



FOR IMMEDIATE RELEASE

Farwest Show launches website, early registration

Wilsonville, Oregon (June 13, 2018) – “Meet me there” is the theme for the 2018 Farwest Show, August 22-24, in Portland, Oregon — and with a compelling range of dynamic speakers, career-boosting events and quality exhibitors, green industry professionals of every stripe will discover plenty of reasons to attend.

“The excitement is building for this year’s show,” said Allan Niemi, director of events for show producers the Oregon Association of Nurseries. “We know attendees and exhibitors will find it time well spent when they ‘meet us here’ to learn, network, see great plant material, and take away knowledge and ideas to improve professionally and personally.”

To help green industry professionals plan their show experience, Farwest 2018 has launched a revamped website at www.FarwestShow.com. There they can peruse speaker and event info, find an official show hotel at event rate, and even take advantage of discounted early bird registration (available until July 31). The redesigned and streamlined website has a clean, colorful design, easy to navigate on a mobile device or desktop computer. It is packed with information about show features, speakers and events.

Several of the nursery industry faces who will be exhibiting at the show are featured in the website graphics, but there’s only one way to see them all — and that’s to attend. There are several registration packages available to fit a variety of schedules and needs. For details, log on to www.FarwestShow.com/reigster. Information for prospective exhibitors is at www.farwestshow.com/exhibitor-sign-up.

“Farwest has a strong tradition, but at the same time, we update the show each year to keep pace and relevance with the dynamics of an ever-changing industry,” Niemi said. “With all the new and improved features and events we have planned, there’s no reason not to ‘meet us there’ and explore everything that Farwest has to offer.”

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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 \$909 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 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 2018 Farwest Show, visit www.FarwestShow.com or call 503-682-5089.

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