

EXPLORE.
CONNECT.
LEARN.

Thank you, Sponsors!

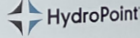
Platinum Level



Gold Level



Silver Level



2022 SPONSORSHIP OPPORTUNITIES

December 5-9, 2022

Trade Show | Dec. 7-8

Las Vegas Convention Center
Las Vegas, Nevada





The Irrigation Show is HydroPoint's go-to irrigation event every year. From networking with industry colleagues and partners to lead generation, it is an integral event in our annual marketing plan.

— Meg Mason, HydroPoint

What Sponsorship Gets Your Company

	PLATINUM (\$15,000 & higher)	GOLD (\$10,000 to \$14,000)	SILVER (Under \$10,000)
Acknowledgment of your company's support through promotional emails (minimum of 15)	✓	✓	✓
Logo and link on the Irrigation Show website	✓	✓	✓
Conference registrations	6	4	2
Recognition in the 2022 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 on IA social media channels	✓	✓	
NEW Recognition in daily show email updates	✓	✓	
NEW Recognition in the Winter issue of <i>Irrigation & Lighting</i>	✓		
Recognition in the Fall issue of <i>Irrigation Today</i>	✓		

SPONSOR GUIDELINES

Companies who would like to sponsor an event or promotional item at the Irrigation Show and Education Week must be an Irrigation Association member. If your company is not an exhibitor, please contact the business development department (businessdevelopment@irrigation.org) for the non-exhibitor sponsor fees. 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

Trade Show Bags

SOLD to Rain Bird

Highlight your company to attendees before they even step onto the show floor. Given out at registration, participants use trade 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).

Badge Lanyards

SOLD to Brilliance LED

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 (lanyards provided by sponsor and approved by the IA).

IA University

SOLD to SiteOne Landscape Supply - LANDSCAPE (EXCLUSIVE)

SOLD to Senninger - AGRICULTURE (EXCLUSIVE)

In 2021, over 500 attendees took one or more of the 26 education classes offered during the show week. 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 ag.
- your logo at the beginning of all PowerPoint presentations used in classes.
- company notepads and pens distributed to IA University students (notepads and pens are to be 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).
- full-page advertisement in class manual.
- signage recognition displayed in education area.
- opportunity to provide company literature, collateral, etc. in classrooms.
- company branding on IA University manual and handout covers used for classes.
- recognition as IA University sponsor in printed registration brochure.

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

NEW Welcome Party

SOLD to Smart Rain

Welcome attendees to the Irrigation Show on Tuesday night! The IA handles all the planning and logistics and your company can enjoy networking with conference attendees.

Benefits include

- platinum sponsor benefits.
- your logo on signage throughout the welcome party.
- your logo on cocktail napkins.
- opportunity to provide welcome remarks.
- drink tickets to provide to clients.
- VIP cocktail seating area.
- your logo on promotional emails and website.
- digital ad in November *Irrigation & Lighting* newsletter or December *IA Events* newsletter.

NEW Closing Reception in the Exhibit Hall

SOLD to Ewing Irrigation

Promote your company and network with attendees during this 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.
- opportunity to provide welcome remarks from our company's booth.
- drink tickets to provide to clients.



Gold Sponsorships

Registration

\$14,000 (EXCLUSIVE)

No one gets into the show without first going through registration. Get maximum exposure by being the 2022 Irrigation Show registration sponsor!

Benefits include

- gold 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).

Mobile App

\$10,000 (EXCLUSIVE)

Gain brand visibility over and over again as attendees pull up the Irrigation Show mobile app throughout the week! The IA uses the mobile app to provide all show information including events, classes, and the exhibitor directory and map. In 2021, there were 76,333 total in-app clicks.

Benefits include

- gold 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.

Push Notifications

\$500 PER NOTIFICATION

Reach show attendees with mobile push notifications. Drive traffic to your booth, promote new products and more. Your company can purchase a maximum of three notifications, limited to one notification per day.



Gold Sponsorships

continued

Pocket Guide

SOLD to Heritage Landscape Supply

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 show highlights.

Benefits include

- gold sponsor benefits.
- your logo on the front of the guide.
- advertisement in the guide (4" x 9.25").

Innovation Hub

\$10,000

The Innovation Hub will be the presentation area in the exhibit hall. It will feature the Pitch Competition and announcements for the 2022 New Product Contest and the Pitch Competition.

Benefits include

- gold sponsor benefits.
- one product demo in the Innovation Hub.
- your logo on Innovation Hub banner and signage.
- your logo on Innovation Hub webpage.
- your logo on promotional emails.

Hotel Key Cards

SOLD to Horizon

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.

Benefits include

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



Innovation Row & Pitch Competition

\$8,000

The Innovation Row will include startup irrigation technology companies looking to promote their products and technologies 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 products.

Benefits include

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



Silver Sponsorships

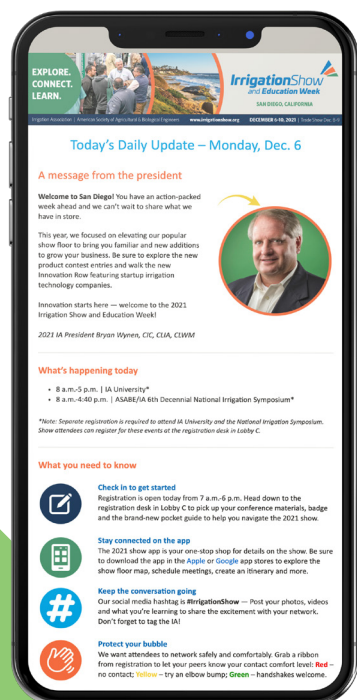
NEW Daily Show Update

\$8,000

Greet 2022 attendees each morning in Las Vegas with a daily on-site update showcasing your brand. Each email will include the schedule, important show information and a banner ad to drive traffic to your website.

