

# IrrigationShow and Education Week

# EXPLORE. CONNECT. LEARN.

**Nov. 27-Dec. 1, 2023**

Trade Show | Nov. 29-30

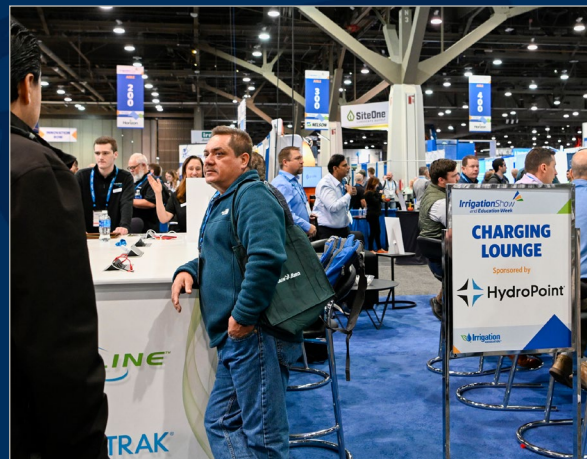
**San Antonio, Texas**

Henry B. González Convention Center

**SPONSOR & MARKETING BROCHURE**

*Learn more at [irrigationshow.org](http://irrigationshow.org).*

 **Irrigation**  
ASSOCIATION®



# 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 60 emails to 30,000+ contacts)	✓	✓	✓
Logo and link on the Irrigation Show website	✓	✓	✓
Conference registrations	6	4	2
Recognition in the 2023 Irrigation Show mobile app	✓	✓	✓
Recognition in the registration brochure (deadline applies)	✓	✓	✓
Company logo prominently displayed on signage throughout the show	✓	✓	✓
Sponsor badge ribbons for all company representatives	✓	✓	✓
Recognition on IA social media channels	✓	✓	
Recognition in daily show email updates	✓	✓	
Recognition in the November issue of <i>Irrigation &amp; Lighting</i>	✓		
Recognition in the Fall issue of <i>Irrigation Today</i>	✓		

## SPONSOR GUIDELINES

Companies that 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](mailto:businessdevelopment@irrigation.org)) for the nonexhibitor 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.

**Reserve your perfect sponsorship package today!**



Contact Strategic Partnerships and Business Development Vice President **STEPHANIE CLARK** at 703.472.5810 or [stephanieclark@irrigation.org](mailto:stephanieclark@irrigation.org).



The Irrigation Show is a must for Hunter Industries! From education and certification to launching new products, the Irrigation Show and Education Week is instrumental to growing our business and supporting the industry by providing advocacy, generating leads, networking with industry colleagues, reinforcing partnerships and staying abreast of industry trends.

— Christine Sionne, Hunter Industries

# PLATINUM SPONSORSHIPS



## 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. The party will be San Antonio-themed and held outside in the Grotto on the River Walk (weather permitting).

### 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.



## Craft Brewfest - Closing Reception in Exhibit Hall

**SOLD to Seeger Water**

Promote your company and network with attendees during this reception in the exhibit hall. Reception includes light snacks, beer and wine.

### Benefits include

- platinum sponsor benefits.
- your logo on signage throughout the reception.
- your logo on cocktail napkins.
- your logo on promotional emails.
- opportunity to provide welcome remarks from your company's booth.

## NEW General Session & Breakfast

**SOLD to Ewing Irrigation**

The General Session is the marquee event during the Irrigation Show, with 1,000 attendees in 2022. Put your brand front and center as the industry celebrates successes of the past year and looks forward to the bright future ahead. The General Session will be held in conjunction with a continental breakfast for all attendees and include a state of the industry update, the presentation of the IA awards, and announcement of the 2023 New Product Contest and the Pitch Competition awards.

### Benefits include

- platinum sponsor benefits.
- a one-minute video of a company representative or a company promo played at the beginning of the session (sponsor provides the video).
- sponsor logo on general session/breakfast event promotion.
- signage acknowledging sponsor in prominent locations at the general session/breakfast.
- your logo on napkins.



# PLATINUM SPONSORSHIPS

continued

## IA University

**SOLD to SiteOne Landscape Supply (Landscape)**

**SOLD to Senninger (Ag)**

In 2022, over 550 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.

