

**20
20**

**EXPLORE.
CONNECT.
LEARN.**

Irrigation Show **and Education Week**

Presented by the Irrigation Association

EXHIBITOR PROSPECTUS

IRRIGATION SHOW | Dec. 2-3, 2020
EDUCATION WEEK | Nov. 30- Dec. 4, 2020

Henry B. Gonzalez Convention Center
San Antonio, Texas

www.irrigationshow.org



SHOWCASING THE BEST / AGRICULTURE / LANDSCAPE / GOLF / NURSERY & FLORICULTURE / SPORTS TURF

WHY EXHIBIT AT THE IRRIGATION SHOW?

Get Real ROI

It's the largest irrigation exhibition in the world.

Be part of the ultimate resource for irrigation systems, products and services — the 2020 Irrigation Show and Education Week. The show attracts more than 4,500 qualified buyers and decision-makers who want to

- see innovative products and smart solutions.
- find new suppliers.
- get a first look at new technologies.
- learn about current business trends and irrigation best practices.
- network with industry leaders.

Irrigation Show attendees include manufacturers, distributors, dealers, contractors, consultants, growers and more. We bring your customers to you for two jam-packed days of closing sales and growing your business.

New Product Contest

Feature your company as an innovator.

The Irrigation Show's new product contest showcases cutting-edge technologies and product innovations introduced within the past year. **Open exclusively to exhibitors**, the contest is a unique opportunity to

- reach attendees at the most popular area on the show floor.
- promote new products and services.
- enhance your company's reputation for innovation.

Applications will be accepted between May 1 and Aug. 30.

One winner in each category will receive free publicity, customized logo artwork for company marketing and recognition at the show and on the Irrigation Show website.

Visit www.irrigationshow.org for contest eligibility, rules and past winners.

SUBMIT YOUR CONTRACT NOW to qualify for early bird rates (see pg. 7).

WHO WILL VISIT YOUR BOOTH?



45%

FIRST-TIME
ATTENDEES

55%

RETURNING
ATTENDEES



52%
LANDSCAPE

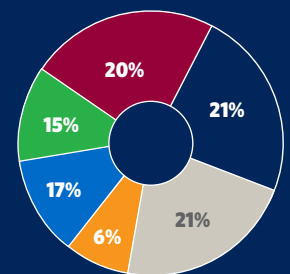


33%
AGRICULTURE



15%
OTHER

TOP ORGANIZATION TYPES



- Dealer/Distributor
- Manufacturer
- Contractor
- University/Government
- Consultant
- Other (includes 8% unanswered)

EXHIBITORS AGREE

93%

IMPROVED
RELATIONSHIPS WITH
CURRENT CUSTOMERS

90%

INCREASED
COMPANY'S VISIBILITY
IN THE INDUSTRY

80%

REACHED
NEW QUALIFIED
CUSTOMERS

THE EXHIBITOR PACKAGE: IT'S MORE THAN A BOOTH.

Your booth space fee includes

- two FREE full registrations.
- two FREE exhibit-only badges for booth personnel.
- 50 FREE expo-only VIP guest passes to distribute to your customers.
- PROMINENT sponsorship opportunities.
- FREE marketing toolkit with suggestions and samples to promote your presence at the show.
- FREE personalized exhibitor portal powered by a2z.
- FREE company listing on the online show floor map.
- FREE attendee mailing list with emails for pre- and post-show marketing (by request).
- FREE company and product listings in the *2020 Irrigation Show Guide*.
- FREE company and product listing on the official show app.
- FREE press release distribution through the exhibitor portal.



SHOW ATTENDEES AGREE

96% learned about new products/technologies

91% made new business connections

90% were exposed to new ideas related to their jobs

89% learned new skills and best practices

92% got insight on improving irrigation practices



ATTENDEE PLANS FOR 12 MONTHS AFTER SHOW

92%

VISIT EXHIBITOR WEBSITES BASED ON INFORMATION FROM SHOW

92%

CONTACT EXHIBITORS MET AT SHOW

85%

PURCHASE PRODUCT AS A RESULT OF CONTACTS MADE AT SHOW

91%

OF ATTENDEES ARE QUALIFIED BUYERS/ INFLUENCERS

Excerpt from the December 2018 Irrigation Show data and January 2019 show survey responses

EXHIBITOR SCHEDULE

Exhibitor Registration & Move-In Dates

Monday, Nov. 30	8:00 a.m.–6:00 p.m.
Tuesday, Dec. 1	8:00 a.m.–6:00 p.m.
Wednesday, Dec. 2*	7:00 a.m.–9:00 a.m.

