

**FOR IMMEDIATE RELEASE**

**Farwest 2017 Revises Show Days And Hours In Response To Trends And Feedback From Exhibitors And Attendees**

Wilsonville, Oregon (December 6, 2016) - The 2017 Farwest Show, in response to the needs and wishes of 2016's 400+ exhibitors and 6,000+ attendees, announces improved days and times for the Show in 2017. Farwest 2017 will take place Wednesday, August 23 through Friday, August 25. Show Expo hours will be 12 noon to 5p Wednesday, 10a to 5p Thursday, and 10a to 2p Friday.

“As we enter our 45th year, our mission continues to be making Farwest the most relevant show in our industry,” said Allan Niemi, Director of Events with the Oregon Association of Nurseries. “These schedule changes are in direct response to input and feedback from the most important people associated with The Farwest Show– our attendees and exhibitors.”

Farwest 2017 will take place entirely in the work week, starting on Wednesday, August 23 and ending on Friday, August 25. Days and hours for the exhibit hall have been adjusted to better suit today's busy schedules. The Show will now open later, at noon on Wednesday, to give exhibitors more morning time for meetings, seminars, or nursery tours. Thursday offers a full day of floor hours from 10a to 5p. Friday hours are abbreviated from 10a to 2p to allow time for afternoon nursery tours, post-show meetings with exhibitors, or travel home in time for the weekend.

Show producer, The Oregon Association of Nurseries, believes the new weekdays and hours will enhance the overall experience for exhibitors and attendees with more opportunities for networking, education and touring. Additionally, ending the Show on Friday instead of Saturday opens up possibilities for longer stays with more time for work or recreation in Nursery Country and the Portland area.

With the combination of the Wednesday to Friday show days and later hour opening on the first day, attendees and exhibitors will have more flexibility for self-guided tours at the 600+ Oregon nurseries at the front and back end of the Show. Particularly, and benefiting the educational aspect, with a noon first day opening, morning seminars will not overlap show floor hours.

Complete details on Farwest 2017 will be posted at [www.FarwestShow.com](http://www.FarwestShow.com) in the coming weeks and months. For further questions, contact:

Allan Niemi, Director of Events, at 503-582-2005 and [aniemi@oan.org](mailto:aniemi@oan.org).

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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 commodities, 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](http://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 2017 Farwest Show, visit [www.FarwestShow.com](http://www.FarwestShow.com) or call 503-682-5089.

#### CONTACTS:

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