

AUGUST 26-28, 2026
Oregon Convention Center



The BIGGEST and
GREENEST Industry
trade show in
the West

Seminar Track 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.

Why Sponsor Educational Seminars?

Farwest invites you to sponsor one or more seminar tracks—Business, Grower, Pest Management, and Landscape—at the Oregon Association of Nurseries Farwest Show. This is a powerful opportunity to boost your brand visibility, connect with leading professionals, and demonstrate your commitment to horticultural excellence and innovation.

As the largest green industry tradeshow in the West, 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.

2026 Farwest Sponsorship Proposal

Seminar Room Sponsorship Benefit Package Includes (five available):

- **Business Track (3 days)**
- **Grower Track (3 days)**
- **Pest Management Track (3 days)**
- **GardenComm Track (1 day only)**
- **Landscape Track (1 day only)**

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.)
 - **Seminars Website:** Your logo will be displayed on the seminars 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 logo displayed on a 3'x8' banner (provided by Sponsor) at the entrance to the seminar room during all seminars.
- 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 seminars throughout the day to attendees.

Digital Exposure:

- Statewide sponsor logo recognition on Farwest website, appearing across all pages-driving traffic and increasing brand awareness.
- Your logo or company name is mentioned on social media when Farwest promotes seminar track.

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).

Seminar Room Sponsorship (five available):

- | | |
|----------------------------------|---------|
| • Business Track (3 days) | \$2,450 |
| • Grower Track (3 days) | \$2,450 |
| • Pest Management Track (3 days) | \$2,450 |
| • GardenComm Track (1 day only) | \$ 850 |
| • Landscape Track (1 day only) | \$ 850 |

Additional Incentive:

- **10% Multi-Year Discount:** Commit to a multi-year sponsorship and receive a 10% discount on your sponsorship investment.

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!

Office: 503.682.5089 Trade Show Manager: 503.582.2005 Email: Farwest@OAN.org

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