



For Immediate Release:

January 14, 2021

## MANTS Online Business Hub Remains Open to Registered Attendees Through April 8, 2021

*51<sup>st</sup> Annual Green Industry Marketplace Continued to  
Drive Commerce and Connection Despite Pandemic*

**Baltimore, Md.** – The Mid-Atlantic Nursery Trade Show (MANTS) concluded its first-ever online tradeshow on January 8, bringing together exhibitors and buying companies to network, explore and discuss new products, and engage in commerce via the online Business Hub.

MANTS 2021 welcomed over 3,000 total registrants (including exhibitors) to the online Business Hub for three days of focused connection and commerce. This year’s show provided an opportunity for attendees from 42 states and 12 countries (including the U.S.) to interact and engage with 550 exhibiting companies to search, shop, learn, connect, and buy. Attendees participated in a mix of exhibitor-hosted online educational webinars and social events and engaged with exhibitors for one-on-one focused conversations and connections.

“I’m extremely proud of what MANTS was able to accomplish in convening our green industry suppliers and buyers and thankful to all who supported the MANTS Business Hub this year,” said MANTS Executive Vice President Vanessa A. Finney. “Despite not being able to meet in person due to the pandemic, we continued the tradition of MANTS meaning business in January, and we look forward to when we can all gather together in person once again.”

Attendees of MANTS 2021 were well-qualified buyers representing a high level of purchasing power. More than 94 percent of MANTS attendees identified as either the final decision-makers or those who made their companies’ purchasing decisions. Additionally, more than 90 percent of attendees identified as owners, vice presidents, managers, buyers, or sales and marketing professionals.

“MANTS is a must-attend show for us every year because of the networking, and with this year’s virtual platform, we wanted to keep that element present through hosted virtual events,” said Hoffman Nursery Marketing Director Shannon Currey. “The Business Hub and our online profile let us build excitement, highlight what we had to offer, and bring people to those events. The MANTS team offered great support and helped us make this a successful show.”

All MANTS 2021 registered attendees can continue to connect and engage with suppliers, discover new products, and restock inventory via the Business Hub through April 8, 2021.

MANTS 2022 is scheduled for January 5-7. For more information, visit [MANTS.com](https://www.mants.com) or call (410) 296-6959.

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## **Mid-Atlantic Nursery Trade Show (MANTS)**

The Mid-Atlantic Nursery Trade Show, MANTS, is known as the Masterpiece of Trade Shows™ and is sponsored by the State Nursery and Landscape Associations of Maryland, Virginia, and West Virginia. MANTS is the place where horticulture industry leaders gather every January because MANTS means business.

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For Immediate Release:

December 1, 2020

## **The MANTS.com Business Hub Features More than 530 Exhibiting Companies Attendee Registration Underway for MANTS 2021**

(Baltimore, MD) – The [Mid-Atlantic Nursery Trade Show's](#) new online MANTS.com Business Hub now features more than 530 exhibiting companies who are ready to connect and do business at MANTS 2021, scheduled for January 6-8, 2021.

Attendee registration is \$10 per person and delivers immediate access to one-stop shopping, helping buyers gear up for what is anticipated to be another busy year for the industry. The Hub's intelligent matching technology will identify exhibitors who offer the products and services of interest to each attendee to provide a personalized starting point for conversations and commerce. Individually registered attendees receive 100 Connect Emails and 30 Connect Appointments that they can use to reach out to exhibiting companies to schedule a time for conversation during the show (January 6-8).

"MANTS is committed to helping our attendees and exhibitors connect in January," said MANTS Executive Vice President Vanessa Finney. "Despite not being able to meet in person, MANTS continues to offer the opportunity for companies to build relationships and do business. There is no need to spend hours shopping online or searching individual websites when the MANTS Business Hub features 530 suppliers who are just a click away."

Attendees can also search exhibitor profiles via the virtual tradeshow floorplan, alphabetized exhibitor list, or easily dive into more specific sections of the Hub to explore featured and new product information, images, and videos; read up on company news and information; explore show specials, and manage their individual appointments and outreach. Many exhibitors are also providing opportunities to participate in virtual group sales presentations, live product demonstrations, and hosted drop-in hours. These will be listed in each exhibitor's profile and aggregated in the MANTS Show schedule.

Attendee registration closes on January 8, 2021. Attendees will have access to the Business Hub and exhibitor product information for 90 days post-show. They can also choose to receive a print or digital version of the annual Buyer's Guide when registering.

Please visit [MANTS.com](#) for additional show details.

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For Immediate Release:

September 30, 2020

## **The Mid-Atlantic Nursery Trade Show to Launch MANTS.com Business Hub**

*Platform to Facilitate Continued Commerce January 6-8, 2021 Despite the Pandemic*

**(Baltimore, MD)** – Today the [Mid-Atlantic Nursery Trade Show](#) announced details on its new **MANTS.com Business Hub**, developed to connect exhibitors and buyers during these changing and challenging times. Despite not being able to meet in person, the intelligent, searchable business directory will provide opportunities for exhibitors and buying companies to engage in commerce during this year’s show, scheduled for January 6-8, 2021.

