

FOR IMMEDIATE RELEASE

2016 Farwest Show Idea Center For Retailers Offers Three Days Of Education, Participation, And Demonstration

Wilsonville, Oregon (July 14, 2016) - The 2016 Farwest Show, August 25-27, in Portland, OR, has scheduled a comprehensive learning experience focused on garden retail in the Idea Center for Retailers during the upcoming show, Thursday, August 25 through Saturday, August 27. Located on the Expo floor, beginning each day at 11a and running at half-hour intervals, garden center owners and employees can easily listen and participate in the many scheduled free sessions as industry experts share advice, how-to, and products that make retailers more successful.

Designed with retailers in mind, the Idea Center's mini-sessions will offer topics and information to help retailers grow their business and reach their customers. Attendees will be able to connect and share ideas with other retailers and participate or be a spectator in the merchandising and container design competitions. Industry experts will address some of the toughest challenges in today's retail. Topics include: trending and native plants, speaking to consumers, social media, containers and combos, pollinators, merchandising and signage, edibles and foodscaping, among others. Additionally, The Garden Center Group will present the best retail finds from the Expo floor at the end of day on Friday, August 26. All sessions are free to registered Farwest attendees.

A complete schedule of topics and speakers can be seen at www.FarwestShow.com/highlights.

For further questions, contact Crystal Cady, Event and Member Services Manager, at 503-582-2006 and ccady@oan.org.

For complete details on this event and others, show schedules, host hotels, speakers, education, and registration, visit www.FarwestShow.com.

Farwest is the industry's premier west coast trade show gathering with attendees and exhibitors from around the world. This year will showcase 400+ exhibitors for 6000+ attendees. Area nursery and retail tours kick start the event on Wednesday, Aug. 24. The show Expo will be open Aug. 25-27 with new convenient floor hours. Experts from all segments of the industry will deliver 80+ educational seminars including over 40 free mini-seminars that will take place on the show floor at the Solution Center for Growers and the Idea Center for Retailers. Once again, show favorites, the New Varieties Showcase, Growers Showcase, and the New Products Showcase will preview the best new offerings in plants and hard goods for 2016/17. Everyday and evening offer networking opportunities with industry professionals and leaders.

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The Oregon Association of Nurseries (OAN), based in Wilsonville, represents more than 800 wholesale growers, retailers, landscapers and suppliers. Oregon's ornamental horticulture industry is one of the state's largest agricultural commodity, with annual sales of \$830 million. Oregon's nursery industry is a traded sector; nearly 80 percent of the nursery plants grown in Oregon are shipped out of state. For information, visit www.oan.org or call 503-682-5089.

The Farwest Show, the largest green industry show in the West, is produced by the OAN, a trade organization that represents and serves the interests of the ornamental horticulture industry. Any revenue realized by the OAN is reinvested into the industry through education, research, marketing support and government relations. For more information about the 2016 Farwest Show, visit www.FarwestShow.com or call 503-682-5089.

CONTACTS: Allan Niemi, Director of Events, Oregon Association of Nurseries, aniemi@oan.org or 503-582-2005
Tom Kegley, Tom Kegley Communications, tkegley@rev.net or 843-991-4366