

AUGUST 26-28, 2026
Oregon Convention Center



The BIGGEST and
GREENEST Industry
trade show in
the West

Women in Hort - 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 Women in Hort?

We invite you to become a sponsor of the Women in Hort networking event at the upcoming Farwest Show—a unique opportunity to elevate your brand, connect with industry trailblazers, and demonstrate your support for diversity and innovation in horticulture.

As 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. 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

Women in Hort Reception Sponsorship Package (two available) includes:

Brand Visibility:

- Your logo prominently featured as a Women in Hort 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 Website:** Your logo will be displayed on the Women in Hort 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.)
 - **Farwest Press Release:** Your company name mentioned in press releases when promoting Women in Hort event.

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 Women in Hort reception room.
- 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 the event and/or your company representative to welcome attendees to the Women in Hort reception.

Digital Exposure:

- Statewide sponsor logo recognition on Farwest website, appearing across all pages, plus featured placement on the Farwest Women in Hort 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 Women in Hort 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).

Women in Hort Reception Sponsorship (two available): \$850 each

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, sponsoring a seminar room at Farwest ensures your brand is front and center in a highly targeted and engaged environment.

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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