

AUGUST 26–28, 2026
Oregon Convention Center



The BIGGEST and
GREENEST Industry
trade show in
the West

Member Night Preview & Reception – 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 Member Night Preview and Reception?

The Farwest Show's exclusive **Member Night Preview and Reception** is the ultimate behind-the-scenes experience at the largest horticulture trade show on the West Coast. This invitation-only event offers a dynamic evening of networking, discovery, and celebration, giving attendees an early look at the show's highlights before the doors officially open.

Sponsors enjoy unparalleled high-visibility and direct access to their target audience, making it a prime opportunity to connect with industry leaders and decision-makers. Don't miss this prestigious event that's truly worth the hype!

2026 Farwest Sponsorship Proposal

Member Night Preview Reception Sponsorship Package includes:

Brand Visibility:

- Your logo prominently featured as a **Farwest Member Night Preview & Reception** 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.

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

FarwestShow.com

503-682-5089 • 888-283-7219

Produced by:



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On-Site Benefits:

- **High-Visibility Signage & Recognition:**
 - Placement of two main entrance signs with your company logo, highlighting 2026 sponsors.
 - Sponsors' logos on the Member Night Preview & Reception sign located at the feature's entrance.
 - Mention of company name during welcoming members to the reception

Digital Exposure:

- Statewide sponsor recognition on the Farwest website, appearing across all pages, plus a featured placement on the Member Preview and Reception page-driving traffic and increasing brand awareness.
- Your logo or company name is mentioned in email blasts when Farwest promotes the Member Night Preview & Reception to association members.

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).

Member Night Preview & Reception Sponsorships (two available): \$1,450 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 Member Night Preview & Reception** 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

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