

GROWERTALKS

GT in Brief

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MANTS Launches Business Hub

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The Mid-Atlantic Nursery Trade Show (MANTS) 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) 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."

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.

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 for additional show details. **GT**