



August 25-27, 2011
Portland, Ore.

The Farwest Show Experience

“As an owner and retail manager, I go to shows to see the latest and greatest for the coming year and purchase it while I’m there, seeing it in person.”

“We felt the show was very valuable to our buying direction and planning for next year.”

“Nice show, fantastic displays ... we were buyers, see you next year!”

“Made new contacts and strengthened existing ones.”

“As a retail owner, I appreciate having an opportunity to send my buyers somewhere that does not require such a long distance to travel.”

Garden Center Pavilion

Sponsored by Ball Horticulture



Featuring vendors selling specialty retail products and gift lines, the Garden Center Pavilion is a destination for retail garden center buyers.

GET YOUR PRODUCT IN MORE STORES

With more than 600 exhibitors, 1,000 booth spaces and an average of over 8,000 attendees, the Farwest Show offers a mid-season opportunity to write business for Christmas and the coming year.

The Garden Center Pavilion is a special feature on the show floor that includes 20-minute merchandising workshops. It is directly marketed to retail garden center buyers throughout the country and offers companies an opportunity to have a presence on the West Coast, while still having exposure on a national scale.

Who Attends the Farwest Show?

Owners, managers and buyers of independent garden centers, nursery growers and landscape professionals who purchase or plan on ordering from exhibitors all attend the show. This is a unique chance to offer retail buyers the chance to buy for the nursery and gift shop at the same time.

We don't sell plants, why would I exhibit in the Farwest Show?

The independent garden center is a new breed of retailer. As a way to differentiate themselves from the larger box stores, they have incorporated gift departments to create a lifestyle oasis for the consumer.

YOUR INVESTMENT

The cost for a 10x10 booth space in 2011:

- \$625 – OAN Member
- \$675 – Non-member

MORE INFORMATION

Contact Jenni Burkhead at jbkhead@oan.org or 503.559.4581. You can also find us at www.farwestshow.com.