



Fresh Ideas

Oregon Convention Center • Portland, Ore.

The 2012 show will be full of Fresh Ideas – Even the Expo Floor!

The Farwest Show is creating an **ALL-NEW FLOOR PLAN** next year and we want you to be a part of it. The new plan will feature:

- More corners and endcap opportunities
- Aisles leading towards the loading dock, making move in and out easier
- Less booths facing a wall
- More specialty plant displays
- Expanded New Varieties Showcase and Garden Center Pavilion



We understand that many exhibitors have been in their booth for several years and we appreciate your participation. Our relocation process will honor this relationship. Set to begin at the end of September, you will go online to use an interactive map that will show available open booths and fellow exhibitor locations. A priority system will be followed, assigning each exhibitor an appointment time to choose their new location. For those that do not have online capabilities you are free to come into the OAN's Wilsonville office (or call 800.342.6401) for your appointment.

If you want a prime location – be sure to sign up to be in the 2012 Farwest Show today!

Booth Choice Priority will be handled as listed below:

- **Tier One — Exhibitors with a Signed Contract and Paid in Full by September 10 — also receives 10% discount**
 - Sorted by OAN Membership and number of years company has exhibited in the show, followed by Non-members and number of years company has exhibited
 - Exhibitors will be notified of their appointment time by September 12
 - All Tier One's will be placed before opening up to Tier Two – if you miss your appointment, call the OAN office
- **Tier Two — Exhibitors with a Signed Contract and Paid Deposit by September 30**
 - Sorted by OAN Membership and number of years company has exhibited in the show, followed by Non-members and number of years company has exhibited
 - Exhibitors will be notified of their appointment time by October 4
 - All Tier Two's will be placed before opening up to Tier Three – if you miss your appointment, call the OAN office
- **Tier Three — Exhibitors with a Signed Contract and Paid Deposit by October 30**
 - Sorted by OAN Membership and number of years company has exhibited in the show, followed by Non-members and number of years company has exhibited
 - Exhibitors will be notified of their appointment time by November 4
- **Starting December 1st, the floor will open up on first-come-first-served basis.**
 - To secure a booth space, exhibitors must be ready to sign a contract and pay the deposit within 30 days. *Deposits not paid within 30 days may automatically return the booth to open inventory.*

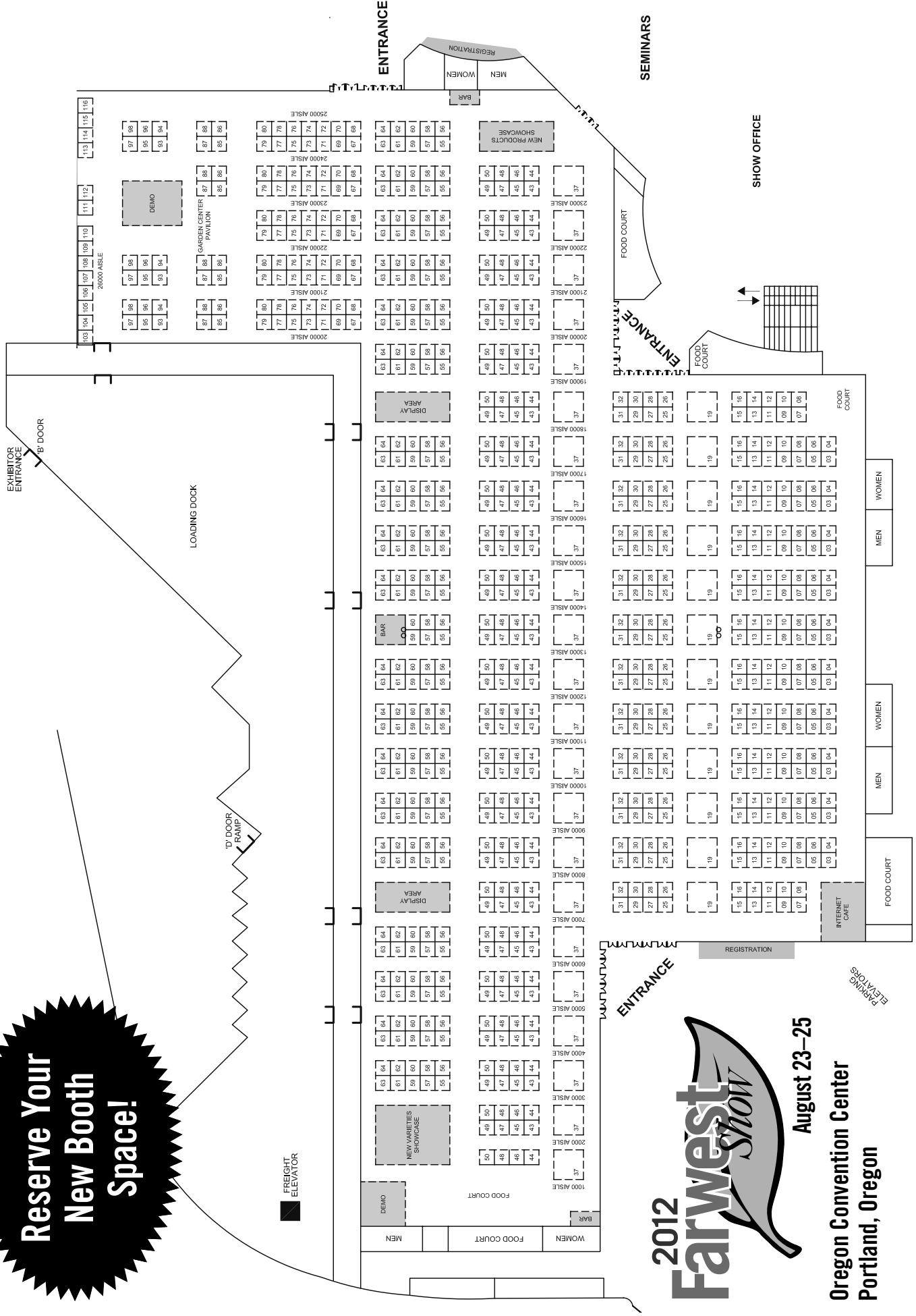
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New floor plan for 2012

Revised August 2011

**Reserve Your
New Booth
Space!**

1ST AVENUE



August 23-25
Oregon Convention Center
Portland, Oregon

PARKING
ELEVATORS