

AUGUST 26-28, 2026
Oregon Convention Center



The BIGGEST and
GREENEST Industry
trade show in
the West

NexGen Reception – 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. Farwest offers unparalleled opportunities to engage with an anticipated 4,000+ industry professionals and 300+ vendors. Approximately 40% of attendees exclusively attend Farwest, making it a unique platform to showcase your brand to a highly targeted audience.

Why Sponsor NexGen?

Be a catalyst for the future of horticulture by sponsoring the NexGen Reception—a special event dedicated to celebrating and connecting the next generation of industry professionals. This unique reception creates a vibrant space for emerging leaders to network, share ideas, and build lasting relationships with peers and established experts alike.

As a sponsor, your brand will be front and center among the industry's rising stars, demonstrating your commitment to innovation, mentorship, and the continued growth of horticulture. Join us at the NexGen Reception and make a meaningful impact by supporting the talent that will shape the industry for years to come.

2026 Farwest Sponsorship Proposal

NexGen Reception Sponsorship Benefit Package (two available):

Brand Visibility:

- Your logo prominently featured as a NexGen 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:** Your logo will be displayed on the NexGen 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

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On-Site Promotion:

- Your company 3'x 8' banner to be displayed at the entrance to the NexGen reception room. (banner provided by Sponsor)
- Opportunity to display your promotional materials on a table just outside the entrance of the reception 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 NexGen reception to attendees.

Digital Exposure:

- Statewide sponsor logo recognition on Farwest website, appearing across all pages, plus featured placement on the Farwest NexGen 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 NexGen reception.

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).
- Four (4) drink tickets for your customers and special guests.

NexGen Reception Sponsorship (two available): **\$925 each**

NexGen Contributor (multiple available): **\$250 each** *Four (4) Drink tickets only*

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!

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Office: 503.682.5089

Trade Show Manager: 503.582.2005

Email: Farwest@OAN.org

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