



VIRTUAL

July 13-16, 2020

**Tips for Attending a
Virtual Conference
- A Guide for Attendees -**

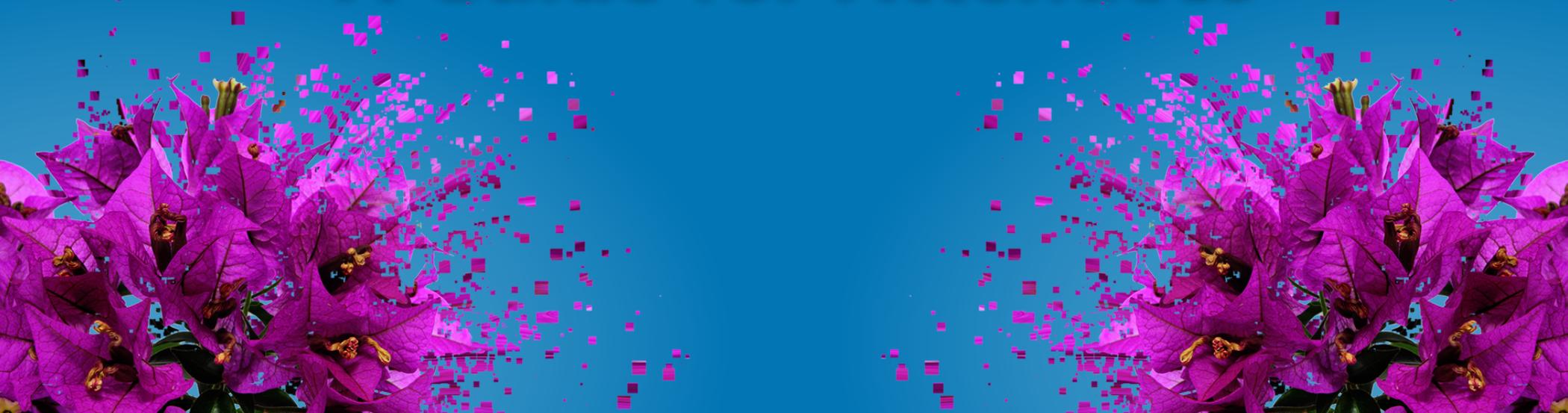


Table of Contents

| | | | |
|--|-----------|--|-----------|
| Introduction..... | 3 | Networking Strategies | 15 |
| Pre-Event Preparation..... | 4 | Industry Interaction Roundtable Discussions..... | 16 |
| Minimize Distractions | 5 | Social Gatherings | 17 |
| Entering Cultivate'20 Virtual | 6 | Virtual Backgrounds | 18 |
| Visiting an Exhibitor | 7 | Show Features..... | 19 |
| New Varieties Zone..... | 8 | All-Access Education Pass..... | 21 |
| New Products Zone | 9 | Accessing Education Sessions | 21 |
| Your Virtual Briefcase | 10 | On-Demand Sessions..... | 23 |
| Connecting with Other Attendees | 11 | Live Sessions..... | 23 |
| Knowing Who is Attending | 12 | Engage. Earn. Win. | 24 |
| Attendee Profile Card | 13 | Celebrate Industry Leaders | 25 |
| Chat Options..... | 14 | Technology Requirements | 26 |

Introduction

Thank you for attending **Cultivate'20 Virtual**! We are excited to be offering this new online conference format to provide important information, best practices, and tools to help make our industry businesses stronger than ever. This guide is designed to help you, an attendee of **Cultivate'20 Virtual** have a **great online experience**.

Virtual conferences present new challenges as an attendee. In this guide, we will share tips on how to get the most from your participation. From how to prepare before the event, getting the most out of visiting 3D virtual exhibits and the new varieties and new product zones, to strategies for networking and interacting with the industry. This guide concludes with the technology requirements to help avoid any potential hiccups.

*“What I learned from that event is that the connections with whom you make an effort to create and nurture during that virtual experience become exponentially stronger when you do get the chance to meet in person at another event. **Do not participate passively in the virtual conference — be active.**”*

– Virtual Trade Show Attendee

Helpful Tip

You can participate in **Cultivate'20 Virtual** on a desktop, laptop, smartphone or tablet. The optimal experience will be accessing the event from a desktop or laptop.

Pre-Event Preparation

At **Cultivate'20 Virtual** you can engage with exhibitors, meet education session presenters, network in the chat rooms, and attend networking and social gatherings to connect with other conference attendees. Treat this virtual gathering as you would when attending Cultivate in person.

Mark **July 13-16, 2020** on your calendar. Carve out this time to attend and be focused on the experience. Check out the [show schedule](#) 🌟 and mark your calendar for the events you don't want to miss.

