



FARWEST SHOW

2017 Exhibitor Checklist

SECURE YOUR BOOTH SPACE:

- Sign your Booth Contract
- Pay your deposit
- Pay in full – By April 30th

INCREASE YOUR EXPOSURE: – Opportunities to increase your presence **OPEN TO ALL EXHIBITORS**

- New Varieties Showcase** – Submit your new plant introductions by March 31
- Idea Center for Retailers** Submit your mini-session proposal by March 31
- Solution Center for Growers** – Submit your mini-session proposal by March 31
- New Products Showcase** – Submit your product for Tier 1 & 2 by June 16, Tier 3 by Aug 4
- Advertise in the August Digger: Farwest Edition** – Secure your ad by June 23, 2017
 - Ad material due by July 1, 2017
- Growing Trends Showcase** – A free extra opportunity to showcase plant material at the show
- Sponsorships** – Creatively customized to meet your marketing and sales goals.

BEFORE THE SHOW:

- Move-In Pass** – These are **emailed** to all exhibitors in June.
- Download the Farwest Show Mobile App** – Plan, Explore and Connect
- Submit your Show Specials Listing** – Due June 23, 2017 Print Deadline
 - Submit by June 30 to include the "show special" icon in your company listing in *Digger*.
 - Submit any time before the show to be included on the show website and mobile app
- Show Guide Form** – These are emailed to all exhibitors in June. Due July 1, 2017
 - Your company listing as it will appear in Farwest Edition of *Digger Magazine*
 - This listing will also be included in the Farwest mobile app
- Book your Hotel** – Discounted rates are available until July 20, 2017 and subject to availability. Penalty fees apply to reservations cancelled after June 30, 2017.
- Register your staff and invite guests** – **Registration opens in April.** Early bird rates offered on seminars, tours and expo passes through July 31, 2017.
- Invite your customers** – All exhibitors receive FREE unlimited expo passes for your customers. Your complimentary code will be emailed to you in June.

Booth Furnishings – Place order with DWA, Farwest Show Decorator. Take 5% off if you place your order by July 1. DWA also coordinates advanced shipping of your booth to the show. www.dwatradeshow.com

Don't forget your Parking Pass – Pre-order with registration for \$40 (Exhibitor lot is under the bridge north of the loading dock) and pick it up during show move-in days: Monday/Tuesday Aug 21, 22 in the Farwest Show Office in Room C-120.

Booth Hanging Signs – Order a new or have your own sign hung over your booth. Sign size allowances are based on booth size.

Order Utilities – Need water, electricity, A/V, internet or phone service? Order from the Oregon Convention Center www.oregoncc.org/exhibitors

Lead Retrieval Unit – Reserve your Lead Retrieval Unit when you register your staff, or at the Show Office. (Link to 2017 Form coming soon)

AT THE SHOW: New Show Schedule

NEW SHOW DAYS and HOURS
AUGUST 23-25, 2017

Noon - 5pm Wednesday
10am - 5pm Thursday
10am - 2pm Friday

Exhibitor Move-In – Monday/Tuesday Aug 21-22. Your move-in assignment will be emailed in June. The move-in pass notes the earliest you may begin move-in to the show.

Chairman's Exhibitor Breakfast – Friday Morning 8:45-9:45 in the 1000 Aisle – Join us for a friendly cup of coffee, continental breakfast and Q & A session.

Exhibitor Move-Out – Begins at close of show, Friday 2pm-9pm. Wait for the carpet to be rolled up before the empties (Racks and pallets) will be returned and garbage service to begin.

AFTER THE SHOW:

Secure your 2018 Booth – Guarantee next year's booth space by signing your contract at the show. Pay in full by Sept 30, 2017 to receive 10% discount.

Relocate your 2018 Booth Space – To apply for relocation we must receive your deposit and signed contract by Sept 30, 2017.