



LEADERS BRING INNOVATORS TOGETHER.

Your sponsorship drives your business and the industry toward success.

Sponsorship Opportunities

IRRIGATION SHOW | Dec. 4-5, 2019
EDUCATION WEEK | Dec. 2-6, 2019
Las Vegas Convention Center
Las Vegas, Nevada

AGRICULTURE
LANDSCAPE
GOLF
NURSERY & FLORICULTURE
SPORTS TURF

Co-located with **NGWA** and **ARCSA**.



Calling all leaders and industry game-changers

Your commitment to our industry drives innovation forward.

Showcase your support, supercharge your brand's presence and generate excitement for thousands of seasoned and aspiring irrigation professionals coming together under one roof to explore, connect and learn at the 2019 Irrigation Show.

EXHIBITORS AGREE

93%

IMPROVED RELATIONSHIPS WITH CURRENT CUSTOMERS

90%

INCREASED COMPANY'S VISIBILITY IN THE INDUSTRY

80%

REACHED NEW QUALIFIED CUSTOMERS

(Taken from the 2018 exhibitor survey)



What sponsorship gets you

Champion	Leader	Advocate	Friend
\$12,000 to \$18,000	\$8,000 to \$11,999	\$5,000 to \$7,999	Up to \$4,999

Complimentary full registrations	3	2	2	1
Backlit panel box with your ad	2	1	1	1
Acknowledgment of your support at the general session	✓	✓	✓	✓
Logo and link on the Irrigation Show website	✓	✓	✓	✓
Recognition in the 2019 Irrigation Show Guide	✓	✓	✓	✓
Recognition in the 2019 Registration Brochure (contract due May 15)	✓	✓	✓	✓
Company name and logo on signage throughout the show	✓	✓	✓	✓
Sponsor badge ribbons for all company representatives	✓	✓	✓	✓
Access to the reserved conference rooms on the show floor	✓	✓	✓	✓
Recognition in IA Times and News Harvest, the IA's monthly e-newsletters	✓	✓		
Insertion of approved marketing material (provided by sponsor) in 4,000 Irrigation Show bags	✓	✓		

Sponsor Guidelines

Sponsorships are open to all exhibitors with the following guidelines.

Companies in the regular manufacturer of irrigation products and components membership category will not be allowed to sponsor show events without having an exhibit booth. If a company in the manufacturer of complementary products, business supplier, dealer/distributor, manufacturer's representative, consultant or contractor membership category would like to sponsor events without having an exhibit booth, a specified nonexhibitor fee will be

added to their sponsorship commitment no less than the price of a 10' x 10' booth. Discounts are available for platinum and gold IA members.

Prior year sponsors have first right of refusal for the next year, up to 15 days from announcement date. If not committed by that date, the sponsorship is available on a first-come, first-served basis. If there are multiple interested parties, sponsor will be determined based on priority points.

Champion of Irrigation

Certification/Education

\$18,000 (Exclusive)

\$15,000 (Multiple)

The Irrigation Show attracts attendees because it has earned a reputation for offering the industry's best and most comprehensive education opportunities. Make a lasting impression on attendees dedicated to advancing their lifelong career in the irrigation industry.

Sponsor benefits include

- Champion of Irrigation benefits.
- signage acknowledging partner sponsorship in prominent locations near education classrooms.
- your logo at the beginning of all PowerPoint presentations used in education classes.
- reserved table for your company at the Certification Luncheon.
- company notepads (provided by sponsor) to be placed in all education classrooms.

Call the Irrigation Association at 703.536.7080 to customize your sponsorship today.

Keynote Address

\$18,000 (Exclusive)

\$15,000 (Multiple)

The keynote address is a popular event every year, attracting attendees from all sectors of the industry. Put a spotlight on your company's name at this year's keynote address.

Sponsor benefits include

- Champion of Irrigation benefits.
- your logo on keynote address event promotion.
- a one-minute video of a company representative or a company promo to be played at the keynote address. You provide the video; make it as simple or fancy as you like.
- signage acknowledging partner sponsorship in prominent locations at the keynote address.
- opportunity to provide promotional literature for distribution before the address (exclusive only).
- your logo on RFID tower wraps located outside of the keynote address (exclusive only).

General Session

\$18,000 (Exclusive)

\$15,000 (Multiple)

The general session is the marquee event during the Irrigation Show. Put your brand front and center as the industry celebrates successes of the past year and looks forward to the bright future ahead. During this session, attendees will congratulate award winners and hear the IA's CEO and president of the board discuss past industry successes and exciting plans for the future.

