

AUGUST 26-28, 2026  
Oregon Convention Center



The BIGGEST and  
GREENEST Industry  
trade show in  
the West

## Supporting Sponsorship

Position your brand as the leader in the green industry by becoming the Supporting 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 **Supporting Show 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 Supporting Sponsorship and take your brand to the next level!**

## 2026 Farwest Sponsorship Proposal

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

#### **Brand Visibility:**

- As the exclusive 'Supporting 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:**

- Your logo prominently featured on two (2) show entrance signs, highlighting 2026 sponsors.
- Your company name mentioned as 'The Supporting Sponsor' over the PA system when welcoming attendees to the show, one announcement per day.

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 is placed on two Large Floor Decals (4'x4') located down the main walking areas on the showroom floor.
- Your logo is placed on two Bench Signs on the Main Boulevard.
- Your logo is placed on two Show Floor Aisle intersection signs.

**Digital Exposure:**

- Statewide sponsor logo recognition on the Farwest website, appearing across all pages—driving traffic and increasing brand awareness.
- Your logo or company name mentioned a minimum of two times on social media when Farwest promotes the show to attendees and registered guests.
- Your company mentioned in at least one email blast to association members when promoting the 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 Supporting Sponsorship Package:***

***\$5,500***

**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, as a Supporting Sponsor of the Farwest show, 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](mailto:Farwest@OAN.org)

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