



2011 FARWEST SHOW HIGHLIGHTS AND FACTS

- What:** The 2011 Farwest Show: the West's largest horticulture trade show
- Highlights:** The 2011 Farwest Show, now in its 39th year, will focus on new plant varieties, sustainable practices, retail demographics and merchandising tips, and will also celebrate the Year of the Conifer. Show highlights include:
- A full array of [seminars](#), including an opening night presentation by College Football Hall of Fame Coach Vince Dooley and noted author and horticulturist Dr. Michael Dirr
 - Two full days of nursery and merchandising [tours](#), including a stop at the North Willamette Research and Extension Center for agricultural research
 - The [New Varieties Showcase](#), which will feature new annuals, perennials, edibles, grasses, shrubs and trees in a garden center style setting offering merchandising ideas
 - The [New Product Showcase](#), which will offer solutions to help the bottom line, improve product quality and retailers' product mix
 - The Sustainability Resource Center, which will provide hands-on resource information on how sustainable practices lead to operational efficiencies and market advantages
 - The [Garden Center Pavilion](#), a destination designed for retail garden center buyers, will feature 20 minute merchandising demonstrations along with specialty retail vendors
 - 2011: Year of the Conifer - Oregon conifer displays and free 15-minute workshops on new introductions; care and landscape companions will be featured on the show floor
- When:** August 25-27. Seminars 9:00 a.m. - noon; Expo hours noon - 6:00 p.m., Thursday and Friday and noon - 4:00 p.m., Saturday. Tours are scheduled for Tuesday and Wednesday, August 23-24
- Where:** Oregon Convention Center, 777 NE Martin Luther King, Jr. Blvd., Portland, OR 97232
- Cost:** Expo-only registration is \$10 per person for a three-day pass before July 31 (\$15 after July 31 deadline). For seminar and tour registration costs, go to www.farwestshow.com
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