

2010 Farwest Show

Fact Sheet

Website:	www.farwestshow.com
Show/Seminar Dates:	August 26-28, 2010
Nursery Tours:	August 24 - 25, 2010
Show hours:	Noon – 6 p.m. Thursday – Friday Noon – 4 p.m. Saturday
Seminar Hours:	Begin at 9:00 am all three days
Location:	Oregon Convention Center 777 NE Martin Luther King Jr. Boulevard Portland, OR
Show Registration:	Registration is \$10 per person for a 3-day pass before July 31 (\$15 after July 31st deadline). You may register online at www.farwestshow.com .
Seminar Registration:	All sessions: \$95 by July 31, After July 31 - \$115 Includes three-day admission to the Farwest Show Plus admission to seminars all three days. Single day: \$65 by July 31, After July 31 - \$75 Includes three-day admission to the Farwest Show Plus choose one day to attend seminars. Manager's Circle Pass - \$149, After July 31 - \$159 Includes three-day admission to the Farwest Show/Seminar Pass and Premium "Manager's Circle" workshop.
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Show Features

GARDEN CENTER PAVILION: The Farwest Show offers a complete trade show and educational experience for the nation's garden centers. The Garden Center Pavilion, presented by Ball Horticulture, features products for the retail gift department. The Pavilion also offers bursts of inspiration with FREE 20 minute workshops to help the retailer sell more inventory. Topics include appealing to an emerging Customer base, capitalizing on veggies and herbs, how color influences a customer's buying habits, developing focal areas and creating free displays that sell.

NEW PRODUCTS SHOWCASE: Find the newest and best products for your business in the **New Products Showcase**, featuring non-plant products and services introduced to the US market in 2009 or 2010. Criteria for the showcase includes labor savings, production process improvement, resource conservation, business system improvements and more.

NEW VARIETIES SHOWCASE: New varieties can stimulate sales and excite everyone involved in growing, selling and buying plants. This year's selections reflect smaller sizes, better performers, new colors, shapes and forms. The plants are displayed in a garden professionally designed by a team of landscape designers from ANLD (Association of Landscape Designers). Entry into the showcase require plants to be either new to the market or previously available only in limited quantities, offer unique characteristics that distinguish them from other introductions, and be offered for sale by a Farwest Show exhibitor so you can easily find a source for the new material.

CREATING CONNECTIONS with peers and industry leaders is easy at the Farwest Show.

In addition to making connections on the show floor with exhibitors, check out the Women in Horticulture Networking event on Friday morning, August 27. New this year, the Career Center can help you take the next step in your career. FREE roundtable discussions cover "Getting Back to Work-- Everything You Need to Get a Job After a Layoff" and "What Human Resource Managers are Thinking". If you would like to dust off your credentials, sign up for a FREE professional resume review.