Exhibit Dates & Hours

Wednesday, Dec. 2	11:00 a.m.–5:00 p.m.
Thursday, Dec. 3	11:00 a.m.–3:00 p.m.

Exhibit Move-Out Dates

Thursday, Dec. 3**	3:30 p.m.–9:00 p.m.
Friday, Dec. 4	8:00 a.m.–1:00 p.m.

* Exhibitor setup must be completed by 8:00 a.m. Wednesday, Dec. 2.

** No portion of any exhibit may be dismantled and/or removed before 3:30 p.m. Thursday, Dec. 3. Violators will be fined and will forfeit priority points earned for 2021 Irrigation Show.

EXHIBITOR FEES

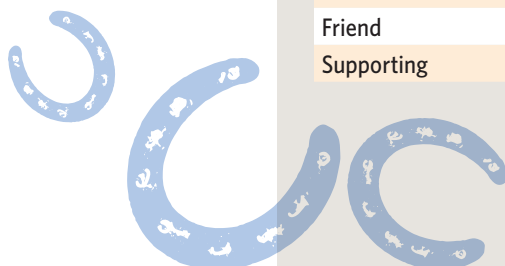


	On or before Jan. 31, 2020	On or after Feb. 1, 2020	
Member*	\$2,100	\$2,200	per 10' × 10' space
Nonmember	\$4,900	\$5,100	per 10' × 10' space
Premium for corners: Add \$100 per corner			

* To qualify for member pricing, IA membership dues must be paid through December 2020, or a membership application must be submitted with the booth space contract. **Platinum members receive an additional 5% discount.**

Each 10' × 10' booth space includes 8' back drape, 3' side drape, company identification sign, aisle carpeting and exhibit hall security. **Exhibitors are responsible for the following services, which are not included in the booth space fee:**

- booth furnishings
- carpet/flooring (required by Irrigation Show management)
- inbound and outbound shipping and freight handling costs
- electrical, internet and water services
- audiovisual equipment
- booth installation and dismantling
- booth cleaning
- individual booth security



PRIORITY POINT SYSTEM

The priority point system rewards your company for support of the Irrigation Association. The greater your support, the more points you earn. Points earned each year are accumulated and applied toward your assignment order for the following year's show.

How to Earn Points

Priority points for booth assignment at the 2020 Irrigation Show are calculated by adding points accumulated during previous years to those earned for member activities through Dec. 31, 2019.

Qualifying activities include

- IA membership.
- booth space rental at the Irrigation Show.
- booking hotel room in IA room block. **NEW!**
- sponsorship at the Irrigation Show.
- advertising in the *Irrigation Show Guide*.
- advertising in *Irrigation & Green Industry* and *Irrigation Today*.
- point assignment and transfer.*

* Points are assigned to the member company that earned them. Points are transferable from one member to a subsidiary or parent company at the IA's discretion. Transfer requests must be made in writing and accompanied by documentation of the corporate relationship.

Early Booth Selection Priority Point Deadline: Feb. 28, 2020

Get your place in line! Take advantage of your priority points by submitting your contract by Feb. 28. After Feb. 28, you could lose your position and be assigned on a first-come, first-served basis after other exhibitors with priority points.

IA Membership		Booth Space	
Premium - Platinum	5 points	17+ booths	4 points
Premium - Gold	3 points	6-16 booths	3 points
Premium - Silver	2 points	2-5 booths	2 points
Premium - Bronze	1 point	1 booth	1 point
Regular membership	1 point	IA Room Block	
Sponsorships		Book hotel room in IA room block	1 point
Champion	4 points	Show Guide Advertising	
Leader	3 points	One full-page minimum	1 point
Advocate	2 points	Magazine Advertising	
Friend	1 point	Irrigation & Green Industry	
Supporting	1 point	6 full-page ads min.	2 points
		6 fractional-size ads min.	1 point
		Irrigation Today	
		2 full-page ads min.	2 points
		2 fractional-size ads min.	1 point

RETURNING EXHIBITORS receive one loyalty point for each year they've exhibited at the show since 2000.

SPACE ASSIGNMENT PROCESS

Booth space assignments for the 2020 Irrigation Show are assigned as follows:

1. Spaces will be assigned to all IA members whose booth space contracts were received on or before Feb. 28, 2020, with assignment order determined by the priority point system.
2. Booth space contracts received after Feb. 28, 2020, will be assigned on a first-come, first-served basis until all booth space is sold.

The IA reserves the right to relocate an exhibitor's booth space due to facility changes, fire marshal regulations or any other reason in the best interest of the overall show.



2020 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	8.5" x 11" (trimmed)	\$3,990
Inside front or back cover	8.5" x 11" (trimmed)	\$3,780
First right-hand advertising page	8.5" x 11" (trimmed)	\$3,780
Regular Positions		
Full-page	8.5" x 11" (trimmed)	\$3,360
1/2-page horizontal	7.75" x 4.875"	\$2,360
1/3-page square	5.125" x 4.875"	\$1,290
1/3-page vertical	2.4375" x 10"	\$1,290
1/6-page vertical	2.4375" x 4.875"	\$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.

ROPE 'EM IN!

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

To download and complete the advertising contract, go to www.irrigationshow.org/showguide.

Specifications

Advertiser & Agency Requirements

- All ads require a completed 2020 Show Guide advertising contract.
- Show guide advertising contract is due by **Sept. 1, 2020**, to reserve space.
- Ad material is due in the stipulated size by **Oct. 1, 2020**.
- 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" 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 **Oct. 1**. The IA reserves the right to reject any materials submitted after that date and is not responsible for associated printing errors.



BOOTH SPACE CONTRACT



Company Profile (Information will be included in the 2020 Irrigation Show Guide.)

Company _____ Tel _____

Street Address _____

City _____ State _____ ZIP _____ Country _____

Email _____ Website _____

Primary Focus (Check only one.)

Agriculture Turf-Landscape Golf Other (please specify) _____

First-time exhibitor at this show? Yes No

Exhibitor Representative (All show information will be sent to this individual, including booth assignment correspondence and exhibitor newsletters.)

Name _____ Title _____

Contact Information (Complete below if information is different from above.)

Company _____ Tel _____

Street Address _____

City _____ State _____ ZIP _____ Country _____

Email _____ Website _____

Booth Space Fees (per 10' x 10' space)

On or before Jan. 31, 2020

On or after Feb. 1, 2020

Member: \$2,100 \$2,200

Nonmember: \$4,900 \$5,100

Premium for corners: Add \$100 per corner

Discounts

Early Bird: Jan. 31, 2020

Submit your contract by Jan. 31, 2020, and save \$100. Contract must be accompanied with a 50% deposit. Payment in full due by June 30, 2020.

Priority Point Placement Deadline: Feb. 28, 2020

Multiple Booth Discount: Receive an additional discount when you purchase more than one booth:

- 2% discount for 2 to 5 booths
- 4% discount for 6 or more booths

Booth size (e.g., 20' x 20'): _____' x _____'

booths purchased _____ x \$ ^{Enter Booth} _{Space Fee} = _____ (A)

Plus # corners purchased _____ x \$100 = _____ (B)

= _____ Subtotal 1

Multiple booth discount:

Subtotal 1 minus 2% or 4% = _____ (C)

= _____ Subtotal 2

Platinum member discount:

Subtotal 2 minus 5% = _____ (D)

= _____ TOTAL

Payment

A payment of 50% of the booth space fee must be submitted with contract. Balance is due by June 30, 2020.

After June 30, all contracts must be submitted with full payment. Contracts received without appropriate payment will not be processed. The IA will adjust fees as needed to correct misreported member status or calculation errors.

\$ _____ **US Total Enclosed** (or charge authorized)

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 _____

Contract Submission and Authorization

By signing and submitting this contract, your company agrees to the IA's booth space assignment procedure contained on this contract and with the Irrigation Show exhibit terms and conditions contained on the Irrigation Show website at www.irrigationshow.org.