Things you Gain from a Virtual Conference

- Watch on-demand education at your convenience
- Anyone from around the world can sign up
- Learn from the best in the comfort of your own home or office
- You don't have to choose between sessions because you can watch the recordings
- Talk with other attendees during presentations without interrupting the speaker by using the chat box
- Connect with speakers
- Meet interesting people in the networking lounge, at social gatherings, or by checking out who is logged in to the event platform



Helpful Tip

Mark your calendar for **July 13-16** from **10 AM to 6 PM ET** to take advantage of all the events and networking opportunities available during **Cultivate'20 Virtual**.

Minimize Distractions

When watching an online presentation, whether on-demand to fit your schedule or a live presentation at a scheduled time, it is tempting to multi-task. Doing other things while watching a session or participating in a networking event can distract you from fully engaging in the event and ensuring you get the most out of your **Cultivate'20 Virtual** experience.

You may need supervisor approval to take hours out of your day to attend education sessions and attend this virtual event. [Here is a sample message you can use if getting authorization to attend is needed.](#) ✨

Not only do you want to set aside the time on your calendar, you need to carve out the mental space to attend a virtual event. If you are not used to sitting at a computer all day, it can be mentally draining. Take breaks, stand up, stay hydrated and stretch to keep your blood flowing. This will help you stay alert as you learn new information and interact with exhibitors and other attendees.

Helpful Tip

To reduce interruptions while attending the conference, place a sign on your door or desk. Download one of our **Cultivate'20 Virtual** signs [here](#). ✨



Entering Cultivate'20 Virtual

To get started you need to log in to the virtual environment. When you register, you will receive an email with your login information and instructions. When you log in, you will arrive at the event lobby.



Use the navigation bar or wall icons in the lobby to find a room or booth you wish to visit. For example, enter the exhibit hall by clicking on the "Exhibit Hall" icon.

Visiting an Exhibitor

Once you get to the exhibit hall directory, **you can find exhibitors in several ways:**

1. Scroll through the booths using the right and left scroll arrows
2. Look up an exhibitor by name
3. Search for an exhibitor by product category
4. Search for a keyword



When you search, a list will appear of the exhibitors who meet your search criteria.

Click on that exhibitor logo or name and it will take you to their 3D booth. The

Booth Rep will be notified you have arrived in their booth. Should the booth not have a representative available, you can send them an email indicating you would like to speak with someone.



Example of the Exhibit Hall

As you navigate the exhibit hall, you will find different booth styles. Each booth will have content you can click on, such as videos, links to brochures or catalogs, a chat room to have a conversation, and more. Some booths may have a video start playing upon your entry. **When you find information you want to save for future reference, you can add it to your virtual briefcase.** [See page 10 for more details about using the virtual briefcase.](#) ✨



New Varieties Zone

Come see the newest plant materials getting ready to hit the market. The **Cultivate'20 Virtual New Varieties Zone** is the largest showcase of new plant genetics in one place. Thousands of growers, retailers, and landscapers attend Cultivate just to get a peek at the newest varieties coming down the pipeline. Come see photos, videos, and other information on this year's newest plant varieties. This is one area of the digital show floor you will not want to miss!



Thank you to our sponsor **Greenhouse Management** magazine.



New Products Zone

The **New Products Zone** is the place to see the brand-new, innovative items ready to hit the market. From new hard goods to products and new technology to equipment, this is the place to see the latest and greatest in industry improvements and innovation.

