



BE AWARE OF UNAUTHORIZED HOTEL AND ATTENDEE LIST SOLICITATIONS

The amount of fraudulent communication around securing hotel reservations and trade show attendee lists seems to be rising, particularly as we get close to registration and event opening dates.

We want you to know that the official housing vendor for Cultivate'19 is Showcare. By booking your hotels via Showcare you are getting the most competitive hotel rate available and the best service. If you register for Cultivate'19 via the early-bird registration process, you will receive an email directly from Showcare after February 24th with an assigned day to secure your hotel rooms. If you register for Cultivate'19 via general registration, which opens March 15th, you will directly access Showcare and be able to book hotel rooms when you register for the conference. Only through the Showcare system you can book, modify or cancel your hotel reservations.

It has come to our attention that various entities are contacting Cultivate exhibitors and attendees identifying themselves as being from Cultivate or AmericanHort and offering access to hotel rooms. Any hotel messages not coming directly from Showcare **may be fraudulent** and may come from these "housing poachers". If you are contacted by anyone other than Showcare, please get as much information as you can (name of company, person, telephone, email, etc.), and contact Business Engagement and Events Director, Margaret McGuire-Schoeff at MargaretM@AmericanHort.org or 614-884-1143.

Beware of these companies claiming to be affiliated with Cultivate:

CBS International	Expo Housing Services
CMI Event Travel	Global Housing Services
Convention Housing Bureau	Gulliwier
Event Travel Planners	Pro Housing LLC
Events Plus Corporate	Trade Show Planners
Executive Booking Services (EBS)	Wholesale Room Rates

Additionally, as the trade show approaches, you may be contacted by entities claiming to sell the Cultivate'19 attendee list. Please know that AmericanHort **does not sell the Cultivate attendee list**. Anyone outside of AmericanHort offering this information does not have authority to do so.

If you have any questions please contact AmericanHort at Hello@AmericanHort.org, or at 614-487-1117.