

AUGUST 26-28, 2026
Oregon Convention Center



The BIGGEST and
GREENEST Industry
trade show in
the West

Happy Hour Sponsorship

Farwest sponsorship places your brand directly in front of key decision-makers in the nursery, landscape, and retail garden center industries. With attendees from over 10 countries and 40+ states, Farwest is the largest green industry trade show in the West. Farwest offers unparalleled opportunities to engage with an anticipated 4,000+ industry professionals and 300+ vendors.

Why Sponsor the Happy Hour?

Sponsoring the **Farwest Happy Hour**, held on Wednesday evening, puts your brand in front and center with decision-makers, buyers and partners. It's your chance to make a lasting impression on key industry's professionals. In previous years, several hundred attendees, exhibitors and industry professionals attended this fun event full of networking opportunities.

2026 Farwest Sponsorship Proposal

Happy Hour Sponsorships Benefit Package includes (3 available):

Brand Visibility:

- Your logo prominently featured as a **Farwest Happy Hour** 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 Show Website page:** Your logo will be displayed on the Happy Hour section of 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. (Sponsorship must be secured by July 1 to be included.)
 - **Recognition** as a sponsor in the Happy Hour press release distributed to industry media
 - Your company logo on four (4) Happy Hour announcement signs on the show's **Main Boulevard** during the event.
 - Your logo is placed on the **Happy Hour stage** for all in attendance to see.
 - Your company logo on two (2) **Welcome signs** at Happy Hour location.

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

FarwestShow.com

503-682-5089 • 888-283-7219

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Digital Exposure:

- Statewide sponsor logo recognition on Farwest website, appearing across all pages, plus featured placement on the Farwest Happy Hour event 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 Happy Hour.

Hospitality Perks:

- Fifty (50) complimentary drink tickets to distribute personally to your customers and to special guests.
- Exclusive VIP hosting access to a private room overlooking the show floor for up to 30 guests. (Room must be reserved in advance. Event hosting and costs are the sponsor's responsibility.) The VIP Room is complimentary.

Happy Hour Sponsorships:

- **Co-sponsorship (three available) at \$3,650 / each**

Multi-Year Discount: Commit to a multi-year sponsorship and enjoy a 10% discount:

- \$3,285 sponsorship for 2026
- \$3,285 sponsorship for 2027

Small Happy Hour Packages:

Nursery Advocate	\$575	* 15 drink tickets for your customers
Nursery Partner	\$350	* 10 drink tickets for your customers
Nursery Friend	\$200	* 4 drink tickets for your customers

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 well-attended Happy Hour** during the Farwest Show ensures your brand is front and center in a highly targeted and engaged environment.

Contact the Farwest Show team today!

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