

GROWERTALKS

GT in Brief

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The 2020 Landscape Show Will Go On

Jennifer Zurko

The Landscape Show will take place as planned on September 17-19, 2020 at the Orange County Convention Center in Orlando, Florida. Produced by the Florida Nursery, Growers & Landscape Association (FNGLA), this event will incorporate necessary safety protocols in response to the COVID-19 pandemic.

FNGLA is actively working with the Orange County Convention Center, Orlando hotels and other key partners to design and stage a safe and responsible event at a critical time. The Landscape Show delivers a key opportunity so industry professionals can learn from one another, assess supply channels, and define collectively how the nursery and landscape businesses need to evolve beyond COVID-19.

Exhibitor space sold to date at The Landscape Show is right on par with previous years and booths continue to sell daily.

Linda Adams, FNGLA's COO, indicated FNGLA is closely following the recommended guidance from government authorities and borrowing COVID-19 related best practices from similar-sized events.

"The Orange County Convention Center has 30 events scheduled to take place from June until mid-September when The Landscape Show is held there," explained Linda. "We are fortunate we can learn from those events and implement healthy and tested protocols for everyone."

Linda added that the restaurants, tourist attractions, shuttle companies, hotels and other venues for which the International Drive area is famous are also preparing their protocols to be open for safe and responsible operations.

Attendees are encouraged to make online hotel reservations now and registration for The Landscape Show is open. Companies interested in exhibiting in The Landscape Show can call FNGLA at (800) 375-3642, or email Billy Deal (bdeal@fngla.org) or Sabrina Haines (Shaines@fngla.org). For more information on the show, visit www.thelandscapeshow.org. **GT**