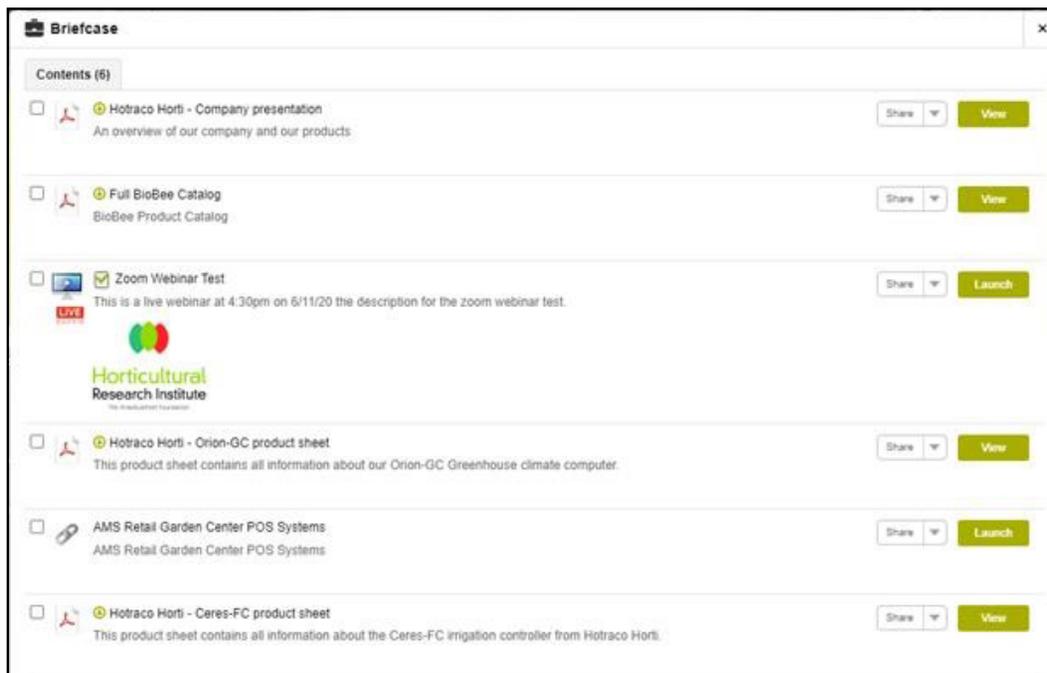


*Thank you to our sponsor **Greenhouse Grower** magazine.*



Your Virtual Briefcase

Every attendee has their own virtual briefcase to store files you download as you visit the show, attend an education session, and more.



As you navigate an exhibit booth you will be able to see exhibitor's information about new plant varieties, new products, services, and more. You can save this content to your briefcase. It will appear as a listing like the example to the left.

You will be able to access the contents in your virtual briefcase until *Cultivate'20 Virtual* closes on September 1.

When you enter the Education Sessions auditorium and click the "Click to View" button on the stage screen, a frame will open listing all the education sessions. You can add on-demand sessions to your briefcase to watch at your convenience and you can click on the live sessions, even if they have not occurred yet, to add to your briefcase to help you plan your show schedule.

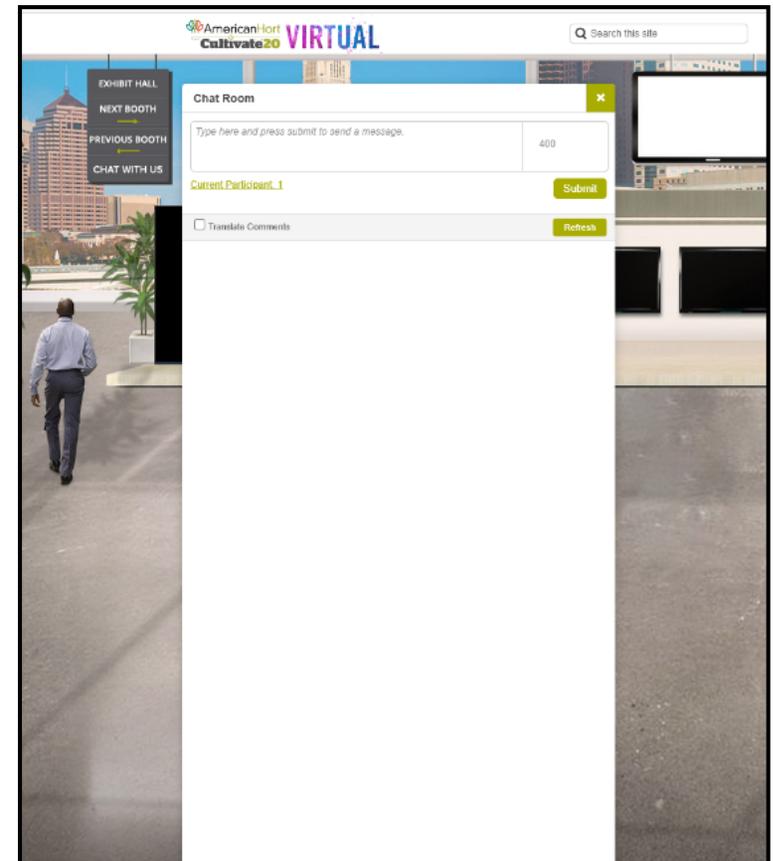
Connecting with Other Attendees

You can easily view and connect with others in the virtual environment, whether it be exhibitor staff or other attendees. Simply click on either the “**Now Attending**” or “**This Location**” numbers at the top of the environment or click on the “**Attendees**” or “**Chat**” icons in the bottom navigation bar.



Once you hit the Attendee list:

- Click the green chat bubble to initiate a 1:1 chat
- Click the LinkedIn icon to view a public profile (if available)
- Click the download icon to download profile attachments (like attendee name and information)
- Click on an attendee’s name for an expanded view and an option for email



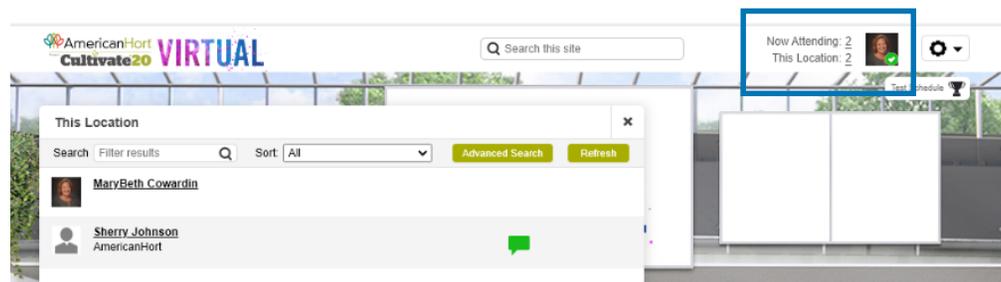
Knowing Who is Attending

There are a few ways to know who is attending **Cultivate'20 Virtual**.