Sponsor benefits include

- Champion of Irrigation benefits.
- your logo on general session event promotion.
- a one-minute video of a company representative or a company promo to be played at the general session. You provide the video; make it as simple or fancy as you like.
- signage acknowledging partner sponsorship in prominent locations at the general session.
- opportunity to provide promotional literature for distribution before the session (exclusive only).
- your logo on RFID tower wraps located outside of the general session (exclusive only).



Wi-Fi | \$18,000 Exclusive

What's the Wi-Fi password? Give attendees complimentary Wi-Fi access all week as the exclusive Irrigation Show Wi-Fi sponsor. Wi-Fi access will cover the exhibit hall, meeting rooms and common areas within the convention center.

Sponsor benefits include

- Champion of Irrigation benefits.
- company name on venue Wi-Fi network.
- company logo on Wi-Fi network splash page.
- opportunity to customize Wi-Fi password.
- promotional opportunities: Attendees will be notified of the free Wi-Fi service several times prior to the event, and sponsor will be recognized and thanked in each notification.

Champion of Irrigation

Lanyard \$12,000 (Exclusive)

Would you like to see every attendee wearing your company name? Get this high-level visibility through the exclusive sponsorship of the official Irrigation Show lanyard! Lanyards are distributed to each attendee at registration, and your logo will be prominently featured.

Sponsor benefits include

- Champion of Irrigation benefits.
- your logo on 4,000 Irrigation Show lanyards (provided by sponsor).

Trade Show Bag \$12,000 (Exclusive)

Highlight your company to attendees before they even step onto the show floor. Given out at registration, participants use show bags throughout the duration of the show and long after!

Sponsor benefits include

- Champion of Irrigation benefits.
- your logo on 4,000 Irrigation Show bags (provided by sponsor).



Sponsored lanyards at the 2018 Irrigation Show



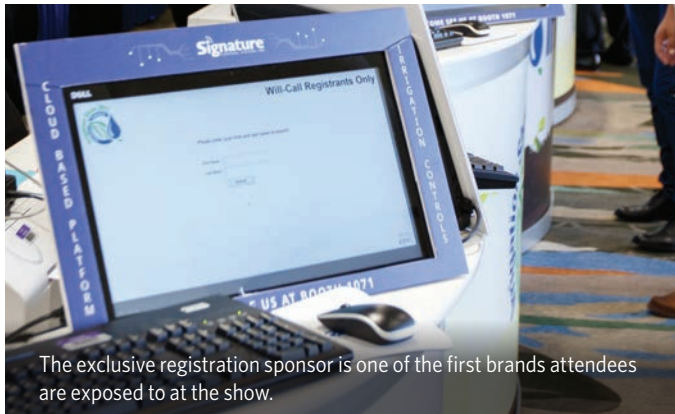
Attendees keep and reuse their trade show bags long after the show.



SPONSOR THESE ITEMS

Contact Exhibit Services Manager Tiffany Wilson
(tiffanywilson@irrigation.org; 703.536.7080).

Leader of Irrigation



The exclusive registration sponsor is one of the first brands attendees are exposed to at the show.

Registration \$11,000 (Exclusive)

No one gets into the show without first going through registration. Get maximum exposure by being the 2019 Irrigation Show registration sponsor!

Sponsor benefits include

- Leader of Irrigation benefits.
- recognition and logo in all registration confirmation emails.
- your logo on monitor wraps to be placed around registration monitors.
- your logo on mousepads to be used at registration monitors.

Mobile App \$11,000 (Exclusive)

Gain brand visibility over and over again as attendees pull up the Irrigation Show mobile app throughout the week!

Sponsor benefits include

- Leader of Irrigation benefits.
- exclusive sponsor of the mobile app.
- your logo and recognition on mobile app directions.
- your logo and link to website on mobile app home page.

Hotel Key Cards \$10,000

Increase your visibility by branding the hotel key cards that attendees will be using countless times to enter their rooms. Place your company name directly in their hands, from the time they check in to the time they leave Las Vegas.

Sponsor benefits include

- Leader of Irrigation benefits
- company branding on all hotel key cards for Irrigation Show hotels.

Charging Stations \$10,000 (Exclusive)

Help participants power up their smart phones, laptops and other devices without leaving the convention center.

Sponsor benefits include

- Leader of Irrigation benefits.
- your logo on six charging stations located throughout the show floor.

Show Floor Lounges \$10,000 (Exclusive)

These show floor lounges will be THE place for attendees to relax and network.

Sponsor benefits include

- Leader of Irrigation benefits.
- signage at several of the show floor lounges.

