



FARWEST SHOW

2018 NEW VARIETIES SHOWCASE

The New Varieties Showcase puts your company's innovative new introductions in the eyes and minds of over 6,000 industry professionals at The Farwest Show. Make sure to get your entry in today!

Submission Deadlines

Tier 1 – March 31, 2018

Tier 2 - June 30, 2018



Be sure to download this pdf *BEFORE* you fill in the form. We don't want to lose all your hard work! Just right click and save as.

CHOOSE ONE:

Tier 1 - \$235 (Deadline March 31)

If chosen, includes:

- Full-color print inclusion in the July Digger Magazine (**a value of \$750!**) that goes out to more than 7,500 industry subscribers.
- Displayed with Macore plant tag take-aways for attendees.
- Featured online at www.FarwestShow.com
- Featured in the New Varieties Showcase on the show floor at Farwest with a Macore plant tag label.

Tier 2 - \$75 (Deadline June 30)

If chosen, includes:

- Featured online at www.FarwestShow.com
- Featured in the New Varieties Showcase on the show floor at Farwest with a Macore plant tag label.

PLEASE COMPLETE THE FOLLOWING FORM IN ITS ENTIRETY

Introduced By (Licensor Information): _____

Contact Name: _____

Company: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Fax: _____

Email: _____

PLANT INFORMATION

Botanical Plant Name _____

Common Name: _____

USDA Hardiness Zones: _____

Licensed Growers (please list all with Farwest Booth Number when applicable):

Grower Exhibits at Farwest Show?

Will Grower Provide Plants for the On-site Display at the Show?
(If Yes, What Sizes Will Be Ready and Please Provide Contact Information of Grower)

Size(s) Available for Sale:

Origin or Provenance (Discovered or Hybridized? Where? By Whom?):

Please Provide a Brief Paragraph That Will be Listed in Marketing Materials and on Plant Tags at the Show. Please Include the Following Features. (Limit to 600 Characters)

- Ornamental Features
- Best Use in the Landscape
- Habit and Growth Rate (Include Mature Height & Width)
- Cultural Requirements
- Pest/disease problems or unique resistance

Describe in detail how plant differs from species/other cultivars available on the market:

Mature Height & Spread:

Deadlines: March 31, 2018 – Tier 1
June 30, 2018 – Tier 2

Submit Materials To:

Oregon Association of Nurseries
Attn: New Varieties Showcase
29751 SW Town Center Loop West
Wilsonville, OR 97070

Or by clicking the email button at the bottom of the page that sends to Kristen Urban kurban@oan.org (503) 582-2011.

Each submitted variety must be available to order from a current Farwest Exhibitor for 2018.

Submissions will be reviewed by a selection committee with representatives from at least one garden center, landscape designer, grower and garden writer. A \$235 fee will be charged for each **selected** submission in Tier 1, and \$75 fee will be charged for each **selected** submission in Tier 2.

IMPORTANT PLANT PHOTOGRAPH INFORMATION:

Each submission must include one or more digital photos showcasing the plant in peak season(s). Photo quality should be no lower than 300 dpi and approximately 5 x 7 inches in size.

** Please provide photo credit information with each photograph submitted.

*** One of the benefits of the New Varieties Showcase is that it brings attention to the growers and breeders of these wonderful plants. In order to facilitate this process, photos submitted become authorized for use by the OAN and may be released to press outlets on request or shared on social media outlets.