



## **MANTS ATTENDANCE RETURNS TO PRE-PANDEMIC LEVELS**

More than 11,000 Gathered in Baltimore, Marking the Start of the Green Industry Trade Show Season

**(Baltimore, Md. January 17, 2023)** – The 2023 Mid Atlantic Nursery Trade Show (MANTS) welcomed more than 11,000 attendees, including exhibitors in Baltimore from January 11 through 13 at the Baltimore Convention Center.

Known as the Masterpiece of Trade Shows™, MANTS jump-started the 2023 green industry trade show season on a high note bringing together horticulture industry leaders from around the country. A sold-out trade show floor showcased more than 900 exhibiting companies in more than 1,530 booths. Attendees from 42 states and 14 foreign countries spent three days connecting with colleagues, discovering new products, and seeking new plants, nursery stock, landscape and garden items, heavy and light-duty equipment, tools, outdoor living essentials, and other allied industry products.

“The energy on the trade show floor was electric this year as our exhibitors and attendees reconnected with one another,” said MANTS Executive Vice President Vanessa A. Finney. “Business was booming, and it was easy to see that all in attendance were excited to be back full force.”

MANTS 2023 continued to mean business, enticing well-qualified buyers with high levels of purchasing power to solidify partnerships. More than 84.5 percent of MANTS attendees identified as either the final decision-makers or those who influence their companies’ purchasing decisions, while more than 76.3 percent are categorized as owners, vice presidents, managers, buyers, or sales and marketing professionals. By the end of the final show day, more than half of this year’s exhibitors had already renewed their exhibit space for the 2024 show.

“MANTS 2023 has been the busiest we’ve seen in over a decade. It’s called the masterpiece of trade shows, but it really should be called ‘THE’ show in the horticulture industry,” said Tree Saether, Sales Vice President, Greenleaf Nursery Company. “If you miss out on MANTS, you miss out on all the new innovative and necessary products you need to grow your green business.”

“As a first-time exhibitor, our global team was thrilled to ‘roll’ into the horticulture market and share our newest nursery tools at MANTS 2023,” says Scott Britton, Global Attachments

Marketing Manager, Caterpillar. “This has been an outstanding experience with a positively engaged audience and the perfect opportunity to establish partnerships. We’re looking forward to venturing back to Baltimore in 2024 to introduce more B2B products that are helping to ease the skilled labor shortage.”

“This show was established 53 years ago to encourage the development and cultivation of partnerships, and from what we saw on the show floor this year, we successfully met that goal,” concluded Finney.

MANTS returns to the Baltimore Convention Center January 10-12, 2024. For more information, visit [www.MANTS.com](http://www.MANTS.com) or call 410-296-6959.

**Mid-Atlantic Nursery Trade Show (MANTS) [www.mants.com](http://www.mants.com)**

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.

For additional show highlights, please check out our social channels or browse the show’s hashtags.

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