

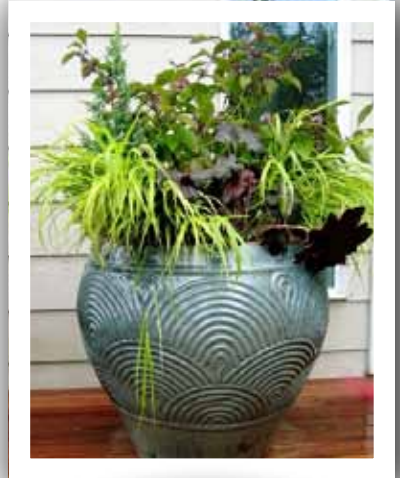


CONTAINER Showcase



Show retail buyers how to merchandise your plants!

Planted containers continue to be big items for the end consumer. That's why we created the Farwest Container Showcase. It's an exceptional way to showcase your plants, expand your show floor presence and increase your sales. More than 30 container exhibit spaces are available down the show main boulevards.



- **FREE for OAN Members**
- **Non-members: \$100 per 3.5 ft. x 3.5 ft. display space**

The Farwest Show attracts a diverse green industry audience. The audience consists of 31 percent retail garden centers, 29 percent growers and 10 percent landscapers and related people.



THE RULES:

- Display platforms will be approximately 6 inches off the ground, creating a mini stage for your entry.
- Your container creations must follow these criteria:
- Plant material or container cannot exceed the 3.5 ft. x 3.5 ft. display space.
- Plant material needs to make up 85 percent of the design and cannot exceed 8 feet in height.
- Containers must arrive at the show planted, on a pallet and ready for placement.
- Signage will be provided with company name and booth number for each display. No additional promotional materials are allowed in the display.
- Container(s) must arrive by noon Wednesday, August 24 and be picked up after show close, by noon Sunday, August 28.
- Exhibitors must arrange for delivery and pickup of their containers. Container(s) must be delivered on a pallet, and wrapped in protective material so that it may be placed by forklift operator.
- Participation in the Container Showcase is limited to 2011 Farwest Show exhibitors.
- Electrical power is NOT available for any container display.
- Exhibitors are not allowed to "man" their container in the exhibit space.
- It's optional for exhibitors to sell containers from the show floor, but sales transactions and container pick-up are the sole responsibility of the exhibitor and may not be removed from the show floor until close of show on Saturday, August 27.
- The location and final placement of containers on the show floor will be decided and managed by the Farwest Show.

RESERVE YOUR SPACE TODAY. You just might inspire garden center retailers to buy more of your plants!

Register: www.farwestshow.com • **Details:** 800-342-6401 or info@oan.org