

AUGUST 26–28, 2025  
Oregon Convention Center



The BIGGEST and  
GREENEST Industry  
trade show in  
the West

## Career Boulevard – Sponsorship

Farwest, the largest green industry trade show in the West, offers an unparalleled opportunity to connect with over 4,000 industry professionals and 300+ vendors. With approximately 40% of attendees exclusively attending Farwest, this event is the ultimate platform to showcase your brand in the heart of nursery country.

Farwest sponsorship places your brand directly in front of key decision-makers in the nursery, landscape, and retail garden center industries. With attendees from 10+ countries and 40+ states, Farwest is your gateway to the West.

### Why Sponsor the Career Boulevard Display?

The Career Boulevard is a dynamic hub on the show floor, offering job posting, internships, career opportunities, on-site interviews and networking throughout each show day. This feature attracts a steady flow of engaged attendees, providing sponsors with high visibility access to their target audience.

## 2026 Farwest Sponsorship Proposal

**There are two (2) Career Boulevard Sponsorships available!**

### Brand Visibility:

- Your logo prominently featured as a **Farwest Career Boulevard** sponsor on Farwest promotional materials, including:
  - **Farwest Planning Guide:** Distributed to over 9,000 industry professionals in the June issue of *Digger* magazine and at the show. (Sponsorship must be secured by March 20 to be included.)
  - **Farwest Edition of *Digger* Magazine:** The official show program and magazine with over 9,000 copies distributed nationwide and at the show. (Sponsorship must be secured by July 1 to be included.)
  - Sponsor name listed in applicable **press releases** as the show feature sponsor.
  - Sponsor name mentioned in applicable **email blasts** to association members.

### On-Site Benefits:

- Placement of two main-entrance signs with your company logo, highlighting 2026 sponsors.
- Sponsors' logos on two (2) Career Boulevard signs located at the feature's entrance.

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

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

503-682-5089 • 888-283-7219

Produced by:



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#### Digital Exposure:

- Statewide sponsor logo recognition on Farwest website, appearing across all pages, plus featured placement on the Farwest Career Boulevard page, with a direct hyperlink to your website – driving traffic and increasing brand awareness.
- Your logo or company name is mentioned on social media when Farwest promotes the Career Boulevard.

#### Hospitality:

- VIP hosting access to a private room overlooking the show floor for approximately 30 guests. Room needs to be reserved prior to show. Events are hosted and paid for by Sponsor (room use is complimentary).

***Career Boulevard Sponsorships (two available):***                      ***\$875 each***

#### Why Choose Farwest?

Farwest is the ultimate destination for the green industry, offering a comprehensive trade show experience in the heart of nursery country. With unmatched access to industry professionals and decision-makers, **sponsoring the Career Boulevard** area at Farwest ensures your brand is front and center in a highly targeted and engaged environment.

#### Contact Us Today

Don't miss this opportunity to elevate your brand at the largest green industry trade show in the West. Secure your sponsorship today!

**Contact the Farwest Show team today!**

Office: 503.682.5089    Trade Show Manager: 503.582.2005    Email: [Farwest@OAN.org](mailto:Farwest@OAN.org)

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