

AUGUST 21–23, 2024  
Oregon Convention Center



The biggest Green Industry  
trade show in  
the West

## NexGen 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

### **NexGen Networking Event Sponsorship: \$700**

Designed specifically for the next generation in the industry to grow their network, this sponsorship is an opportunity to connect directly with these up-and-coming leaders. This casual networking event is designed to expand your business network and promote your brand throughout the industry.

Limited to two (2) sponsors.

Sponsorship Package includes:

- Sponsor logo featured as NexGen Networking Event Sponsor on Farwest promotional materials including:
  - Networking Event description in the 32-page Farwest Planning Guide distributed to over 9,000 industry professionals in June issue of Digger magazine and at show.
  - Networking Event promotion in Digger magazine Farwest Edition, the official show magazine with over 9,000 copies distributed nationwide and at the show.
  - Networking Event description on Farwest website.
- Sponsor logo on all Farwest website pages including hotlink to Sponsor website.
- Sponsor logo on two (2) directional signs to the networking event and one (1) Thank You Sponsors sign at the networking event.
- Sponsor logo on two show entrance signs highlighting all 2024 Sponsors.
- Opportunity to welcome guests at the beginning of the networking event.

### **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.  
**\$630 (2024) and \$630 (2025)**

### **Contact Allan Niemi today**

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

[www.FarwestShow.com](http://www.FarwestShow.com)

503-682-5089 • 888-283-7219

Produced by:

