

AUGUST 26-28, 2026
Oregon Convention Center



The BIGGEST and
GREENEST Industry
trade show in
the West

Keynote 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 your gateway to connecting with the West's thriving green industry.

At Farwest 2026, Dr. Hall will deliver a keynote address titled "**Overcoming Decision Paralysis in the Midst of Uncertainty.**" This session will provide green-industry professionals with actionable strategies to safeguard and grow their businesses during challenging times. With his unparalleled blend of economic insight and industry knowledge, Dr. Hall's keynote promises to inspire and empower attendees to tackle the future with confidence.

Why Sponsor the Keynote Speaker?

Sponsoring Dr. Charlie Hall's keynote address at Farwest 2026 is a unique opportunity to align your brand with thought leadership and innovation in the green industry. Farwest is the largest green industry tradeshow in the West, drawing over 4,000 industry professionals and 300+ vendors from more than 10 countries and 40+ states. Your sponsorship ensures your brand is front and center with a highly targeted and engaged audience.

Take advantage of this powerful platform to showcase your commitment to the industry and connect with key decision-makers. Let your brand be part of the conversation that shapes the future of horticulture.

2026 Farwest Sponsorship Proposal

Keynote Sponsorship Benefit Package Includes (one available):

Brand Visibility:

- Your logo prominently featured as a Seminar Sponsor on 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 Website:** Your logo will be displayed on the keynote speaker 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.)

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:

- Your logo displayed on a 3'x8' banner (provided by Sponsor) at the entrance to the Keynote room.
- Opportunity to display your promotional materials on a table just outside the entrance of the seminar room. The table can be staffed by your team for direct engagement with attendees.
- Your logo featured on two (2) show entrance signs, highlighting 2026 sponsors.
- Your company name mentioned over the PA system when announcing and welcoming the Keynote Speaker to the Farwest stage.

Digital Exposure:

- Your logo displayed on all Farwest website pages, including a hotlink to your website, driving traffic and increasing brand awareness.
- Your logo or company name is mentioned on social media when Farwest promotes seminars.
- Your company name mentioned in email blasts to association members prior to the keynote.

Hospitality Benefits:

- 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).

Keynote Sponsorship Benefit Package (one available): \$3,275

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 Keynote Speaker** at Farwest ensures your brand is front and center in a highly targeted and engaged environment.

Contact the Farwest Show team today!

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

