



For Immediate Release:

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## MANTS Provided Online Business Hub *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. All 2021 registered attendees had access to the Business Hub through April 8, 2021.

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.”

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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