

Farwest Show Sponsorships

Plant Your Brand and Reap the Rewards



Since the early 1970s the Farwest Show has been setting the standard in the nursery industry for a quality trade show.

With more than 720 exhibitors, 1,184 booth spaces, and averaging over 10,000 attendees, the annual Farwest Show in Portland, Oregon is your ticket to everything green.

The Farwest Show Experience

In 2009.....

Participants rated Farwest as the most important show in the business.

70% of attendees made a purchase at the show or planned to place an order.

Seminars provided exhibitors and attendees with information they felt would help them with their work.

CONNECT with your target audience

- Exhibitors and attendees are decision makers: 79% of exhibitors and 70% of attendees in 2009 were the business owner, president, manager or buyer.
- Participants rated Farwest as the most important show in the business.

EXPOSE your brand to industry professionals

- Gain nationwide exposure: in 2009 participants from 46 states and 16 countries were at the Farwest Show.
- Build upon existing relationships and start new ones: 92% of exhibitors and 84% of attendees have been at the show multiple times.

LEVERAGE your advertising dollars

- In 2009, Farwest show advertising reached over 20,000 growers, 20,000 garden centers, and 10,000 landscape professionals.
- Sponsorship targeted impressions range from over 180,000 to 50,000.
- Farwest offers multiple channels to promote your company: events, products, and show features.

BRAND EXPOSURE

Depending on your investment level we have several opportunities for you to gain brand exposure to your target audience:

- Event flyers
- www.farwestshow.com website (*over 30,000+ visitors*)
- Seminar and information guide (*37,500 mailed*)
- Show guide (*13,000 printed*)
- Access to registrant mailing list
- Show poster mailer (*25,000 mailed*)
- Event signage (*10,000+ visitors*)
- Show postcard mailer (*25,000 mailed*)
- VIP hosting
- Show hall entryway signage (*10,000+ visitors*)

Chris Sweet
Oregon Association of Nurseries
503.682.5089
csweet@oan.org

The Farwest Show Experience

In 2009.....

Farwest show advertising reached over 20,000 growers, 20,000 garden centers, and 10,000 landscape professionals.

Sponsorship targeted impressions range from over 180,000 to 50,000.

Sponsorship Opportunities

The Farwest Show offers many sponsorship opportunities which can be creatively constructed to meet your marketing and sales goals. Please contact the OAN to request a formal proposal and to discuss package details.

- **Show Entry Archways** (\$3,500) – make an impression as participants enter the show.
- **New Products Showcase** (\$3,000) – The New Product Showcase will feature unique, non-plant products that improve green industry practices or promote the success of segments in the green industry. Just as the New Varieties Showcase for plants in large-scale production has grown in popularity, we anticipate that the New Product Showcase will be a must-see destination at the show. Title sponsorship of this feature is available for \$5,500.
- **Interactive Learning Center Sponsor** (\$3,000) - the Interactive Learning Center will offer hands on learning with industry peers featuring building core brand and merchandising.
- **Internet Café** (\$1,500) – the place where exhibitors and attendees can place orders, check availability, and email.
- **Exhibitor's Breakfast (SOLD)**
- **Manager's Circle Sponsor (SOLD)**
- **Shopping Bags (SOLD)**
- **Lanyards (SOLD)**
- **Garden Center Pavilion (SOLD)**
- **Nursery Tour (SOLD)**
- **Food Court (SOLD)**
- **Spanish Translation Headsets (SOLD)**
- **Pesticide Tract Sponsor (SOLD)**



Chris Sweet
Oregon Association of Nurseries
503.682.5089
csweet@oan.org