Opening Night Party \$8,000 (Exclusive)

The opening night party will once again kick off our annual event, and your company can share the credit for this fun gathering. Las Vegas is a city known for excitement, and this event will provide Vegas food and fun as attendees reconnect with friends and colleagues.

Sponsor benefits include

- Leader of Irrigation benefits.
- your logo on opening night event promotion.
- signage acknowledging partner sponsorship in a prominent location at the event.
- 30 opening night event invitations for you to give to your best customers.



Show attendees network and catch up with old friends at last year's opening night party in Long Beach, California.

Advocate of Irrigation

Notepads

\$7,000 (Exclusive)

Have your company logo on all the conference notepads as attendees take notes throughout the event and beyond.

Sponsor benefits include

- Advocate of Irrigation benefits.
- exclusive right to provide notepads with your company's logo to Irrigation Show attendees placed in multiple locations throughout the show (minimum of 3,000 provided by sponsor).

Pens

\$7,000 (Exclusive)

Attendees take notes throughout the event. Put your company logo on the pens they use and grab to take home.

Sponsor benefits include

- Advocate of Irrigation benefits.
- exclusive right to provide pens with your company's logo to Irrigation Show attendees to be placed throughout the show (minimum of 3,000 provided by sponsor).

New Product Contest

\$6,000 (Exclusive)

The new product contest is a hot spot on the show floor. Attendees come to check out the new products and then return to see which ones won. Show your company's commitment to innovation by sponsoring this special showcase area.

Sponsor benefits include

- Advocate of Irrigation benefits.
- signage acknowledging sponsorship in the new product contest area.
- your logo on new product contest event promotion.

Opening Night Party

\$5,000 (Multiple)

See page 5 for details.

Water Cooler Stations

\$5,000 (Exclusive)

Attendees will enjoy a cup of cold filtered water from water coolers branded with your logo.

Sponsor benefits include

- Advocate of Irrigation benefits.
- your logo on three water cooler station wraps.



 **Ready to reserve your sponsorship package?**

Contact Exhibit Services Manager Tiffany Wilson
(tiffanywilson@irrigation.org; 703.536.7080).

Friend of Irrigation

Young Professionals Breakfast \$4,000 (Multiple)

This event is booming in popularity every year. Highlight your company and create brand awareness as we welcome attendees under 40 to network and enjoy breakfast.

Sponsor benefits include

- Friend of Irrigation benefits.
- signage acknowledging sponsorship at the Young Professionals Breakfast event.
- your logo on Young Professionals Breakfast event promotion.
- opportunity to distribute promotional material on table at event.

Women in Irrigation Social \$4,000 (Multiple)

Women in the industry make a point to attend this annual event. Put a spotlight on your company at this reception bringing together women and celebrating their contributions in irrigation.

Sponsor benefits include

- Friend of Irrigation benefits.
- signage acknowledging sponsorship at the Women in Irrigation social event.
- your logo on Women in Irrigation social event promotion.
- opportunity to distribute promotional material on tables at the event.

Education Breaks \$4,000 (Multiple)

It's break time! Help attendees taking classes throughout the week stay focused and refreshed.

Sponsor benefits include

- Friend of Irrigation benefits.
- signage acknowledging sponsorship in the education area.

RFID \$4,000 (Exclusive)

Get recognition at the week's main events through this new opportunity. Radio-frequency identification technology is used at the show to track attendee data, and your company will be featured on several towers located at the entrance of the exhibit hall.

Sponsor benefits include

- Friend of Irrigation benefits.
- your logo on RFID tower wraps located at the entrance of the exhibit hall.



**BE A CATALYST FOR INNOVATION
AT THE LARGEST IRRIGATION
INDUSTRY SHOW IN THE WORLD.**

Sponsorship opportunities that get people talking:

- 1 Opening night party
- 2 Watercooler stations
- 3 New product contest
- 4 Women in Irrigation Social
- 5 Young Professionals Breakfast



A la Carte Items

Banners

\$2,000-\$6,000

Picture your message on a banner hanging over a busy hallway as attendees walk to and from registration, education classes and the exhibit hall. (Sponsor provides artwork.)

Escalator Clings

\$2,000-\$6,000

Promote your brand and/or company message as attendees are going to and from meeting rooms, registration and the expo floor. (Sponsor provides artwork.)

Backlit Panel Box

\$2,000 each

All eyes will be on you in these 7-foot highly visible light boxes, placed in locations with heavy traffic so your product can shine and be seen. (Sponsor provides artwork.)