In the top right navigation area of your screen you will see a headshot and two lines:

Now Attending: 2

In this Room: 2



When you click on “**Now Attending**” a list of everyone logged into the **Cultivate'20 Virtual** platform will appear. The number indicates the number of people logged in to the event.

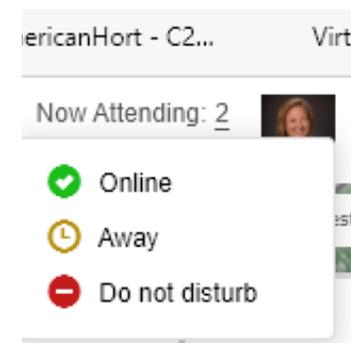
The “**In This Room**” number indicates who is on the same page or in the same virtual room as you are at that moment. When you see these lists of people, you can strike up a chat by clicking on the chat box.

Helpful Tip

When you are logged in, the chat bubble next to your name in the top right corner of your screen will be green.

You can click on the Attendees button in the navigation bar to see other attendees present at the show. You can click on their name to strike up a chat.

- A green circle with a check mark indicates someone is online
- An orange box with a clock symbol indicates that person is logged in but may be away from his/her desk.
- The red circle with a “-” sign indicates that person is not available. They may be in a meeting, chatting with someone else, or attending other activities like a Main Stage program, education session, or networking event.



Attendee Profile Card

Each attendee has an **Attendee Profile Card** populated with information provided during the registration process. This virtual card has your contact information which you can share with other attendees and booth representatives for post-event follow-up and communication.

When you enter a 3D trade show booth, a Booth Representative from an exhibiting company can view your Attendee Profile Card to:

- Initiate a chat with you and keep notes on your chat
- Email you any information you request
- Make notes that are viewable by all representatives



Profile ×



Karen Limbert   

Company Name: AmericanHort
City: Columbus
State/Province: Ohio - OH

Position
Business/Finance

Primary Business Type
Educational Institution/Association

Additional Business Types

Chat Options



There are a few options for chatting with others who are attending the event.

Regardless of which type of chat you engage in, you can start a chat conversation by inviting someone to chat by clicking on the green chat icon by their name. If the chat icon is yellow or red, that person is not available to chat at that time.

1:1 Private Chat

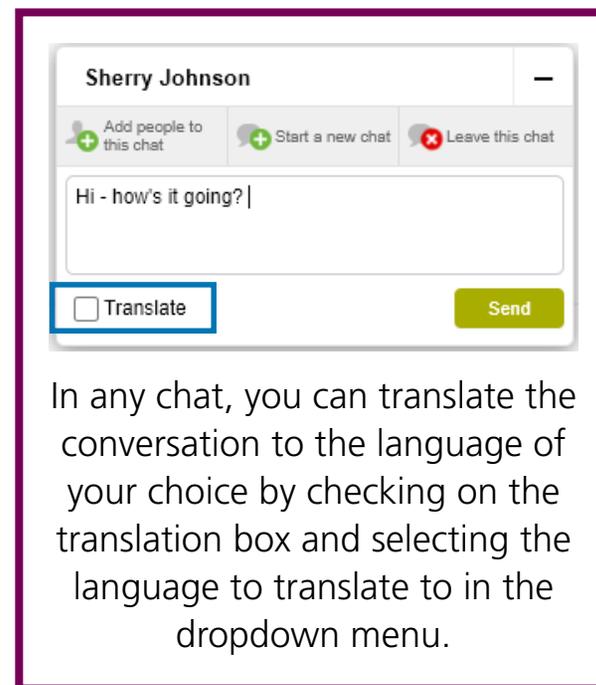
This is a chat between two people, one on one. You can have multiple 1:1 chats taking place at a time in a booth or room.

Small Group Chat

This is a chat between a few people. It may start as a 1:1 private chat, and you can add people to a chat one at a time to create a small group conversation.

Public Chat

If a Public Chat is available in a room, click on the relevant sign or click the public chat button in the upper right of the page and you can see the public chat that is taking place. You can browse up through the chat stream to see what people have been talking about. You can see the list of people who are participating in the chat, and can post a comment for all to read.



