

AUGUST 21–23, 2024
Oregon Convention Center



The biggest Green Industry
trade show in
the West

Happy Hour Sponsorship

Farwest, the **largest green industry trade show in the West**, offers the complete show experience. Connect with an anticipated **4,000+ industry professionals** and 350+ vendors. In addition, over 40% of attendees only attend Farwest. No other show offers nearly everything the industry has to offer under one roof and located in the heart of nursery country.

Why Sponsor? Farwest sponsorship places **your brand directly in the line of sight of nursery, landscape and retail garden center industry decision makers** from 10+ different countries and 40+ states. Farwest is your connection to the West.

2024 Farwest Sponsorship Proposal

Happy Hour Co-Presenting Sponsorship: \$3,500

Farwest is having a party! As the show closes on the first day, Happy Hour begins in the main lobby. Promote your brand to appreciative attendees and exhibitors as everyone enjoys music, beer, wine, and free appetizers. Become one of three Presenting Sponsors for this energetic social event.

Sponsorship Package includes:

- Acknowledgement as a “Farwest Happy Hour Presented by” sponsors listing in all Happy Hour promotional materials and sponsor logo on all Happy Hour signage.
- Fifty (50) complimentary drink tickets to hand out to customers and guests.
- Sponsor logo prominently displayed on four (4) Happy Hour announcement signs located at show Main Entrances and the Main Boulevard on show floor.
- Sponsor logo on the Happy Hour stage signage.
- Sponsor logo on two show entrance signs highlighting all 2024 Sponsors.
- Sponsor logo recognition on all Farwest promotional materials for the Happy Hour including:
 - Farwest Exhibitors materials promoting participation in Happy Hour.
 - All Farwest website pages, including Happy Hour announcement on show features webpage, with hotlink to Sponsor website.
 - Farwest Planning Guide distributed to over 9,000 industry professionals in June issue of Digger magazine and at show.
 - Digger: Farwest Edition, the official show magazine, distributed to over 9,000 industry professionals in August issue and at show.

Hospitality:

- VIP hosting access to a private room overlooking the show floor for approximately 30 guests. Room needs to be reserved prior to show. Event is hosted and paid for by Sponsor except for use of the room.

10% Multi-year Discount: Commit to a multi-year Sponsorship and receive a 10% discount.
\$3,150 (2024) and \$3,150 (2025)

Contact Allan Niemi today

Office: 503.582.2005 Email: aniemi@oan.org

Wednesday: 10am-5pm
Thursday: 10am-5pm
Friday: 10am-2pm

www.FarwestShow.com

503-682-5089 • 888-283-7219

Produced by:

