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LEARN.

IrrigationShow
and Education Week

2021 Sponsorship Opportunities

IRRIGATION SHOW | DECEMBER 8-9, 2021
EDUCATION WEEK | DECEMBER 6-10, 2021
San Diego Convention Center, San Diego, California



Let's ride the waves together.

The IA is looking ahead to brighter days and excited to reconvene in the sun and sand of San Diego for the 2021 Irrigation Show.

We can feel the excitement of those in our industry who are ready to embrace what is ahead and the opportunities the future holds. The 2021 Irrigation Show and Education Week is full speed ahead, with some adjustments reflecting changes in the way we interact and do business. The Irrigation Show may change and evolve and look a little different than in the past, but **we haven't lost sight of our original goal of providing a place for the industry to come together to explore, connect and learn.** We prefer to think of it as finding ways to improve on what we offer and focus on the elements that make it valuable to you, while finding new and creative ways to increase our audience.

We invite you to look at the sponsorship opportunities provided inside. We understand that the pandemic affected each organization differently, but our hope is that our industry will be able to come together in December with a renewed and reenergized outlook on the future and irrigation's role in it.

EXHIBITORS AGREE

90%

IMPROVED
RELATIONSHIPS
WITH CURRENT
CUSTOMERS

86%

INCREASED COMPANY'S
VISIBILITY IN THE
INDUSTRY

80%

REACHED NEW
QUALIFIED
CUSTOMERS

Excerpt from the 2019
Irrigation Show data and
show survey responses

What Sponsorship Gets You

	PLATINUM (\$15,000 and higher)	GOLD (\$10,000 to \$14,000)	SILVER (Under \$10,000)
Acknowledgment of your support through promotional emails and on-site signage	✓	✓	✓
Logo and link on the Irrigation Show website	✓	✓	✓
Recognition in the 2021 Irrigation Show Mobile App	✓	✓	✓
Recognition in the registration brochure	✓	✓	✓
Company logo prominently displayed on signage throughout the show	✓	✓	✓
Sponsor badge ribbons for all company representatives	✓	✓	✓
Recognition in digital newsletters	✓	✓	
NEW Recognition in the conference pocket guide	✓	✓	
NEW Recognition in the November issue of <i>Irrigation & Green Industry</i>	✓		
NEW Recognition in the Fall issue of <i>Irrigation Today</i>	✓		

SPONSOR GUIDELINES

Companies who would like to sponsor an event or a promotional item at the Irrigation Show and Education Week are highly encouraged to exhibit at the show. 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.



Reserve your perfect sponsorship package today!

Contact Business Development Director **STEPHANIE CLARK** at 703.472.5810 or stephanieclark@irrigation.org.

Platinum Sponsorships

IA University

SOLD - LANDSCAPE (EXCLUSIVE)
SOLD - AGRICULTURE (EXCLUSIVE)

In 2019, over 500 attendees took classes at the show. Show them your support as they advance their education. Benefits are relative to landscape or ag segment.

Benefits include

- platinum sponsor benefits for landscape; silver sponsor benefits for agriculture.
- your logo at the beginning of all PowerPoint presentations used in education classes.
- company notepads distributed to IA University students (notepads provided by sponsor, minimum dimensions of 5.5" x 8.5").*
- registrant list (including name, title, company, mailing address and email for IA University landscape and ag classes.
- **NEW** full-page advertisement in class manual.
- signage recognition displayed in education area.
- opportunity to provide company literature, collateral, etc. in classrooms.
- **NEW** company branding on IA University manual and handout covers used for Irrigation Show classes.
- company-branded pens distributed to IA University students (pens provided by sponsor).*
- recognition as IA University sponsor in printed registration brochure and conference pocket guide.

* Notepads and pens to be distributed for IA University only; notepad and pen sponsorships will still be available for general show attendees.



Registration

\$16,000 (EXCLUSIVE)

No one gets into the show without first going through registration. Get maximum exposure by being the 2021 Irrigation Show registration sponsor!

Benefits include

- platinum sponsor benefits.
- **NEW** 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.
- **NEW** logo and link to company website in pre-show email blasts promoting registration (minimum of five emails).

NEW Reception in the Exhibit Hall

SOLD

Promote your company and network with attendees during this new themed reception in the exhibit hall. Reception includes light snacks and cash bars.

Benefits include

- platinum sponsor benefits.
- your logo on signage throughout the reception.
- your logo on promotional emails.
- drink tickets to provide to clients.



Take advantage of these EXCLUSIVE offers.

Contact **STEPHANIE CLARK** (703.472.5810; stephanieclark@irrigation.org).

Platinum Sponsorships

continued



Trade Show Bags

SOLD

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!

Benefits include

- platinum sponsor benefits.
- your logo on Irrigation Show bags (bags provided by sponsor and approved by the IA).

