

FARWEST

2016 Post-Show Report

August 25-27, 2016 / Oregon Convention Center / Portland, Oregon

► BY THE NUMBERS

 **53** new exhibitors in 2016

 **225,000** sq. ft. exhibit space

 **6,351** attended

 **411** exhibiting companies

► GEOGRAPHIC BREAKDOWN

 **6,079** U.S. visitors from **all 50** states

 **195** international visitors from **18** countries

 **77** international exhibitors from **6** countries



► POST-SHOW VISITOR SURVEY HIGHLIGHTS

94% of 2016 exhibitors plan to exhibit in 2017

90% of attendees recommend the show to others

54% of attendees placed, or planned to place, an order

25% attended Farwest for the first time

“It surpassed all of our expectations as a first-year exhibitor.”

— Daniel Madland, Bridgetown Garden Tools, Portland, Oregon

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► 2016 ATTENDANCE BY ...

INDUSTRY SEGMENTS



■ Wholesale Growers.....	37%
■ Allied Services & Suppliers	22%
■ Retailers.....	20%
■ Landscape Contractors, Architects & Designers	8%
■ Research, Education	4%
■ Rewholesalers.....	3%
■ Municipalities, Regulators.....	3%
■ Non-Profits and Associations	2%
■ Media.....	1%

JOB FUNCTION



■ President / Owner.....	28%
■ Senior Manager.....	7%
■ Manager.....	15%
■ Buyer.....	6%
■ Staff Employee	14%
■ Sales / Marketing.....	17%
■ Research / Education.....	5%
■ Other.....	8%

70% are final decision-makers or influencers at their companies

“We had a great show. We had a lot of walk up people and we wrote a very reasonable number of orders. We had a constant flow of people.”

— Gerald Enthoven, Plantaflor USA Inc., Summerland, California

“We uncovered a few potential accounts we didn’t know were there, including from New Mexico, Arizona and California. There’s been a good value in the show.”

— Josh Robinson, Robinson Nursery, Amity, Oregon

► WE’LL SEE YOU AT ...

FARWEST
PORTLAND 2017

AUGUST 24-26, 2017
At the Oregon Convention Center
www.farwestshow.com