

PRESS RELEASE**FOR IMMEDIATE RELEASE**

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Cultivate'18 spotlights the performance, growth, and future of the horticulture industry

Columbus, Ohio – AmericanHort will host Cultivate'18—the premiere event for the entire horticulture industry—at the Greater Columbus Convention Center July 14-17, 2018. The annual event will attract more than 10,000 industry professionals and visitors from all 50 states and over 30 countries. Attendees will have access to more than 650 exhibitors across 8 acres of trade show space and 150 educational sessions, workshops, and tours during the massive and lively four-day experience.

"AmericanHort's primary goal is to provide the tools, resources and experiences to help our members perform better, grow faster, and prepare for the future," said Ken Fisher, president and CEO of AmericanHort. "Cultivate is our signature annual event where we create a four-day industry celebration rooted in that goal."

Scott Greenberg will headline as the Cultivate'18 keynote speaker. Greenberg has an international track record for helping develop and inspire tomorrow's leaders. From his years of experience as a business entrepreneur owning Edible Arrangement franchises in Los Angeles, to traveling the world to give leadership presentations, Greenberg's message will reinforce AmericanHort's strategic initiatives. He will deliver his keynote, **Elevating Performance for Leaders and Their Teams**, in the Battelle Grand ballroom Sunday at 8 a.m.

Opportunities at Cultivate'18 will include a Sunday evening networking reception; local and statewide tours of nursery, greenhouse, landscape, hydroponics, and retail operations, new educational sessions for each green industry market segment, and more.

Visit the Cultivate'18 online press room at cultivate18.org/press to find a collection of newsworthy experiences taking place during the event. A dedicated press room for registered news industry professionals will be available for use during Cultivate'18. Horticultural industry professionals are encouraged to prepare press materials to distribute to reporters in the press room during the show. Additional information is available at cultivate18.org.

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About AmericanHort

Green industry businesses perform better, grow faster, and prepare for the future as a member of AmericanHort, the green industry's leading association. With a rich history of serving horticultural professionals, AmericanHort supports nearly 14,000 members and affiliated businesses that include breeders, greenhouse and nursery growers, garden retailers, distributors, interior and exterior landscape professionals, florists, students, educators, researchers, manufacturers, and all of those who are part of the industry market chain. The horticulture industry's production, wholesale, retail, and landscape service components have annual sales of \$196 billion, and sustain over 1.6 million full- and part-time jobs. AmericanHort works to impact the growth, performance and successful future for the industry through advocacy, research, education, and advancing industry standards.

Cultivate is the national industry event hosted by AmericanHort every July in Columbus, Ohio. This year Cultivate'18 is July 14-17, 2018. Cultivate owns the niche for gathering the entire industry supply chain in one place for four days of professional development and robust business opportunities with its 650+ exhibitor trade show, 150 educational sessions, tours, workshops, and plentiful networking opportunities.