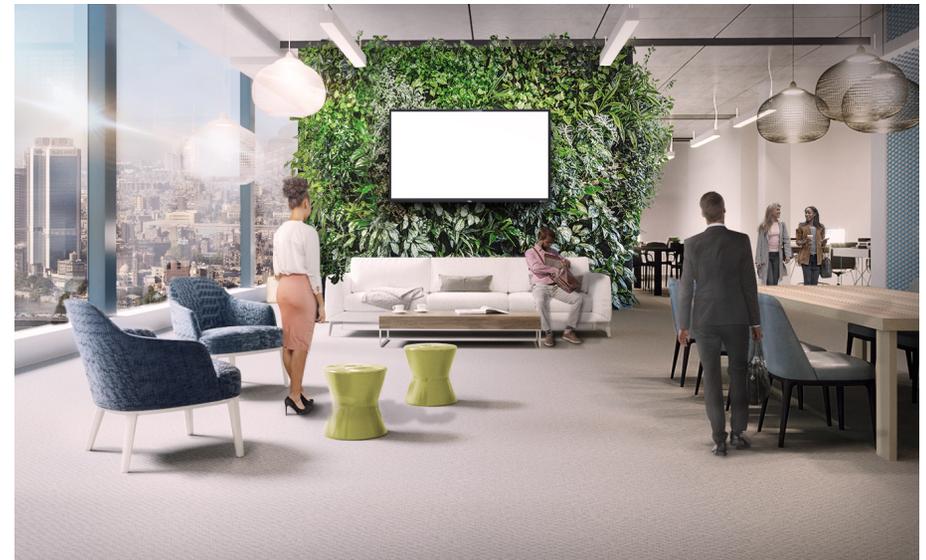
In any chat, you can translate the conversation to the language of your choice by checking on the translation box and selecting the language to translate to in the dropdown menu.

Regardless of which type of chat you participate in, be sure to leave any chat when you are finished.

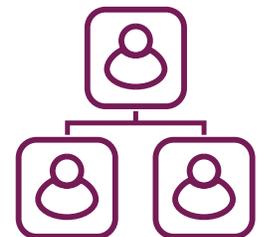
Networking Strategies

There are several opportunities to build your network during **Cultivate'20 Virtual**. You can attend any of the following online networking events to meet and interact with other event attendees:

- **Morning Coffee Chat** in the Networking Lounge
- **Visiting exhibitors** in their booth or in the New Varieties and New Products areas
- Attending the daily **Main Stage sessions** and chatting with an attendee via the chat function
- Attending **Education Sessions** and participating in the concluding Q&A
- Attending an **Industry Interaction roundtable discussion**, held each afternoon
- Participating in **evening social events**



For a more detailed schedule on these networking opportunities, [check our website](#) 🌟 or click on the agenda when logged in to **Cultivate'20 Virtual**.



Join us for daily Main Stage programs, occurring each day at 11:30 AM ET to learn about what is going on in our industry.

- **Monday July 13** – [State of the Industry](#) presentations from Dr. Charlie Hall, AmericanHort Chief Economist; Craig Regelbrugge, SVP Advocacy & Research; and Ken Fisher, AmericanHort President & CEO
- **Tuesday July 14** – [Town Hall: Management Lessons from a Pandemic](#) – What I Learned about Management, Leadership, and Myself – a panel discussion
- **Wednesday July 15** – [Women in Horticulture](#) – Strategic Networking and Mentorship: Accessing and Building Power through Relationships – a panel discussion
- **Thursday July 16** – [Town Hall: What Lies Ahead: Charting an Industry Path Forward](#) – a panel discussion with AmericanHort board members

[Here are more details on the panelists participating in the Main Stage programs.](#) ✨

Industry Interaction Roundtable Discussions

Every afternoon from July 13 – 16 at 2pm ET Industry Interaction roundtable discussions will occur on topics important to the green industry. Participants will be placed in small groups to answer discussion questions, share ideas, and learn while meeting industry peers.

To participate, go to the Networking Lounge and click on the Industry Interaction sign. You will be placed into the Zoom meeting, which will be facilitated by industry experts and leaders. To learn more about the discussion topics, [view the *Cultivate'20 Virtual* schedule.](#) ✨

Social Gatherings

Each evening at 5 PM ET from Monday July 13 to Wednesday July 15 there are social gatherings, and you are invited!

Monday July 13 – 5 PM ET – tHRive Garden Party

You are invited to “mix and mingle” with industry peers during the **tHRive Virtual Garden Party** hosted by the Horticultural Research Institute (HRI), the AmericanHort foundation. During this online social gathering we will share several short, intimate garden tours led by some of the most passionate growers in the business. We will celebrate horticultural advances and have some special surprises and garden-inspired cocktail recipes to share! Come learn more about HRI’s work to make an impact in four strategic research areas of focus: Plant Benefits, Innovative Solutions, Consumer Insights, and Practical and Actionable Solutions. Most of all, come have some fun and celebrate the conclusion of the first day of **Cultivate’20 Virtual**.