Irrigation Show Bag Insert

\$1,800

Everyone loves a goody bag! Thousands of industry professionals will pick up a show bag upon arriving at the Irrigation Show. Put a special offer inside to drive traffic to your booth — a promotional item, product sample, product literature, etc. (Sponsor provides 4,000 inserts.)

Conference Rooms

\$1,000

People come to the Irrigation Show to connect with current customers, potential customers and peers. Conference rooms on the show floor are open to all exhibitors to hold on-site meetings or simply network. Sponsor signage will be displayed in conference rooms.

Carpet Decals

\$700-900

Getting walked on was never so rewarding! We can help you pick some of the best high-traffic areas to place a carpet decal with your company's message. (Sponsor provides artwork.)



BE THE OMNIPRESENT BRAND.

Contact Exhibit Services Manager Tiffany Wilson
(tiffanywilson@irrigation.org; 703.536.7080).

A la carte sponsorship opportunities

Clockwise from top left: Backlit panel box, banner, carpet decal, escalator cling



Online Opportunities



Enhance your web exposure and search engine results while promoting your products and services 24/7.
Build your brand awareness, increase traffic to your booth and supercharge your presence at the 2019 Irrigation Show.

Enhanced Online Listing Options	Basic (included with booth)	Level 1 \$195	Level 2 \$395	Level 3 \$695
Online Booth Profile Add relevant company information.	300 characters	500 characters	700 characters	1,000 characters
Product Categories Select categories that buyers are likely to use when searching for you.	10	15	20	40
Products Display detailed descriptions of your products.	2	5	10	15
Welcome Message Add your profile opening statement.	Not included	50 characters	60 characters	60 characters
Website URL Add your website link to your profile.	Included	Included	Included	Included
Company Logo Add your logo to your company profile.	Not included	Included	Included	Included
Brands Include your brands in the keyword search.	50 characters	75 characters	100 characters	100 characters
Press Release Highlight what's new and happening at your company.	Included	Included	Included	Included
Social Media Icons Link to your Facebook, Twitter and LinkedIn pages.	Included	Included	Included	Included
Show Specials Spotlight show discounts and specials.	1	2	3	5

Online Floor Plan Options

Banner Ads

Every attendee will check out the floor plan. Catch their attention with a banner on the floor plan webpage.

First Position — Exclusive | \$895

Second Position — Limited to five rotating ads | \$595

Third Position — Unlimited rotating ads | \$395

Company Logo

Make your booth stand out from the others by placing your company logo on the interactive floor plan.

\$395 (only for 20' x 20' and larger sized booths)

Online Videos

Influence potential buyers by placing a video link in your online profile. Your uploaded videos are encoded to play on multiple platforms including mobile devices.

\$295



Contact Tiffany Wilson
(tiffanywilson@irrigation.org;
703.536.7080) to reserve your
online listings.

2019 Show Guide Advertising

Member Discount*

IA platinum members - 30%

IA gold members - 10%

IA silver, bronze and regular members - 5%

*Maximum of two discounts per ad. Second discount applies after first. Member discounts may not be combined.

Sponsorship Discount

All Champion, Leader and Advocate show sponsors receive an additional 5% off ad space.

Agency Discount

The IA offers a 10% agency discount as a courtesy to advertising agencies that meet the following criteria: Ad agency is a commissionable, independent business entity, with no affiliation to its clients, accepting full responsibility for contracting ad placement, professional production, timely ad submission and full payment of all advertising placed on behalf of its client. The agency discount is not available to "house agencies," for ads picked up from prior years, or to advertisers who receive the double discount.

Premium Positions	
Back cover	\$3,990
Inside front or back cover	\$3,780
First right-hand advertising page	\$3,780
Regular Positions	
Full-page	\$3,360
2/3-page	\$2,860
1/2-page horizontal	\$2,360
1/3-page square or vertical	\$1,290
1/6-page vertical	\$690

Please note: Prior year advertisers have first right of refusal for the same ad position next year, up to 15 days from announcement date. If not committed by that date, the ad position is available on a first-come, first-served basis. If there are multiple interested parties, position will be determined based on priority points, not advertiser.

For more information about the Irrigation Show and sponsorships, go to www.irrigationshow.org.

Specifications

Advertiser & Agency Requirements

- All ads require a completed 2019 *Irrigation Show Guide* advertising contract.
- Show guide advertising contract is due by **Aug. 1, 2019**, to reserve space.
- Ad material is due in the stipulated size by **Sept. 1, 2019**.
- Advertisers and advertising agencies assume liability for all content, including text, representation and illustration of advertisements printed, and also for any claims originating with the ad and made against the publisher.
- No pricing or product comparisons may be made in the ad. The IA reserves the right to refuse any ads or make alterations to ads that do not comply.

