

## FOR IMMEDIATE RELEASE

### 2017 Farwest Show Registration Opens With Early-Bird Discounts For Attendees And Exhibitors

Wilsonville, Oregon (April 24, 2017) - Registration for the 2017 Farwest Show in Portland, Oregon, is now open for attendees and exhibitors. Early registration comes with discount pricing on hotels, Trade Show passes, tours, and education. This year's attendance is expected to increase with a new and improved schedule for show days and hours. Farwest 2017 takes place Wednesday, August 23 through Friday, August 25, with the Trade Show opening later, at 12p on Wednesday, to offer more flexibility for attendees and exhibitors to visit nurseries. As always, Student/Teacher discounts are available for the Trade Show and all seminars and the Show's Keynote Address will be free to all registrants.

Farwest is the industry's premier Trade Show gathering in the West with attendees and exhibitors from around the world. Farwest 2016 experienced another year of growth in both attendees and exhibitors. This year's Show looks to continue the trend with 400+ exhibitors and 6000+ attendees. Area nursery and retail tours kick start the event on Tuesday, August 22. Experts from all segments of the industry will deliver educational sessions including seminars and the free mini-seminars that take place on the Trade Show floor at the Grower Solution Center and the Retailer Idea Center. Show perennial favorites, the New Varieties Showcase, Growing Trends Showcase, and the New Products Showcase will preview the best new offerings in plants and hard goods for 2017/18. Days and evenings will offer networking opportunities with industry professionals and leaders.

"We're looking forward to another great year for Farwest," said Allan Niemi, Director of Events for OAN. "Participation has been on the upswing in recent years and will continue in 2017. The mood of the industry is upbeat and that will be reflected in the excitement and enthusiasm of our attendees and exhibitors."

Convenient registration with discounts is now available online at [www.FarwestShow.com/register.shtml](http://www.FarwestShow.com/register.shtml). Details on host hotels can be found on the registration page. Complete details on events, daily schedules, speakers, and education for Farwest 2017 will be posted at [www.FarwestShow.com](http://www.FarwestShow.com) in the coming days and weeks.

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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