Tuesday July 14 – 5 PM ET – Plugged-In Unplugged

Unplugged has long been a Cultivate must-attend event. This year is no different. Join us online to relax and meet people with the same passion for plants, ambition for success, and hopes for the future. Hosted by the AmericanHort Generation Next community connector group, this year’s “**Plugged-In Unplugged**” is for both the young and young at heart. Help celebrate the GrowerTalks/Nexus Young Grower Award and Green Profit/RBI Young Retailer Award honorees. You can test your horticultural trivia knowledge and breakout in small groups to mix and mingle. All are welcome!

Wednesday July 15 – 5 PM ET – Cultivate’20 Virtual Happy Hour

Join us for the fun-filled closing social gathering of **Cultivate’20 Virtual**. You will be broken out into small groups to chat and meet new people. This is sure to be a fun time for all!

Helpful Tip

With so much going on during **Cultivate’20 Virtual**, be on the lookout for broadcast messages throughout each live day. These broadcasts will provide helpful reminders that important events are about to start and will share other vital announcements.



Virtual Backgrounds

AmericanHort created several virtual backgrounds for you to use to customize the background of your video screen for networking sessions and social events. These can be used when your video is turned on, which will happen during the morning coffee chat, select education session discussions, afternoon Industry Interaction roundtable discussions, and the evening social gatherings, all of which are conducted in Zoom.



If you would like to use one of the virtual backgrounds available [here](#) 🌟 from AmericanHort, download these images to your computer first.

Then follow these [step by step directions](#) 🌟 for setting your background when in Zoom.

Helpful Tip

Have some fun with our virtual backgrounds. If you are participating in the coffee chat, Industry Interaction, or evening social event, choose one of the fun virtual backgrounds to personalize how others will see you when your video is turned on.

Show Features

Exhibit Hall – More than 250 exhibitors are showcasing their latest innovations during **Cultivate'20 Virtual**.

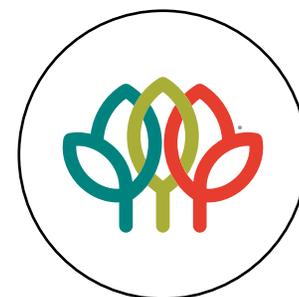


Main Stage Programs – These are held daily at 11:30 AM ET, programs include the State of the Industry, Town Hall Meetings, and the Women in Horticulture program.

Education Sessions – Learn industry best practices by attending one of the more than 50 education sessions made available through on-demand and live education. Live education sessions will be held concurrently each afternoon. Recordings of the live sessions will be available after **Cultivate'20 Virtual** for AmericanHort members to access until September 1.

Industry Interaction – Each afternoon, a roundtable discussion group will gather to talk about topics important to moving the green industry forward. Access these sessions from the Networking Lounge.

Leaderboard – Engage. Earn. Win. Earn points for the activities you engage in while participating as an attendee of **Cultivate'20 Virtual**. You earn points for visiting 3D exhibitor booths, for downloading content, watching videos, attending the main stage sessions, education sessions, networking events, and more. While navigating through the show, look for this hidden icon, and you can earn additional points. Attendee point totals are tracked on the Leaderboard. All attendees are eligible to win fabulous Leaderboard prizes to be awarded after the live event.



AmericanHort Resource Zone – Enter the AmericanHort Resource Zone to get more information about AmericanHort, the premier trade association for the green industry. You can renew your membership, become a member, access the **Cultivate'20 Virtual** agenda, download the attendee guide, and more.

Industry Award Hall – Learn more about leaders in our industry and up-and-coming movers and shakers. Look for the sign in the AmericanHort Resource Zone where you can access information about industry award events by clicking on the award logo to get more details on the award's finalists and honorees.

Social Events – Each evening, online social events are planned to provide the opportunity to network in a fun, relaxed manner. [Check the event schedule or agenda for more details.](#) ✨

Help Desk – Should you have any technical issues while in the **Cultivate'20 Virtual** platform, click on the Help Desk in the Lobby or from the navigation bar to get technical assistance.

You are invited to **Mix & Mingle** with us! At 5 PM ET Monday July 13 – Wednesday July 15, join us for these social gatherings.

Monday July 13 – tHRive Garden Party

Tuesday July 14 – Plugged-In Unplugged

Wednesday July 15 – Cultivate'20 Virtual Happy Hour



This is your chance to socialize online with other event participants. It will be fun, interactive, and events you will not want to miss.