Lanyards

SOLD

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.

Benefits include

- platinum sponsor benefits.
- your logo on Irrigation Show lanyards (provided by sponsor).



Mobile App - Title Sponsor

\$15,000 (EXCLUSIVE)

Gain brand visibility over and over again as attendees pull up the Irrigation Show mobile app throughout the week! Starting in 2021, the IA is going digital and using the mobile app to provide all conference information including events, classes, and the exhibitor directory and map.

Benefits include

- platinum sponsor benefits.
- your logo and recognition on mobile app instructions.
- your logo on intro screen.
- mobile app rotating banner (banner shared with other sponsors).
- clickable navigation item in mobile app menu directed to company website.
- **NEW** logo and link to company website in pre-show email blasts promoting mobile app (minimum of five emails).
- **NEW** three pre-show push notifications, one per month (September, October and November).
- **NEW** three post-show push notifications, one per week.
- **NEW** company social media channels listed and linked on mobile app social media page along with IA accounts, including Twitter, Instagram, Facebook, LinkedIn and YouTube.
- recognition as title mobile app sponsor in printed registration brochure and conference pocket guide.



NEW!
Mobile App
Options

Rotating Banner Ad

\$500

Push Notifications

\$500 PER NOTIFICATION

Reach conference attendees with mobile push notifications. Drive traffic to your booth, promote new products and more. Limited to three per day.

Gold Sponsorships

New Product Contest

\$14,000 (one ag and one landscape)

The new product contest is a hot spot on the show floor. With the product presentations and judging being conducted virtually before show week, attendees will want to come check out these new products in person. When the winners are announced during the show, everyone will be drawn back to this area to see which ones won. Show your company's commitment to innovation by sponsoring this special showcase area.

Benefits include

- gold sponsor benefits.
- your logo on new product contest webpage, product application site and in marketing emails.
- signage acknowledging sponsorship in the new product contest area.
- two complimentary product entries.

NEW Reusable Water Bottles

\$10,000 (EXCLUSIVE)

Attendees will enjoy water breaks throughout the show by using your company's reusable water bottle at the bottle filling stations throughout the convention center.

Benefits include

- gold sponsor benefits.
- your logo on reusable water bottles (water bottles provided by sponsor).
- water bottles placed by registration and available to all attendees.

Hotel Key Cards

Contact the business development department for pricing.

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 San Diego.

Benefits include

- gold sponsor benefits.
- company branding on all hotel key cards for Irrigation Show hotels.

NEW Conference Pocket Guide

\$10,000 (EXCLUSIVE)

Put your logo and ad on the guide attendees will be pulling out of their pockets to quickly navigate the schedule, floor plan, exhibitors and conference highlights.

Benefits include

- gold sponsor benefits.
- your logo on the front of the guide.
- small advertisement in the guide.

NEW Innovation Hub

\$10,000

The new Innovation Hub will be the presentation area in the exhibit hall. It will feature product demos, spotlight sessions, the Pitch Competition and the 2021 New Product Contest announcement.

Benefits include

- gold sponsor benefits.
- one product demo or spotlight session in the Innovation Hub.
- your logo on Innovation Hub signage.
- your logo on promotional emails.

NEW Innovation Row & Pitch Competition

\$10,000

The new Innovation Row will include startup irrigation technology companies looking to promote their technology to the irrigation industry. These companies will also take the stage in a Pitch Competition in the Innovation Hub offering an opportunity for attendees to learn more about their technology.

Benefits include

- gold sponsor benefits.
- your logo on both Innovation Row and Pitch Competition signage.
- your logo on promotional emails.



Silver Sponsorships

NEW Aisle Banners

SOLD - AGRICULTURE
SOLD - LANDSCAPE

Sponsor aisle banners at the Irrigation Show and have your company logo present throughout the exhibit hall. Every time an attendee looks up to find the aisle they are looking for, they will see your logo.

Benefits include

- silver sponsor benefits.
- your logo prominently displayed on a dangler hanging under each aisle banner.