Benefits include

- silver sponsor benefits.
- five emails sent to show attendees each morning.
- your logo at the top of all emails.
- sponsor banner ad (650 × 125 px) that links to your company's website.



Industry Insights

SOLD to Calsense

The IA's Industry Insights brings you a variety of presentations on numerous landscape and agriculture topics. Industry Insights features industry experts presenting on today's relevant topics and trends, a best practice, or a how-to.

Benefits include

- silver sponsor benefits.
- option to present one Industry Insight session.
- attendee list (including emails).
- on-site signage.
- your logo on Industry Insights webpage.
- your logo on Industry Insights promotion.
- opportunity to provide company literature, collateral, etc. in meeting rooms.

Charging Lounges

SOLD to HydroPoint

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 or small giveaway in the lounge areas.

New Product Contest

SOLD to Rachio

Celebrating its 20th anniversary in 2022, 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 products won. Show your company's commitment to innovation by sponsoring this special contest and showcase area.

Benefits include

- silver sponsor benefits.
- brief welcome remarks before new product contest winners are announced.
- your logo on new product contest webpage.
- your logo on product application site.
- your logo on promotional emails.
- your logo on new product contest banner at the show.
- one complimentary product entry.

2022
NEW PRODUCT
CONTEST
Irrigation Association



Silver Sponsorships

continued



Backlit Panel Box

SOLD

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. Availability is limited.

Benefits include

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

Aisle Signs

SOLD to Nelson Irrigation (ag) & Horizon (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.

Notepads & Pens

SOLD to Advanced Drainage Systems

Have your company logo on the show notepads as attendees take notes throughout the event and beyond. Put your company logo on the pens they use and grab to take home.

Benefits include

- silver sponsor benefits.
- exclusive right to provide notepads and pens with your company's logo to show attendees; notepads and pens will be placed in the registration area (notepads and pens provided by sponsor).*

* IA University sponsor(s) will provide notepads to students.

Member Appreciation Breakfast

SOLD to Regency Wire & Cable

Get facetime with the members of the IA by sponsoring the only member-exclusive event at the Irrigation Show.

Benefits include

- silver sponsor benefits.
- logo placement on signage throughout social.
- event registrant list (including emails).
- opportunity to provide brief welcome remarks, cocktail napkins and a small attendee giveaway.

Women in Irrigation Breakfast

SOLD to Hunter Industries

Promote your brand and stand out as a leader in change while supporting the women making strides in our male-dominated industry.

Benefits include

- silver sponsor benefits.
- logo placement on signage throughout social.
- event registrant list (including emails).
- opportunity to provide brief welcome remarks, cocktail napkins and a small attendee giveaway.

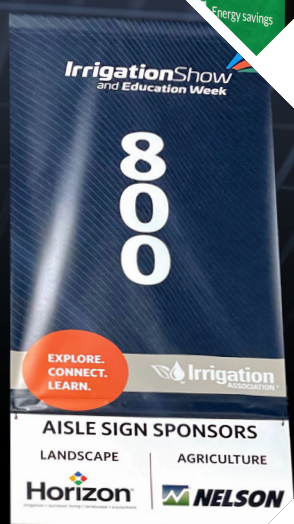
Young Professionals Networking Social

SOLD to Hunter Industries

Put your brand in front of the decision-makers of tomorrow by sponsoring this event for the next generation of irrigation.

Benefits include

- silver sponsor benefits.
- logo placement on signage throughout social.
- event registrant list (including emails).
- opportunity to provide brief welcome remarks, cocktail napkins and a small attendee giveaway.



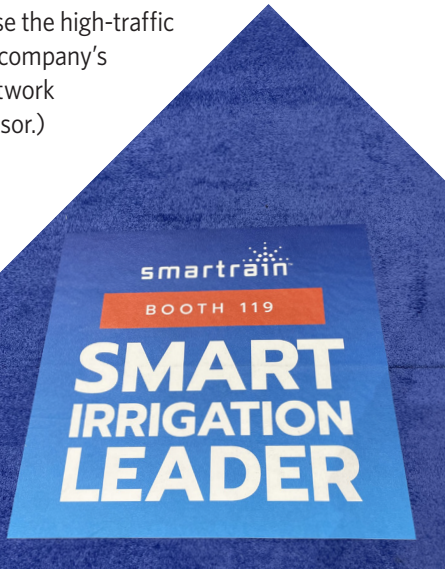
Branding Opportunities

On-Site Options for Exhibitors

Carpet Decal

\$900

Getting walked on was never so rewarding! Choose the high-traffic location for your company's carpet decal. (Artwork provided by sponsor.)



Online Floor Plan Options

Company Logo

\$400 (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 & Lighting

30,000+ READERS

plus bonus circulation for the Winter 2022 issue

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



Irrigation Today

12,000+ READERS

plus bonus circulation for the Fall 2022 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.



Advertise with us today!

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



Build your sponsorship package today!

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

www.irrigationshow.org

The 2022 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 2022 show includes an added bonus as the IA co-locates with the National Ground Water Association.

