

AUGUST 26-28, 2026  
Oregon Convention Center



The BIGGEST and  
GREENEST Industry  
trade show in  
the West

## Bus Tour Sponsorship

Why Sponsor? 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 the largest green industry trade show in the West. Farwest offers unparalleled opportunities to engage with an anticipated 4,000+ industry professionals and 300+ vendors.

Standing out to potential buyers and partners can be challenging on a crowded trade show floor. The **Farwest Bus Tour Sponsorship** addresses this by moving your brand beyond the booth and into an immersive educational experience.

Our **bus tours** are curated experiences that transport attendees directly to leading wholesale nurseries and greenhouse operations. As a sponsor, you are integrating your brand into a premium educational journey. This solution offers a unique touchpoint to engage with attendees in a relaxed, focused environment where they are eager to learn and network, providing a depth of interaction that standard advertising cannot match.

## 2026 Farwest Sponsorship Proposal

### Bus Tour Sponsorship, three (3) available:

- **Growers Wholesale Tour**
- **Propagation Tour**
- **Automation Tour**

### Brand Visibility:

- Your logo prominently featured as a Farwest Bus Tour 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 in publication.)
  - **Bus Tour Website page:** Your logo will be placed on the Bus Tour section of the Farwest website with hotlink to your company's website.
  - **Farwest Edition of *Digger* Magazine:** The official show program and magazine with over 9,000 copies distributed nationwide and at the show. (Must be secured by July 1 to be included in publication.)

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

FarwestShow.com  
503-682-5089 • 888-283-7219

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#### On-Site Benefits:

- **Direct Engagement:** The exclusive opportunity for a company representative to accompany the tour bus visiting nursery sites, allowing for direct networking with bus tour attendees.
- **Product Sampling:** The ability to distribute promotional items (t-shirt, hat, snacks, etc.) and/or literature to 50 tour attendees. OAN to provide lunch bags for each attendee.
- **High-Visibility Signage:** Logo placement on bus signs and two Farwest show main-entrance signs, highlighting 2026 sponsors.

#### Digital Exposure:

- Statewide sponsor logo recognition on Farwest website, appearing across all pages, plus featured placement on the Farwest Bus Tours 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 bus tours.
- Your company's name mentioned in Farwest Show email blasts promoting the bus tours.

#### ***Bus Tour Sponsorship (three available):***

***\$950 each***

- **Growers Wholesale Tour**
- **Propagation Tour**
- **Automation Tour**

#### Hospitality Perks:

- Exclusive VIP hosting access to a private room overlooking the show floor for up to 30 guests. (The VIP Room must be reserved in advance. Event hosting and costs are the sponsor's responsibility.) The VIP Room is complimentary.

#### 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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