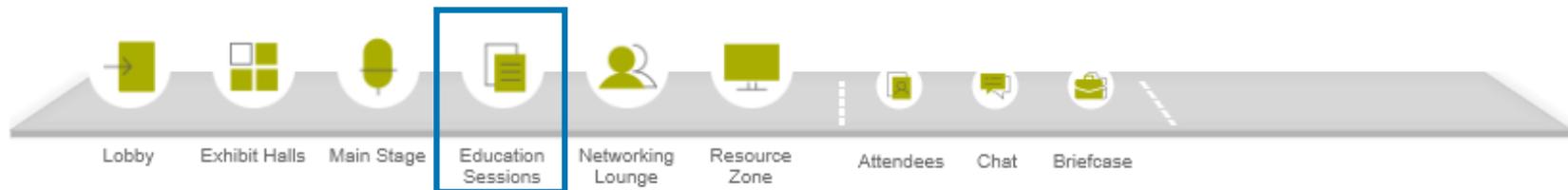
All-Access Education Pass

Come learn industry best practices with your All Access education pass – free for AmericanHort members, and heavily discounted for non-members.

Enter the **Education Sessions** auditorium to access both **on-demand** and **live sessions**. Once the **Cultivate'20 Virtual** live activities (July 13-16) are complete, AmericanHort members can access the on-demand and recorded live sessions from this same virtual location. The **Cultivate'20 Virtual** platform will be available to AmericanHort registered members until **September 1**.

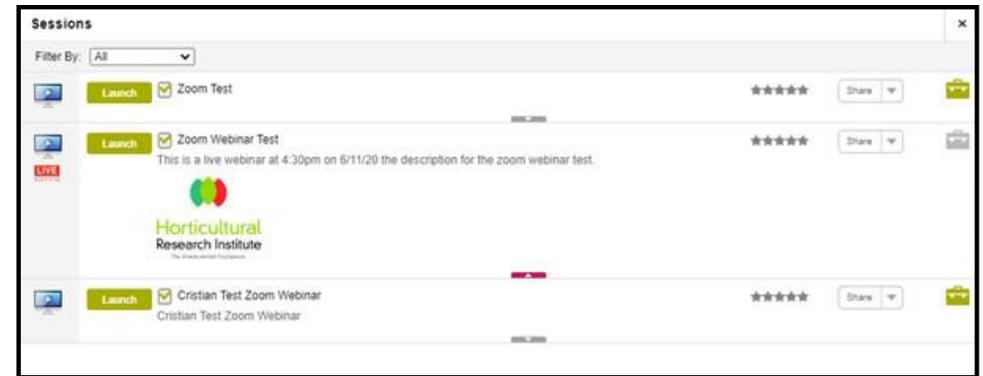
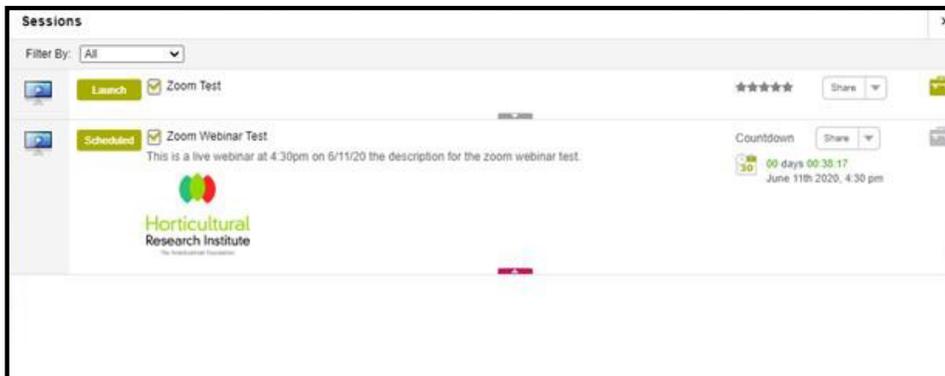
Accessing Education Sessions

1. Click on the Education Sessions icon from the navigation bar or sign in the lobby.





2. Once in the education session auditorium, click on either on-demand or live sessions to access the list of sessions available. A screen like this will pop up:



This shows a countdown timer to indicate how long before a session starts. The red "LIVE" indication below the blue video screen icon indicates the live session is currently taking place

3. Click on the session of your choice and you will be entered into the Zoom room for the session. You can also save the session to your briefcase.

On-Demand Sessions

Each day of **Cultivate'20 Virtual**, new on-demand education sessions will be made available to All-Access education pass holders. **On-demand sessions** are pre-recorded so you can watch them at your convenience. To access an on-demand session, click on the “**Education Session**” icon on the navigation bar. When you arrive in the Education Session auditorium, click on the on-demand session screen and a list of available sessions will be shown. You can click to watch the on-demand session, or you can save it to your briefcase to watch later.

Live Sessions

Live education sessions will be presented concurrently each day on important topics including optimal pricing, root zone management, an introduction to hemp production, crop specific tips, workforce training for success, selling and marketing plants online, and succession planning, among others. These fast-paced sessions, led by our industry's best instructors, are developed specifically for our virtual learning platform. Sessions are designed for attendees to interact with presenters. Recordings of these sessions will be made available after the live days for AmericanHort members.

