

FARWEST

PORTLAND 2020

2020 Exhibitor Checklist

SECURE YOUR BOOTH SPACE:

- Sign your Booth Contract
- Pay your deposit
- Pay in full – By April 30th

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 July 1, Tier 3 by Aug 1*
- Advertise in the August Digger: Farwest Edition** – Secure your ad by June 24, 2020
 - Ad material due by July 1, 2020
- 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:

- Know your move in time** – We no longer email Move-In passes.
Move in times for all exhibitors are as follows:
 - Monday, August 24
 - 8am-8pm: Booth numbers ending in 07 to 37
 - 2pm-8pm: Booth numbers ending in 43 to 63
 - Tuesday, August 25, 8am-8pm: All booth numbers
- Submit your Certificate of Insurance to Farwest** – More info [here](#).
- Submit your Show Specials Listing** – Due June 24, 2020 Print Deadline
 - Submit by July 1 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 khoo@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 1, 2020
 - 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 31, 2020 and subject to availability. Penalty fees apply to reservations cancelled after June 30, 2020.

- Register your staff and invite guests – Registration opens in March.** Earlybird rates offered on seminars, tours and expo passes through July 31, 2020.

- 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 FERN/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.fernexpo.com

- Don't forget your Parking Pass** – Pre-order with registration for \$45 (Exhibitor lot is under the bridge north of the loading dock) and pick it up during show move-in days: Monday/Tuesday Aug 24, 25 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

- Lead Retrieval Unit** – Reserve your Lead Retrieval Unit when you register your staff, or at the Show Office. (Link to 2020 Form coming soon)

AT THE SHOW:

- Exhibitor Move-In**
 - Booth numbers ending in 07 to 37
 - Monday, August 24, 8am-8pm
 - Booth numbers ending in 43 to 63
 - Monday, August 24, 2pm-8pm
 - All booth numbers
 - Tuesday, August 25, 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 2021 Booth** – Guarantee next year's booth space by signing your contract at the show. Pay in full by Sept 30, 2020 to receive 10% discount.

- Relocate your 2021 Booth Space** – To apply for relocation we must receive your deposit and signed contract by Sept 30, 2020.