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



## 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).



# GOLD SPONSORSHIPS

## Pocket Guide

**SOLD** to Horizon

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").



## Registration & RFID

**\$12,000**

No one gets into the show without first going through registration. Get maximum exposure by being the 2023 Irrigation Show registration and RFID sponsor!

### Benefits include

- gold sponsor 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.
- your logo and link to company website in pre-show email blasts promoting registration.
- your logo on RFID tower wraps located at the entrance of the exhibit hall.

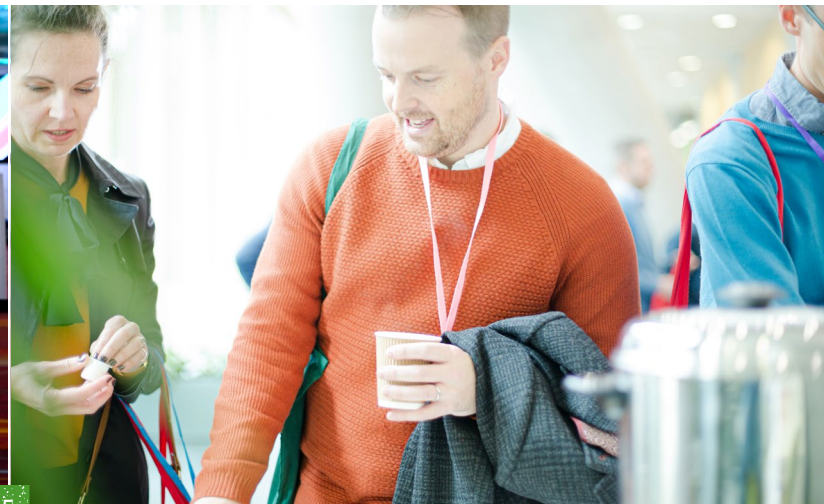
## NEW Education & Exhibit Hall Coffee Breaks

**\$12,000**

Provide a warm welcome each morning with a cup of coffee that promotes your brand to all attendees.

### Benefits include

- gold sponsor benefits.
- your logo on signage at the coffee breaks in the education area each morning Monday-Friday.
- your logo on signage at the coffee break station inside the exhibit hall on Wednesday morning.
- your logo on napkins at all coffee breaks.
- opportunity to have a small giveaway at the coffee break stations.



# SILVER SPONSORSHIPS



## 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 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.



## 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 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 Insights session (session content must be approved by the IA).
- 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.

## New Product Contest

**\$8,000**

The 2023 New Product Contest is a hot spot on the show floor. In 2023, the product presentations will take place live and in person during the Irrigation Show, bringing a new level of excitement and activity to the show floor. When the winners are announced during at the General Session, 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 during the General Session.
- one complimentary product entry.
- your logo on new product contest webpage.
- your logo on promotional emails.
- your logo on new product contest banner at the show.

## Hotel Key Cards

**SOLD to K-Rain**

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 Antonio.

### Benefits include

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



2023   
NEW PRODUCT  
CONTEST  
Irrigation Association

# SILVER SPONSORSHIPS

continued



## Women in Irrigation Breakfast

**SOLD to Hunter Industries**

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

### Benefits include

- silver sponsor benefits.
- logo placement on signage throughout event.
- your logo on breakfast napkins.
- event registrant list (including emails).
- opportunity to provide brief welcome remarks 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 professionals.

### Benefits include

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

## NEW Mobile App – Splash Screen

**SOLD to Watertronics**

Gain brand visibility over and over again as attendees use the new 2023 Irrigation Show mobile app throughout the week! The new mobile app will include enhanced features and functionality along with all show information including events, classes, and the exhibitor directory and map. In 2022, there were 37,500+ total in-app clicks.



### Benefits include

- silver sponsor benefits.
- sponsor splash screen (appears following the 2023 Irrigation Show splash screen).
- graphic 2436 × 2436 px (including a 980 × 1870 px safe area).
- your logo and URL in pre-show email blasts promoting mobile app.
- your logo and URL link on mobile app page on the 2023 Irrigation Show website.



## Mobile App Banners

**\$1,000 (limited to five)**

Banners are placed at the footer of the main content cards in the mobile app and randomly rotate and include links to exhibitor profile. Banners can also appear for specific product category searches.

