

AUGUST 26-28, 2026  
Oregon Convention Center



The BIGGEST and  
GREENEST Industry  
trade show in  
the West

## The Presenting Sponsorship

### Be the Face of Farwest: Presenting Sponsorship Opportunity

Position your brand as the leader in the green industry by becoming the Presenting Sponsor of Farwest, the largest green industry trade show in the West. This premier sponsorship opportunity places your brand front and center with 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.

As the **Presenting Sponsor**, your brand will gain unparalleled exposure to an anticipated 4,000+ industry professionals and 300+ vendors. With approximately 40% of attendees exclusively attending Farwest, this is your chance to make a lasting impression on a highly targeted and engaged audience.

**Don't miss this opportunity to lead the conversation and grow your influence in the green industry. Contact us today to secure your Presenting Sponsorship and take your brand to the next level!**

## 2026 Farwest Sponsorship Proposal

### ***Sponsorship Benefit Package includes:***

#### **Brand Visibility:**

- As the exclusive 'Presenting Sponsor' of the annual OAN Farwest Show, your logo will be prominently featured on all 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 home page 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.)

#### **On-Site Promotion:**

- Large exhibit space (10 x20) located in the Main Lobby of the Oregon Convention Center, where all attendees gather and travel to/from the registration area, seminars rooms and to the showroom floor. The booth can be staffed by your team for direct engagement with hundreds of attendees, exhibitors and special guests.

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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- Your logo displayed on a 3'x8' banner (provided by Sponsor) above or near the large exhibit space in the main lobby of the Oregon Convention Center.
- Your logo prominently featured on two (2) show entrance signs, highlighting 2026 sponsors.
- Your company name mentioned as 'The Presenting Sponsor' over the PA system when welcoming attendees to the show each day.
- Your company mentioned in media Press Releases when promoting the event as the Presenting Sponsor of the Farwest Show.
- Your logo placed on four (4) Large Floor Decals (4'x4') down the main walking areas on the showroom floor.
- Your logo placed on two (2) Bench Signs on the Main Boulevard.
- Your logo placed on two (2) Show Floor Aisle intersection signs.
- The ability to provide all attendees with literature or small promo item inside registration promotional show bags.

**Digital Exposure:**

- Statewide sponsor logo recognition on Farwest website, appearing across all pages, with a direct hyperlink to your website – driving traffic and increasing brand awareness.
- Your logo or company name is mentioned a minimum of three times on social media posts when Farwest promotes the show to attendees and registered guests.
- Your company name mentioned in a minimum of two email blasts promoting the Farwest Show.

**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).

**Additional Incentive:**

- **10% Multi-Year Discount:** Commit to a multi-year sponsorship and receive a 10% discount on your sponsorship investment, a discount of \$950 each year.

***This Exclusive Presenting Sponsorship Package:***

***\$9,500***

**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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