



FARWEST SHOW

2017 NEW PRODUCTS SHOWCASE

Submit this form along with one or more print ready high resolution digital photos of the product to be used at the showcase and on the Farwest website.

(Photo quality should be 300 dpi and approximately 5x7 inches in size.)

Submission Deadlines

Tier 1 and Tier 2 - July 14, 2017 (featured in the print edition of the Show Guide *Digger* magazine)

Tier 3 - August 4, 2017 (all 3 Tiers featured at the show and online)

SELECTION CRITERIA:

1. Improves grower, garden center or landscape practices or product mix
2. Offers a new/unique advantage or characteristic
3. New to the U.S. market in 2016 or 2017
4. Available for sale by a 2017 Farwest Show exhibitor
5. Specific product or service has not appeared in a previous Farwest New Products Showcase

CHECK ONE:

Tier 1 - \$595 Deadline July 14

- Your product featured on the New Products Showcase show floor promotional signs and on the cover page of the New Products section in Farwest Edition of *Digger Magazine* (show guide)
- Full-color print inclusion in Farwest Edition of *Digger Magazine* (show guide)
- An online feature at www.FarwestShow.com
- Show floor gallery display at Farwest

Tier 2 - \$395 Deadline July 14

- Full-color print inclusion in Farwest Edition of *Digger Magazine* (show guide)
- An online feature at www.FarwestShow.com
- Show floor gallery display at Farwest

Tier 3 - \$195 Deadline August 4

- An online feature at www.FarwestShow.com
- Show floor gallery display at Farwest

25% off each additional **selected product per company (applied to tier of equal or lesser value)**

INSTRUCTIONS: Please complete one form for each submission.

Product Name:

Company Name:

Manufactured & Distributed by (Farwest Exhibitor): Contact Name:

Phone:

Email:

Address:

City, State, Zip:

Website:

Farwest Booth Number: _____

Does the product replace or is it a substitute for an existing product? Yes No

If Yes:

- Is it more reliable? Yes No
- Is it less expensive? Yes No
- Is it easier to use? Yes No
- Is it a new formulation? Yes No
- Is it a new design? Yes No

What is unique about your product? Distinguishing features? Describe in detail.
(Approximately 100 word limit. May attach separate page and marketing materials)

Do you have any additional display needs?
(larger display area, on table or floor, require electrical hookup, etc.)

SUBMIT MATERIALS TO:

Kristen Urban at kurban@oan.org
Oregon Association of Nurseries
Attn: New Products Showcase
29751 SW Town Center Loop W Wilsonville, OR 97070
Phone: 503-582-2011 Fax: 503-682-5099