Signature _____ Date _____

Presented by the Irrigation Association

Irrigation Show | Dec. 2-3, 2020

Education Week | Nov. 30- Dec. 4, 2020

Priority Point Deadline

Feb. 28, 2020

In order to activate your priority points and be placed in line to select your booth, we must receive your contract by this date along with a 50% deposit. Contracts received after that date will be placed on the show floor on a first-come, first-served basis.

Booth Space Assignment

Each IA-member contract received with required payment on or before Feb. 28 will be assigned space. Contracts received on or after March 1 and all nonmember booths will be assigned space on a first-come, first-served basis. One booth number will be assigned per contiguous block of booth space.

Booth Space Selection

If the IA receives your contract on or before Feb. 28, you will be contacted in priority point order when it is your turn to select your booth location. If the IA receives your contract on March 1 or after, you will be assigned on a first-come, first-served basis after all the prior contracts have been assigned. The IA encourages you to take advantage of your priority points and submit your contract on or before Feb. 28, 2020.

Cancellation Policy

If booth space is canceled/reduced prior to June 30, 2020, the IA will retain 25% of total cost; after June 30 through Aug. 31, 50% of total cost will be retained. After Aug. 31 no refunds will be given. All cancellations must be received in writing.

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 _____

Booth Assigned _____

Irrigation Association

8280 Willow Oaks Corporate Drive, Suite 400
Fairfax, VA 22031-4507

Tel: 703.536.7080 | info@irrigationshow.org

THANKS TO OUR 2019 EXHIBITORS. ADD YOUR NAME IN 2020 AND MAKE YOUR MARK.

