

AUGUST 26–28, 2026
Oregon Convention Center



The BIGGEST and
GREENEST Industry
trade show in
the West

New Varieties Showcase - Sponsorship

Farwest, the largest green industry trade show in the West, offers an unparalleled opportunity to connect with over 4,000 industry professionals and 300+ vendors. With approximately 40% of attendees exclusively attending Farwest, this event is the ultimate platform to showcase your brand in the heart of nursery country.

Farwest sponsorship places your brand directly in front of key decision-makers in the nursery, landscape, and retail garden center industries. With attendees from 10+ countries and 40+ states, Farwest is your gateway to the West.

Why Sponsor the New Varieties Showcase and Display?

The New Varieties Showcase is a dynamic hub on the show floor, offering a peak into the next generation of superstar plants. The showcase celebrates the new varieties hitting garden centers next spring! This feature attracts a steady flow of engaged attendees, providing sponsors with high visibility and direct access to their target audience.

2026 Farwest Sponsorship Proposal

The New Varieties Showcase Sponsorships Package (one available): Showcasing the next generation of superstar plants to wow customers next year. This feature attracts a speedy flow of attendees and exhibitors throughout each show day and is located on the show floor.

Brand Visibility:

- Your logo prominently featured as a **Farwest New Varieties Showcase** 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 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.)
 - Sponsor name listed in applicable **press releases** as the New Varieties Showcase feature sponsor.

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

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

Produced by:



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On-Site Benefits:

- **High-Visibility Signage:**
 - Placement of your company name or logo on two main show entrance signs highlighting 2026 sponsors.
 - Sponsors' logos on two (2) New Varieties Showcase signs' headers located at the feature's entrance and the Main Boulevard on the show floor.

Digital Exposure:

- Statewide sponsor logo recognition on Farwest website, appearing across all pages, plus featured placement on the Farwest New Varieties Showcase 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 the New Varieties Showcase.

Hospitality:

- VIP hosting access to a private room overlooking the show floor for approximately 30 guests. Room needs to be reserved prior to show. Events are hosted and paid for by Sponsor (room use is complimentary).

The New Varieties Showcase Sponsorships (one available): \$2,750 each

The New Varieties highlights the latest new plants and flowers for Farwest attendees and registered guests throughout each day of the show. The New Varieties Showcase is located on the show floor and enjoys a steady stream of attendees and registered guests each day.

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 the New Varieties Showcase** feature 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!

Office: 503.682.5089

Trade Show Manager: 503.582.2005

Email: Farwest@OAN.org

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