000

Quarter Page: \$700

Inside Front Cover: \$3,000

Inside Back Cover: **SOLD**

Back Cover: \$4,000



Cultivate Onsite Guide

Exhibitor Directory Upgrades

Stand out in the Cultivate Onsite 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

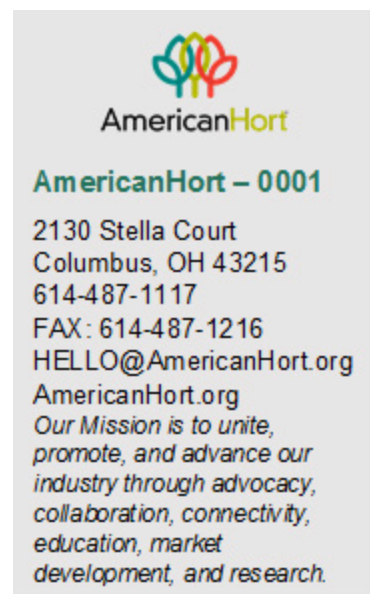
Logo Upgrade

\$300



Logo & Description Upgrade

\$400



All Onsite Guide Artwork Deadline:
May 3, 2024

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 May 3, 2024 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.

Other Sponsorship Opportunities

Email Sponsorship Opportunity

Pre- and Post-Show email opportunity available for Cultivate'24!

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 20 through August 19, 2024.

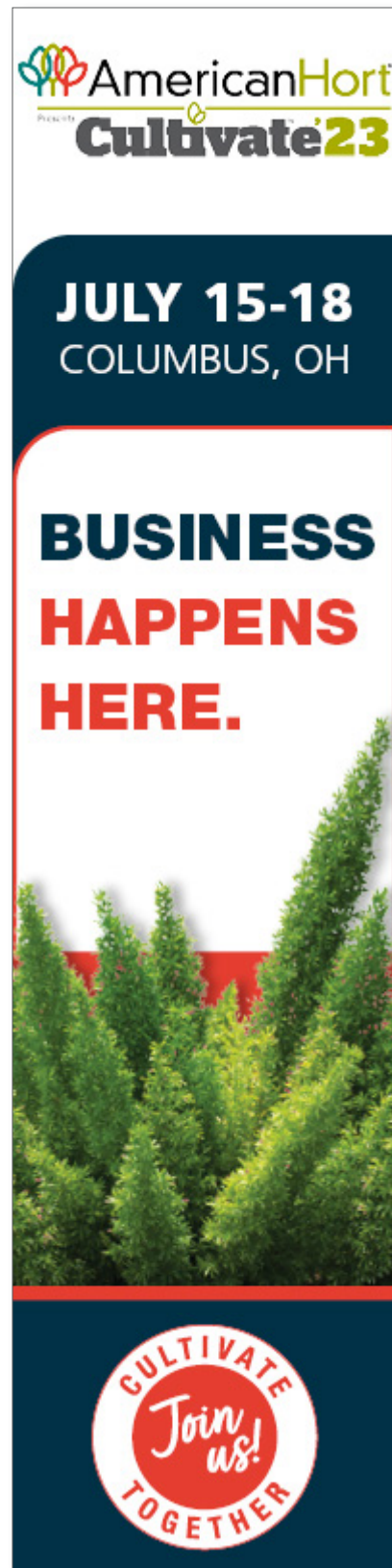
Emails will be sent to attendees who have designated the following business types:

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



Secure Sponsorship Opportunities

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 Manager

(614) 884 -1145

CindyL@AmericanHort.org



Bill Behrens

Trade Show & Event Manager

(614) 884 -1143

BillB@AmericanHort.org