Action Machining	CLS Outdoor Environments	Heritage Plastics	Lawn & Landscape	Praxis	Tempo Communications
Action Technology - Tekni-Plex	ConnectMe Solutions	HindSite Software	Leemco Inc.	Precision Laboratories	The Toro Company
Advanced Drainage Systems	Cornell Pump Company	Hinkley Lighting Inc.	Lifetime Lighting Systems	Precision Pumping Systems	T-L Irrigation Company
Agri-Inject Inc.	Corona Tools	HIT Products Corporation/ RainPro	Lindsay Corporation	Pro Products LLC	Travis Pattern & Foundry
AgSense	Cresline Plastic Pipe Company Inc.	Horizon Distributors	MacLean Highline Products	Rachio Inc.	Tree Hugger Solutions LLC
Airmar Technology	Danner Mfg. Inc.	HSTI	Magnation Water Technologies	Rain Bird Corporation	TriBus LLC
Alliance Outdoor Lighting	Davey Water Products	Hubbell	Master Gardner Company	Rainwater Management Solutions	TrynEx, a Douglas Dynamics Company
Alwasail Industrial Company	Davis Instruments	Hunter Industries Inc.	Matco-Norca	Ranch Systems	Tsurumi Pump
American Lighting	Dawn Industries Inc.	HydroPoint	Maxijet Inc. & Mister Landscaper Inc.	RealmFive Agriculture	Tucor Inc.
American Rainwater Catchment Systems Association	DeWitt Company	Hydro-Rain Inc.	Maximum H2O	Reef Industries Inc.	Underhill International Corp.
Amiad Water Systems	DIG Corporation	HYMAX by Krausz USA	Mazzei Injector Co. LLC	Regency Wire & Cable	Unique Lighting Systems
Andros Engineering	Dragon-Line	Illumicare Group Limited	MCC USA Inc.	Reinke Irrigation	Universal Motion Components
Anhui Irritech Agriculture Equipment Corporation Limited	Dura Plastic Products Inc.	Infiltrator Water Technologies	McCrometer Inc.	Responsive Drip Irrigation LLC	Universal Sales
Anjon Manufacturing	Dynamax Inc.	Injekt-O-Meter Mfg. Co. Inc.	Miller-Leaman Inc.	Revista Deriego	USDA National Agricultural Statistics Service
Antelco Corporation	Ecoturf Midwest Inc.	In-Situ	MiniTrencher	Robbco Pumps	Valley Irrigation
Applied Engineering Products	Effebi USA	International Sustainable Irrigation Expo	Morrill Industries Inc.	Roth North America	Valplastic USA LLC
AquaCheck USA	EMCO/ IntelliRain	IPEX USA LLC	Motorola/Mottech Water Solutions	SBA Loan Group	Valvulas y Medidores El Rosario
AquaFuse by CMF Global Inc.	EnviroTech Soil Solutions Inc.	Irrigation Components International Inc.	Munro	Seametrics Inc.	Vectorworks Inc.
Aqualine Inc.	Epic Plastics	Irrigation Listings	MurCal Inc.	Senninger Irrigation Inc.	Victaulic
Arborjet/Ecologel	Epiphene Incorporated	Irrigation Solutions	Murray Corporation	Sensoterra	VOLT/AMP Lighting
Armada Technologies	Evoqua Water Technologies	Irrigation Technology Program	Nationwide Tank and Pipe	Sentek Technologies	Shine On Lighting
Association of Outdoor Lighting Professionals	Ewing Irrigation Products	Irrigation Training & Research Center	N-Drip Inc.	ShinMaywa	ShinMaywa
Atlantic Water Gardens	E-Z Weld Inc.	Irrigazette	NDS - National Diversified Sales Inc.	Sistemas de Filtrado y Tratamiento de Fluidos S.A.	SiteOne Landscape Supply
B.A. Fischer Sales Co. Inc.	Farmers Review Africa	Irrinet	Nebraska Irrigation	Smart Rain	Smart Rain
BALDR International	FB Balzanelli SRL	Irriplast Irrigation System LLC	Nelson Irrigation Corp.	Smart Water Ideas	Smart Water Ideas
Barrett Engineered Pumps	FEBCO - A Watts brand	Irritec USA	Neptune Chemical Pump Co.	SNF Inc.	SNF Inc.
Baseline Inc.	FIBOX Enclosures	Irritrol	Netafim USA	Soileau Industries Inc.	Sole Saver
Bauer North America	FLOMEC	Irrrometer Company Inc.	North American Pipe Corp.	Sollos Landscape Lighting	Sollos Landscape Lighting
Bermad Inc.	Flow Pro LLC	JCM Industries Inc.	Oatey	Spagetti Stickler	Spears Manufacturing Company Inc.
Best Quality Lighting	Focus Industries Inc.	JM Eagle Inc.	OCMIS North America	Spectrum Technologies Inc.	Spectrum Technologies Inc.
Blackburn Manufacturing Co.	Fresno Valves & Castings Inc.	Kasco Marine Inc.	Oldcastle Infrastructure	Spiio Inc.	Sprinkl
Blue Planet Environmental	Gheen Irrigation Works	Kifco Inc.	Omni Gear	SRW Products	SRW Products
Bluelab Corporation US	Green Shield	King Innovation	Orival Water Filters	StrongBox	StrongBox
Bowsmith Inc.	Greentek Energy Systems	KJ Ketterling Enterprises LLC	Paige Electric - Ag	Sun Flow Inc.	Sun Flow Inc.
Brilliance LED LLC	GuoGuru	K-Rain Manufacturing Corp.	Paige Electric Company	Sure-Flo Fittings	Sure-Flo Fittings
Buckner Superior	Ground Cover Industries Inc.	Kroy Industries	Phoenix Specialty Mfg. Co.	T&C Mfg. & Operating Inc.	T&C Mfg. & Operating Inc.
Bullseye Products LLC	Guangdong Lingxiao Pump Industry Co. Ltd.	Kuriyama of America	Pierce Corporation	TECNIDRO SRL	TECNIDRO SRL
Bushman Rain Harvesting	Gulf Agriculture Magazine	KZValve	PM Group Irrigation Technologies	TECO SRL	TECO SRL
Carlisle SynTec Systems	H2O Flow Pro	Lake Company	Ponaflex Hose		
Center for Irrigation Technology	HARCO Fittings	Land F/X	Potato Grower Magazine/ Harris Publishing Inc.		
Christy's	Hastings Irrigation Pipe Co.	Landscape Products			
	Hendrickson Bros.	LASCO Fittings Inc.			

*Exhibitor list as of 11/12/2019

EXPLORE. CONNECT. LEARN.

Submit your contract by Jan. 31, 2020, to receive the discounted rate. Members save over 40% on exhibitor fees. To qualify for member pricing, IA membership dues must be paid through December 2020, or a membership application must be submitted with the booth space contract. Platinum members receive an additional 5% discount.

The 2020 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.