



OREGON
ASSOCIATION OF
NURSERIES™

FARWEST
PORTLAND 2026

Farwest Show host hotels now open for booking

Portland, Oregon (February 2, 2026) — Hotel registration is now open for the biggest and greenest nursery industry trade show in the West, the 2026 Farwest Show. The show will be held August 26–28, 2026 at the Oregon Convention Center in Portland, Oregon.

“The Farwest Show offers so much in a short period of time — exhibits, networking, social events, education and more — that staying close by really matters,” said Jamie Moore, events and education coordinator for the Oregon Association of Nurseries. “This year’s theme, ‘Rooted in Relationships,’ emphasizes what we’ve all come to learn, that Farwest is all about building new connections with clients, colleagues and suppliers and strengthening existing ones.

“You want to be as near the heart of the action as you can. Our host hotels are just a quick walk away from the show. You will have easy access to the Tuesday tours, the Wednesday keynote, the expo and seminars Wednesday through Friday, and the signature social events in the evening, including Farwest Happy Hour and Farwest Pub Crawl.”

There are four host hotels this year, all located within easy walking distance of the Oregon Convention Center. They are Hyatt Regency Portland, Courtyard by Marriott Portland Downtown Convention Center, Doubletree by Hilton Portland, and Hotel Eastlund. When booking through Farwest, attendees receive reduced room rates and free WiFi when they check in at the hotel.

To secure a hotel room at a discounted rate, visit FarwestShow.com/Hotel and follow the reservation instructions provided by each hotel. Reservations may also be made directly with the hotel by phone or online. Discounted rates and booking deadlines vary by hotel, and are listed on the website.

Scam warning

The Farwest Show has not partnered with any travel agency for the 2026 show. Please be aware that there are companies contacting exhibitors directly claiming to have room blocks on behalf of the Farwest Show. They are not associated with

the Farwest Show, and we have no control over booking and cancellation fees associated with their services. No housing coordinator for the Farwest Show will make outbound calls to solicit reservations. Visitors are urged to avoid scammers, and to not give credit card information to anyone calling and claiming to be a Farwest travel agent.

Easy access to adventure

Major airlines serve Portland through the Portland International Airport (PDX). Traveling to and from the airport and other citywide destinations by Portland MAX Light Rail and Streetcar lines is convenient and cost-effective for all visitors. Consider extending your stay to enjoy the city's fine dining and wineries experiences, food truck and microbrewery options, and abundant opportunities for verdant hikes and family fun. Many of the fun options for things to do in Portland and beyond can be found at FarwestShow.com/Portland.

For questions, contact the Farwest Team at Farwest@OAN.org or 503-682-5089.

About Farwest

Each year, Farwest brings together growers, suppliers, service providers, retail garden centers, landscape designers, and buyers under one roof, providing a golden opportunity for making new connections and renewing existing ones, too.

Those interested in signing up for a booth may visit FarwestShow.com/Exhibitor-Sign-Up for information, or they may reach out directly to Stephanie Collins at SCollins@OAN.org or 503-582-2001.

In 2025, Farwest had more than 300 exhibiting companies, including wholesale growers, re-wholesalers, garden centers, landscape designers and service providers, allied service providers and suppliers, and more. More than 4,000 attendees and guests came to see the latest plants, products and services available to horticultural businesses. Organizers are already making plans for an even bigger, bolder and better show in 2026.

The Farwest Show is produced by the Oregon Association of Nurseries (OAN). The OAN represents Oregon's \$1.2 billion nursery industry, which is the top agricultural segment in the state. Proceeds from the show are reinvested into industry advocacy, research, workforce development and education, which benefit the nursery and greenhouse industry both regionally and nationally.

Oregon is a nationwide nursery industry leader, in terms of sales as well as influence. It's the leading state for coniferous evergreens, deciduous shade trees, deciduous flowering trees, bareroot nursery products, B&B nursery products and cut Christmas trees.

Complete details on the Farwest Show are available at FarwestShow.com.

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DOWNLOADABLE ASSETS:

Seminar images:

[Farwest Show Seminars image #1 \(from 2025\)](#)

[Farwest Show Seminars image #2 \(from 2025\)](#)

[Farwest Show Seminars image #3 \(from 2025\)](#)

[Farwest Show Seminars image #4 \(from 2025\)](#)

[Farwest Show Seminars image #5 \(from 2025\)](#)

Show logos:

[Farwest Show logo 2026 – wordmark \(green\)](#)

[Farwest Show logo 2026 – wordmark \(purple\)](#)

[Farwest Show logo 2026 – Oregon state outline](#)

2026 FARWEST SHOW RELEASES AND ASSETS

[Farwest Show press room](#)