Helpful Tip

You can watch and re-watch the on-demand sessions since they are pre-recorded until September 1. You don't have to worry about missing a slide or forgetting what the presenter said. You can rewind and watch as many times as you would like.

Engage. Earn. Win.

By attending **Cultivate'20 Virtual** you can win some fantastic prizes! Attendees will be rewarded for moving around the event, interacting with exhibitors, attending education sessions, saving content in a virtual briefcase, and more.

As you move throughout the show, look for this hidden icon to earn extra bonus points.



Prizes will be awarded based on points accumulated during all four live days of the event (from 9 AM ET Monday July 13 to 5 PM ET Thursday July 16). Learn more about available prizes and the terms and conditions on the **Cultivate'20 Virtual** platform.

Thank You to our Sponsors!

We want to give a special shout-out to all of the [sponsor companies](#)  of **Cultivate'20 Virtual**. We could not offer this event without the support of our sponsors. As an attendee, you will see sponsor signage throughout the event. We encourage you to click on these sponsor logos and signs to learn more about the companies who support the green industry and their latest innovations.

Thank you!

Celebrate Industry Leaders

Several industry award events traditionally occur during Cultivate each year. To learn more about these awards, go to the **AmericanHort Resource Zone** and look for the “Industry Award Hall” located on the back wall of the Resource Zone. To learn more about industry leaders and movers and shakers, ✨ click on any one of four award logos to gain access to information on this year’s honorees. AmericanHort is proud to be one of many sponsors of these awards.

Industry Awards presented or celebrated during Cultivate:



The GPN magazine **40 Under 40** program recognizes 40 industry professionals under the age of 40 who are helping to determine the future of the horticulture industry. These individuals are today’s movers and shakers who are already setting the pace for tomorrow.



The **Horticultural Industries Leadership Awards** (HILA), sponsored by Syngenta and presented by GIE Media, recognizes leaders who have made significant contributions to the horticulture industry through development with their innovation and expertise; excelling in environmental stewardship; enhancing the lives of employees, customers, communities and the industry at large.



Greenhouse Grower’s **Medal of Excellence** awards program celebrates greenhouse operations, plant breeders, technology companies, and other organizations that strive for excellence and dedication to quality that is so prevalent in our industry.



The **GrowerTalks/Nexus Young Grower Award** and **Green Profit/RBI Young Retailer Award** are presented to worthy candidates that demonstrate passion, creativity, leadership, and a desire to excel. The finalists will be introduced and winners announced during the “Plugged-In” Unplugged event on Tuesday, July 14. Enter the event through the Networking Lounge.

Technology Requirements

Here are the Minimum System Requirements:

- 1024 x 768 screen resolution minimum
- 1.4 Mbps internet connection minimum
- Allow Flash
- Disable Pop Up Blockers
- Disconnect from a VPN (if possible)

If you have technical questions during the event, go to the Lobby and click on Help Desk to ask your technical questions.

 **Click [here](#) for the full technology requirements.**

| Operating System | Processor | RAM | Internet Browser | Hardware | Media Playback | Internet Connection |
|--|-----------|-----|--|--|---|---|
| Windows 10 Windows 8.1 + Pro Windows 7 Android 4.4+ Apple Max OS X 10.9+ Apple IOS 8.4+ | 1GHz | 1GB | Internet Explorer 8+ All recent versions of Google Chrome Safari 5.0+ iPhone/iPad – Safari/iOs 5.1+ | Audio: Sound Card with Speakers Video: Screen with 1024x768_ resolution support Android Phone/Tablet – OS 2.3 or higher, Chrome, Native Brower 2.3+ Windows Tablet – IE 10+ | HTML5 Streaming enabled browser Apple iOS http streaming enabled browser Android http streaming enabled browser | Dedicated high speed connection of 900kbps+ |

Conclusion

We hope this guide helps you better understand how to navigate **Cultivate'20 Virtual** and helps you plan and prepare to have a **great experience** at this year's online event.

This attendee guide will be available in the AmericanHort Resource Zone on the event platform.

If you have technical questions during the event, go to the Lobby and click on Help Desk to ask your technical questions.

If you have any questions prior to, during, or after the event, please do not hesitate to contact AmericanHort. During the event, you can search for AmericanHort when you pull up the attendees on the platform, stop at the AmericanHort Resource Zone, or go to the Help Desk. Before or after the event, please contact AmericanHort by email: Hello@AmericanHort.org or by phone 614-487-1117. Our staff will be available to assist you.

Helpful Tip

Need Help?

For technical questions, click on the "**Help Desk**" sign in the lobby.

For questions about AmericanHort or Cultivate, enter the **Resource Zone** to speak to AmericanHort representatives.

This assistance is available during the show hours of 10 AM ET - 5 PM ET
Monday July 13 - Thursday July 16.



VIRTUAL

This guide is provided to attendees of *Cultivate'20 Virtual* to help ensure you have a **great experience**.