Material Requirements

- Preferred file format** — high-resolution, press-ready PDF
- Other accepted file formats** — Illustrator AI or EPS, InDesign, or Photoshop TIFF or JPEG (flattened)

File Preparation

- Build pages to ad size and include a 0.125-inch bleed on all edges and trim marks.
- All fonts (including fonts for all imported graphics) must be embedded or converted to outlines.
- All color images must be saved as CMYK four-color process and be a minimum of 300 dpi at 100% of actual size. Vector or line art graphics must be a minimum of 600 dpi.
- Include all linked graphics. (All images must be linked correctly and meet specifications above.)

File Submission

Upload advertising materials directly to www.irrigationshow.org/showsponsors.

Materials are due by Sept. 1. The IA reserves the right to reject any materials submitted after that date and is not responsible for associated printing errors.



RESERVE YOUR SPACE in this additional exclusive benefit for Irrigation Show exhibitors!



Advertising Contract



Co-located with
NGWA and ARCSA

Advertiser Information

Name _____ Title _____
Company _____
Street Address _____
City _____ State _____ ZIP _____ Country _____
Tel _____ Fax _____
Email _____

Advertiser Information

Agency _____
Contact Name _____
Street Address _____
City _____ State _____ ZIP _____ Country _____
Tel _____ Fax _____
Email _____
Authorizing Signature _____
Print Name _____ Date _____

Fees

Note: Advance payment is required. Your card will be charged upon receipt.

Gross Total	\$ _____	
Less Member Discount	\$ _____	<i>Include 5% for regular members, 10% for gold members or 30% for platinum members. Member discounts may not be combined.</i>
Sponsorship Discount	\$ _____	<i>All champion, leader and advocate show sponsors receive an additional 5% off ad space.</i>
Subtotal	\$ _____	<i>One additional discount allowed off subtotal (subject to qualification).</i>
Less 10% Agency Discount	\$ _____	<i>Must meet agency discount eligibility; see terms and conditions.</i>
Net Total	\$ _____	

Payment

\$ _____ **U.S. Total Enclosed** (or charge authorized)

- Bill Advertiser**
 Bill Agency
 Check Enclosed (Remit in US\$ drawn on a U.S. bank, payable to the Irrigation Association.)

Charge: VISA MasterCard Discover American Express

Card Number _____ Expiration Date (month/year) _____
Name on Card _____
Signature _____ Date _____

December 2-6, 2019
Las Vegas Convention Center
Las Vegas, Nevada

Deadlines for 2019 Irrigation Show Guide

Space Reservation: Aug. 1, 2019

Materials Due: Sept. 1, 2019

Pick up from 2018 (must be same size)

Premium Position: _____

Ad Size: _____

Terms & Conditions

Advertiser and agency agree to the advertising terms and conditions set forth on the rate card by submission of this contract to the Irrigation Association.

Cancellation Policy

Written cancellation of order must be received no later than the artwork deadline of Sept. 1, 2019, to avoid billing. Cancellations without written acknowledgement from the publisher will not be accepted.

Any order canceled after the artwork deadline stated on this contract will incur the full insertion cost. Late delivery of materials may incur forfeiture of space at full cost.

Fax or Email Today

Fax or email this form with credit card information or mail with payment.

Irrigation Association

8280 Willow Oaks Corporate Drive,
Suite 400, Fairfax, VA 22031

www.irrigationshow.org

Tel: 703.536.7080 | Fax: 703.536.7019

info@irrigationshow.org

For Office Use Only

Date Received _____

Received By _____

iMIS ID _____



8280 Willow Oaks Corporate Drive
Suite 400
Fairfax, VA 22031-4507
Tel: 703.536.7080
info@irrigationshow.org



Elevate Your Business

Sponsorships at the Irrigation Show take your business to the next level, setting you apart as an industry influencer.

2019 IRRIGATION SHOW

Explore. Connect. Learn.

The 2019 Irrigation Show and Education Week is a program of the Irrigation Association, a not-for-profit 501(c)(6) organization dedicated to promoting efficient irrigation. Unlike for-profit trade shows, revenue from the Irrigation Show supports IA initiatives to benefit its members and the irrigation industry by improving industry proficiency through continuing education; recognizing and promoting experience and excellence with professional certification; ensuring industry standards and codes reflect irrigation best practices; and influencing water-use public policy at the local, state, regional and national levels.

The 2019 show will be co-located with the National Ground Water Association and the American Rainwater Catchment Systems Association.

www.irrigationshow.org

