

AUGUST 26-28, 2026
Oregon Convention Center



The BIGGEST and
GREENEST Industry
trade show in
the West

Build Your Own Sponsorship

Work with FARWEST to create unique experiences that align with your brand!

Position your brand as a leader in the green industry by customizing a sponsorship package that aligns with your goals at Farwest, the largest green industry trade show in the West. This flexible sponsorship opportunity allows you to tailor your presence and maximize your impact with key decision-makers in the nursery, landscape, and retail garden center industries.

With attendees from over 10 countries and 40+ states, Farwest is your gateway to connecting with the West's thriving green industry. Choose from a variety of sponsorship options to create a package that fits your brand's unique needs:

Most Farwest Show Sponsor Packages include marketing, on-site promotion, digital exposure and hospitality benefits. Sponsor Packages can be customized for Farwest Show Events, Exhibit Locations and Networking events. Indicate your interest in the following:

Events & Locations:

- Seminar Track(s)** – 3-day tracks, choose from:
 - Grower*
 - Business*
 - Pest Management*
- Seminar Track** – 1-day Landscape track
- Bus Tours** – Three different tours to choose from:
 - Wholesale*
 - Propagation*
 - Automation*
- Career Boulevard** – sponsor the interactions with new to the industry interns and NexGen horticulture future stars
- Solution Center** – live mini-seminars or workshops for show attendees
- New Product Showcase** – help highlight the latest innovations to an engaged audience

Special Events/Networking:

- Member Night Preview & Reception** - the ultimate behind-the-scenes experience
- Pub-Crawl** – put your brand front and center with decision-makers, buyers and partners
- Happy Hour** - make a lasting impression on hundreds of industry professionals
- NexGen** - a special event dedicated to celebrating and connecting the next generation of industry professionals.
- Women in Hort** - a unique opportunity to elevate your brand, connect with industry trailblazers, and demonstrate your support for diversity and innovation

Wednesday: 12pm-5pm
Thursday: 10am-5pm
Friday: 10am-2pm

FarwestShow.com

503-682-5089 • 888-283-7219

Produced by:



AUGUST 26-28, 2026
Oregon Convention Center



The BIGGEST and
GREENEST Industry
trade show in
the West

On-Site Promotion:

- _____ **Registration Tote/show bags:** company logo on over 2,500 reusable tote bags
- _____ **Lanyard Badges:** company logo on thousands of lanyards for show attendees
- _____ **Floor Decals:** your logo placed on four (4) Large Floor Decals (4'x4') down the main walking areas on the showroom floor
- _____ **Bench Signs:** your logo placed on two (2) Bench Signs on the Main Boulevard
- _____ **Aisle Intersection Signs:** Your logo placed on two (2) Show Floor Aisle intersection signs
- _____ **Promotional Inserts:** the ability to provide all attendees with literature or small promo item inside registration promotional show bags

Most Sponsorship to include Marketing Benefits depending on level and type of sponsorship:

Farwest Planning Guide: Distributed to over 9,000 industry professionals in the June issue of *Digger* magazine and at the show. (Must be secured by March 20 to be included.)

Farwest Show Website: Your logo will be displayed on the Farwest website.

Farwest Edition of *Digger* Magazine: The official show program and magazine with over 9,000 copies distributed nationwide and at the show. (Must be secured by July 1 to be included.)

Farwest Show press releases about any sponsored feature or special event.

Entrance Signage: your logo prominently featured on two (2) show entrance signs, highlighting and thanking 2026 sponsors

Digital Exposure:

- **Website:** Statewide sponsor logo recognition on Farwest website, appearing across all pages, with a direct hyperlink to your website – driving traffic and increasing brand awareness.

Social media: Your logo or company name is mentioned on social media when Farwest promotes the show to attendees and registered guests

Email Campaign: Your logo or company name included in an email blast to show attendees

Hospitality Benefits:

VIP Hosting Room: Access to a private VIP hosting room overlooking the show floor for up to 30 guests. This exclusive space can be reserved for your private event, hosted and paid for by your company (room use is complimentary).

As a sponsor of the annual Farwest Show, your logo and company name will be prominently featured on Farwest promotional materials, on-site activations, signage and more!

Contact the Farwest Show team today!

Wednesday: 12pm-5pm
Thursday: 10am-5pm
Friday: 10am-2pm

FarwestShow.com
503-682-5089 • 888-283-7219



AUGUST 26-28, 2026
Oregon Convention Center



The BIGGEST and
GREENEST Industry
trade show in
the West

Office: 503.682.5089 Trade Show Manager: 503.582.2005 Email: Farwest@OAN.org

Wednesday: 12pm-5pm
Thursday: 10am-5pm
Friday: 10am-2pm

FarwestShow.com
503-682-5089 • 888-283-7219

