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Cultivate'20 Will Now Be a Virtual Event

 Brian D. Sparks Posted by **Brian Sparks**

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Cultivate'20

Due to continuing uncertainty around the **COVID-19 pandemic**

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AmericanHort has made the decision to transform Cultivate'20 from an in-person event in Columbus, OH, this July to Cultivate'20 Virtual, a new 100% online event that will connect customers, suppliers, and colleagues across the industry. Cultivate'20 Virtual will debut the week of July 13.

“We’re excited to provide a safe and innovative environment where the horticulture industry can still come together, share best practices, learn from each other, and connect with peers,” says Ken Fisher, AmericanHort President and CEO. “Although it will be different from the face-to-face interaction we experience at Cultivate, attendees can still find much-needed resources and be able to engage with the new products, new varieties, and top-notch industry education to help their business and organization perform better and improve.”

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Cultivate'20 Virtual will feature many of the same experiences found at the annual event, such as a 3-D digital trade show where exhibitors and attendees can share information, view video presentations, chat live, and make the same connections one would at an in-person event. More than 50 live education sessions will be offered covering all aspects of the horticulture industry, along with vibrant demonstrations of new varieties and new products featured in an innovative digital environment. Attendees can also experience the Horticultural Research Institute (HRI) online Garden Party, an event to socialize and show appreciation for the work of HRI supporters and researchers. There will be a virtual town hall, roundtable discussion groups, and a variety of opportunities for online networking and interaction.

“We’ve all had to learn to be innovative and adapt our business practices to this challenging environment,” says Susie Raker-Zimmerman, Vice President of Raker Roberta’s Young Plants and Chairwoman of the AmericanHort board of directors. “I’m excited to be part of an online

option that allows our industry to connect with peers and continue to maintain a sense of community.”

Participants can use this unique opportunity to grow their business and foster their team’s expertise in a virtual environment. An Expo-Only pass is free for all attendees, and an All-Access education pass is free for AmericanHort members and is discounted for non-members. To learn more visit **CultivateVirtual.org** (<https://web.archive.org/web/20200421162505/http://cultivatevirtual.org/>).

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Brian Sparks is senior editor of Greenhouse Grower and editor of Greenhouse Grower Technology. See all author stories here.

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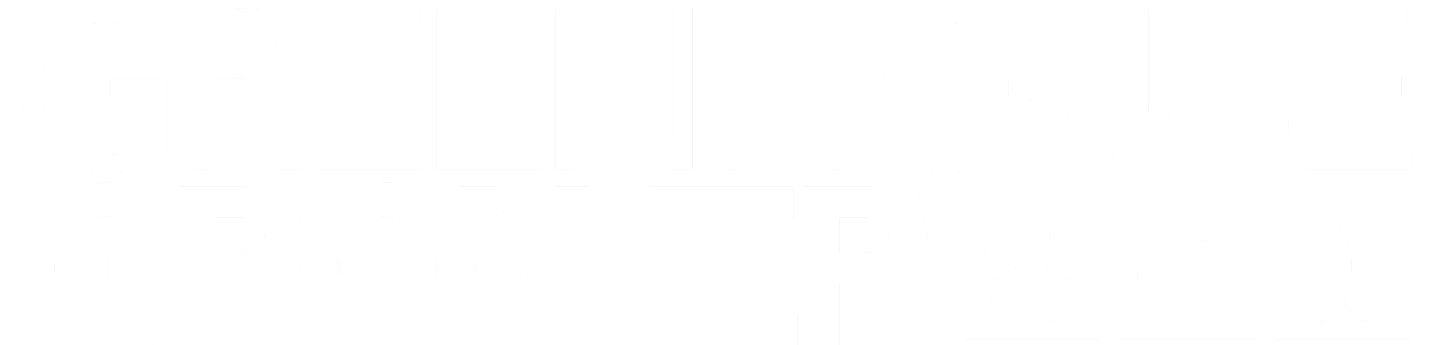
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