The MANTS.com Business Hub ([www.MANTS.com](http://www.MANTS.com)) encourages exhibitors and buying companies to network, explore and discuss new products, and, most importantly, engage in commerce over MANTS’ original show dates to help buyers gear up for the upcoming year. The hub utilizes intelligent matching to connect exhibitors and buyers based on selected categories of interest. Participants can then easily engage in real-time in the ways that work best (Zoom, Go to Meetings, Webex, etc.) from the location of their convenience. Exhibitor profiles will feature product images, videos, and company news and information to help inform and educate buyers while also providing opportunities to participate in one-on-one meetings, group sales presentations, live product demonstrations, and hosted drop-in hours.

“MANTS is committed to providing a meaningful platform through which exhibitors and buyers can search, shop, learn, connect and buy during this year’s show,” said MANTS Executive Vice President Vanessa Finney. “With the MANTS.com Business Hub, we’re providing one centralized location for buying companies to find plants and nursery stock, landscape and garden items, heavy and light duty equipment, tools, outdoor furniture, and an extensive selection of allied industry products.”

A robust national print and digital advertising and social media program will encourage engagement in the MANTS.com Business Hub January 6-8, 2021. All registered attendees will have access to the Business Hub January 6-8, 2021, leading up to the show, and for 90 days post-show.

Attendee registration is \$10 per person and opens in mid-October and runs through January 8, 2021.

“MANTS in January has meant business to the green industry for the last 50 years, and we plan to continue this tradition into 2021,” added Finney. “We invite our exhibitors and buying companies to join us in partnership to fulfill their business needs.”

Plans for MANTS 2021 also include print and digital versions of the annual Buyer’s Guide, the creation of an online calendar of public virtual exhibitor events, and a virtual edition of the yearly new product showcase for green industry media.

Visit [MANTS.com](http://MANTS.com) for additional show details.

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For Immediate Release:

August 4, 2020

**The Mid-Atlantic Nursery Trade Show Shifting from  
In-Person Show to Alternate Platform for 2021 Due to Pandemic**  
*Business-to-Business Platform in the Works for Exhibitors and Buyers*

**(Baltimore, MD)** – Due to COVID-19 concerns, ongoing restrictions on large indoor gatherings, and unforeseen unavailability at the Baltimore Convention Center, The Mid-Atlantic Nursery Trade Show (MANTS) announced today that the 2021 show, initially scheduled for January 6-8, is unable to take place as an in-person event. MANTS organizers are, instead, working to provide an online platform where exhibitors and attendees can conduct business.

Organizers had been optimistic about the possibility of continuing the 50-year tradition of MANTS in January 2021 but recently confirmed that the Baltimore Convention Center is not available for the scheduled dates due to its ongoing role as a State of Maryland field hospital. The Baltimore Convention Center has served as a 250-bed COVID-19 field hospital since April and will continue to serve in that capacity through the end of December. When factoring in additional time required to break down the field hospital and sanitize, it is impractical to assume proper access to the building even if the state should change its restrictions on large-scale indoor gatherings.

“The health and safety of our exhibitors and attendees is our primary focus,” said MANTS Executive Vice President Vanessa Finney. “We’ve exhausted all other alternative dates for an in-person show, and while we are disappointed that we can’t meet in person, we are committed to keeping commerce within our industry alive and healthy. MANTS’ continued support of our show sponsors, the State Nursery and Landscape Associations of Maryland, Virginia, and West Virginia is critical despite the pandemic.”

The Horticulture Industry has remained strong with interest in home gardening especially on the rise across the country due to quarantine. With many industry shows canceled in 2020 due to coronavirus, MANTS stands uniquely positioned to ensure exhibitors and buyers remain connected even though they cannot meet face-to-face.

“MANTS has meant business for the green industry for 50 years, and we plan to continue this tradition into 2021,” added Finney. “We have long said that MANTS means business, and that has traditionally meant in-person and face-to-face, but over the next few weeks, we are working on an alternate way to keep that business relationship between exhibitor and buyer healthy and available through 2021.”

In 2020, MANTS welcomed over 12,000 total registrants (including exhibitors) to do business, network, and learn about the latest green industry trends generating an economic impact of \$5.6 million for Baltimore. In addition to the increased registration in 2020, business thrived at the premier green industry marketplace, with more than 88% of MANTS attendees designated as the representatives in their companies that make or influence final purchasing decisions.

“The first week of January in Baltimore has always been celebrated by welcoming the attendees and exhibitors of the Mid-Atlantic Nursery Trade Show (MANTS), a dedicated partner with the Baltimore Convention Center since 1980,” said Peggy Daidakis, Executive Director of the Baltimore Convention Center. “It has been a privilege to see MANTS expand over the years and we appreciate the impact the event has had on the City of Baltimore and our entire region. We look forward to MANTS returning.”

“Visit Baltimore and the Mid-Atlantic Nursery Trade Show (MANTS) have been longtime partners with the show meeting in Baltimore for 40 consecutive years,” said Al Hutchinson, President & CEO of Visit Baltimore. “Although the 2021 show is being reimagined due to the pandemic, we look forward to welcoming MANTS back to Baltimore in-person when the time is right and continuing our great partnership.”

Additional details on MANTS 2021 plans will be shared in the weeks to come.

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