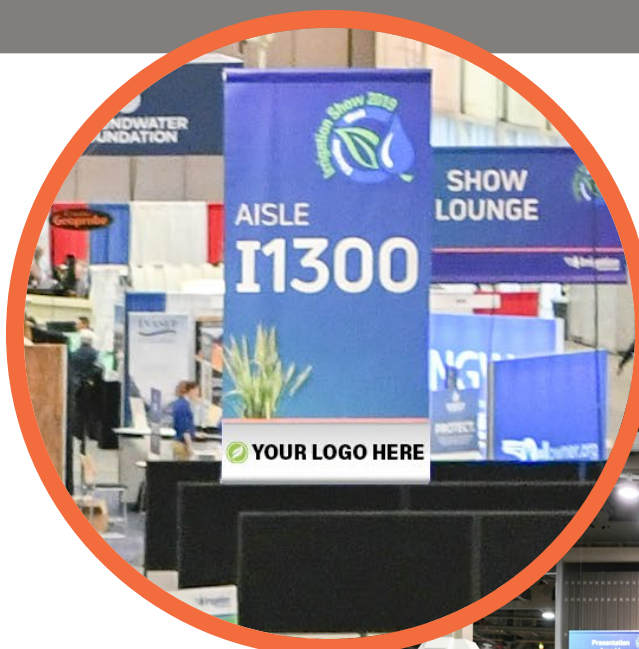
Lounge & Charging Stations

SOLD

Help participants power up their smart phones, laptops and other devices while relaxing in the lounge areas throughout the exhibit hall. Attendees use these areas for impromptu meetings and to catch up with colleagues.

Benefits include

- silver sponsor benefits.
- your logo on three charging stations and lounge signage in the exhibit hall.
- opportunity to have a sales flyer and small giveaway in the lounge areas.



Backlit Panel Boxes

\$2,000

Attendees will not miss these highly visible light boxes advertising your company's product(s) and booth number. The light boxes offer a great opportunity to drive traffic to your booth as attendees will view your company's light box several times throughout the show. Limited availability.

Benefits include

- silver sponsor benefits.
- 7-foot light box (artwork provided by sponsor).
- placement in locations with heavy traffic.

Silver Sponsorships

continued



Notepads

SOLD

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

Benefits include

- silver sponsor benefits.
- exclusive right to provide notepads with your company's logo to Irrigation Show attendees placed in multiple locations throughout the show (notepads provided by sponsor).*

* IA University sponsor will provide notepads to students.

Pens

SOLD

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

Benefits include

- silver sponsor benefits.
- exclusive right to provide pens with your company's logo to Irrigation Show attendees to be placed throughout the show (pens provided by sponsor).

NEW

Product Giveaway

\$5,000 + PRODUCT

Show management will promote your company and its giveaway. Irrigation professionals will be eligible by registering for the 2021 Irrigation Show.

Benefits include

- silver sponsor benefits.
- your logo on the pre-show mailings, promotional emails and the show website.
- on-site signage.
- winner announced at the Irrigation Show.

NEW

Product Demos

\$2,000

Promote your company's product(s) in a 20-minute presentation that will take place on the exhibit floor in the presentation area.

Benefits include

- silver sponsor benefits.
- 20-minute product presentation.
- your company logo on signage and promotional marketing.

NEW

Spotlight Discussions

\$1,500

Promote your company by presenting on an industry hot topic. Presentations will be held on the exhibit floor.

Benefits include

- silver sponsor benefits.
- 20-minute industry-related presentation.
- your company logo on signage and promotional marketing.

**Create
your own
custom
sponsorship
today!**

Contact Business Development Director **STEPHANIE CLARK**
at 703.472.5810 or stephanieclark@irrigation.org.

Branding Opportunities

On-Site Options

Carpet Decal

\$800

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. (Artwork provided by sponsor.)



Online Floor Plan Options

Company Logo

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

Make your booth stand out from the others by placing your company logo on the interactive floor plan. Logo added as soon as your company commits and remains through the duration of the show.



Banner Ad

\$300-\$700

Every attendee will check out the floor plan. Catch their attention with a banner (205 x 60 px) on the floor plan webpage.



FIRST POSITION — \$700 (exclusive)

SECOND POSITION — \$500 (limited to five companies)

THIRD POSITION — \$300 (unlimited)

Magazine Advertising

Irrigation & Green Industry

60,000+ READERS

plus bonus circulation for the November 2021 issue

Your ad in the November issue will reach landscape, irrigation, lighting and maintenance contractors AND those attending the Irrigation Show.

Irrigation Today

12,000+ READERS

plus bonus circulation for the Fall 2021 issue

Place your ad in the only publication focused on on-farm irrigation. The fall issue will reach growers, manufacturers, distributors, industry stakeholders AND those attending the Irrigation Show.



Contact a sales rep to advertise!

East, West & International

TARA SCHELLING | 215.588.5811 | taraschelling@igin.com

Central U.S.

TOM SCHOEN | 952.905.3214 | tom.schoen@bock-assoc.com



**EXPLORE.
CONNECT.
LEARN.**

Build your sponsorship package today!
Contact IA Business Development Director Stephanie Clark
(stephanieclark@irrigation.org; 703.472.5810) to get started!

The 2021 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 through advocacy and professional development.

The 2021 show includes an added bonus as the IA co-locates with the American Society of Agricultural and Biological Engineers for its 6th Decennial National Irrigation Symposium.

www.irrigationshow.org

