

# FARWEST

## PORTLAND 2018

### 2018 Exhibitor Checklist

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#### **SECURE YOUR BOOTH SPACE:**

- Sign your Booth Contract
- Pay your deposit
- Pay in full – By April 30<sup>th</sup>

#### **INCREASE YOUR EXPOSURE:** – Opportunities to increase your presence **OPEN TO ALL EXHIBITORS**

- New Varieties Showcase** – Submit your new plant introductions by March 31 for Tier 1, Tier 2 by June 30
- Solution Center** – Submit your free mini-session proposal by March 31
- New Products Showcase** – Submit your product for *Tier 1 & 2* by **June 15**, *Tier 3* by **Aug 3**
- Advertise in the August *Digger: Farwest Edition*** – Secure your ad by June 22, 2018
  - Ad material due by July 2, 2018
- Growing Trends Showcase** – A free extra opportunity to showcase plant material at the show
- Sponsorships** – Creatively customized to meet your marketing and sales goals.

#### **BEFORE THE SHOW:**

- Move-In Pass** – These are **emailed** to all exhibitors in June.
- Submit your Certificate of Insurance to Farwest** – More info here. (hyperlink to website)
- Submit your Show Specials Listing** – Due June 22, 2018 Print Deadline
  - Submit by June 30 to include the “show special” icon in your company listing in *Digger*
  - Submit any time before the show to be included on the show website
- Update your Online Exhibitor Profile** – Each exhibitor should have received a personalized link. Please contact Kelsey Hood at [khood@oan.org](mailto:khood@oan.org) or 503.582.2010 if you have not received your link.
- Show Guide Form** – These are emailed to all exhibitors in June. Due July 2, 2018
  - Your company listing as it will appear in Farwest Edition of *Digger Magazine*
  - This listing will also be included in the Farwest website exhibitor search
- Book your Hotel** – Discounted rates are available until July 20, 2018 and subject to availability. Penalty fees apply to reservations cancelled after June 30, 2018.

- Register your staff and invite guests – Registration opens MAY 1.** Earlybird rates offered on seminars, tours and expo passes through July 31, 2018.
- Invite your customers** – All exhibitors receive FREE unlimited expo passes for your customers. Your complimentary code will be emailed to you in June.
- Booth Furnishings** – Place order with DWA, Farwest Show Decorator. Take 5% off if you place your order by July 1. DWA also coordinates advanced shipping of your booth to the show. [www.dwatradeshow.com](http://www.dwatradeshow.com)
- Don't forget your Parking Pass** – Pre-order with registration for \$40 (Exhibitor lot is under the bridge north of the loading dock) and pick it up during show move-in days: Monday/Tuesday Aug 20, 21 in the Farwest Show Office in Room C-120.
- Booth Hanging Signs** – Order a new or have your own sign hung over your booth. Sign size allowances are based on booth size.
- Order Utilities** – Need water, electricity, A/V, internet or phone service? Order from the Oregon Convention Center [www.oregoncc.org/exhibitors](http://www.oregoncc.org/exhibitors)
- Lead Retrieval Unit** – Reserve your Lead Retrieval Unit when you register your staff, or at the Show Office. (Link to 2018 Form coming soon)

## **AT THE SHOW:**

- Exhibitor Move-In**
  - Booth numbers ending in 07 to 37
    - Monday, August 20, 8am-8pm
  - Booth numbers ending in 43 to 63
    - Monday, August 20, 2pm-8pm
  - All booth numbers
    - Tuesday, August 21, 8am-8pm
- Chairman's Exhibitor Breakfast** – Friday Morning 8:45-9:45 in the 1000 Aisle – Join us for a friendly cup of coffee, continental breakfast and Q & A session.
- Exhibitor Move-Out** – Friday 2pm-9pm & Saturday 8am-2pm. Wait for the carpet to be rolled up before the empties (Racks and pallets) will be returned and garbage service to begin.

## **AFTER THE SHOW:**

- Secure your 2019 Booth** – Guarantee next year's booth space by signing your contract at the show. Pay in full by Sept 30, 2018 to receive 10% discount.
- Relocate your 2019 Booth Space** – To apply for relocation we must receive your deposit and signed contract by Sept 30, 2018.