\* Graphic size: 1242 × 195 px (displays at 414 × 65 px)

## Mobile App Message

**\$500 EACH (limited to three messages per company and one message per day)**

Reach show attendees with a mobile app message. Drive traffic to your booth, promote new products and more.

\* Title length: 30 characters or less. Message length: 40 characters or less. Content length: 200 words/1,300 characters or less.

# SILVER SPONSORSHIPS

continued



## Notepads & Pens

**SOLD to ADS**

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 separate notepads and pens to students.

## Aisle Signs

**SOLD to Nelson (Ag)**

**SOLD to Superior (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.

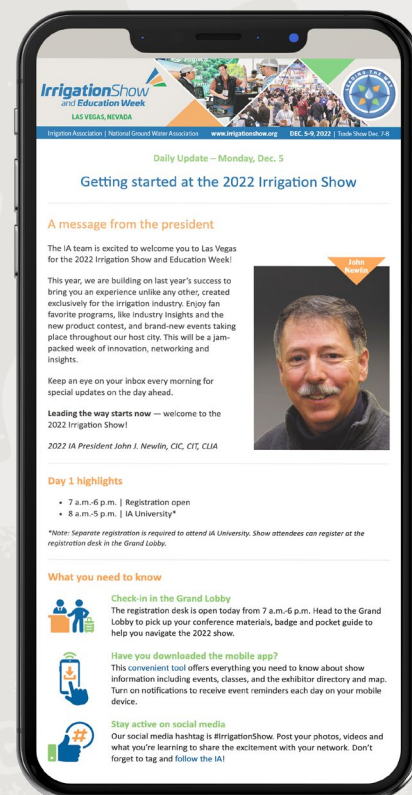
## Daily Show Update

**SOLD to Regency Wire & Cable**

Greet 2023 attendees each morning in San Antonio 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.
- one email sent to show attendees each morning (five total).
- your logo at the top of all emails.
- sponsor banner ad (650 × 125 px) that links to your company's website.



## Create your own custom sponsorship today!



Contact Strategic Partnerships & Business Development Vice President **STEPHANIE CLARK** at 703.472.5810 or [stephanieclark@irrigation.org](mailto:stephanieclark@irrigation.org).



# BRANDING OPPORTUNITIES

## On-Site Options for Exhibitors



### Backlit Panel Box

**\$2,500** (includes graphic & electricity)

Attendees will not miss these highly visible 7-foot 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; artwork provided by sponsor.)

### Carpet Decal

**\$900** (includes graphic)

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

### NEW Attendee Welcome Packet

**\$1,000** (limited to one flyer per company)

Reach 1,500+ attendees at the headquarters hotel with a marketing flyer presented at check-in.

### Convention Center Branding

(pricing does not include graphic/materials fee)\*

Escalator Runner	<b>\$1,500 per escalator</b>
Stair Clings	<b>\$800 per location</b>
Column Wraps	<b>\$1,200 per column</b>
Floor Clings	<b>\$700 per location</b>
Wall Clings	<b>\$800 per location</b>

\* Contact the business development department ([businessdevelopment@irrigation.org](mailto:businessdevelopment@irrigation.org)) for available locations.

## Meeting Room Option

### NEW Meeting Room on the Exhibit Floor

**\$2,000**

Hold meetings in the privacy of a conference room near your company's booth on the exhibit floor. (Furniture is an additional expense.)

#### Benefits include

- your logo on one locking door.
- branded header above door.
- 8-foot tall room enclosed on all four sides (10' x 10').
- carpeting.



# BRANDING OPPORTUNITIES

continued

## Enhanced Online Profile Options Through Map Your Show

### Silver Package

**\$750**

Make your online exhibitor profile stand out from the competition by upgrading to our silver package. These special extras include access to online leads, the ability to upload marketing collateral, a digital product gallery to show off your brand's best innovations and more.



### Learn more!

Download the brochure [here](#).



Contact Map Your Show Exhibitor Engagement to upgrade your directory and floor plan profiles.

### Gold Package

**\$1,500**

This top tier exhibitor profile upgrade includes all of the features of our silver level, plus priority placement in search results, your booth highlighted on the show floor map and more. The gold package also gives you access to purchase the following:

#### Product Spotlight + \$500

Showcase your product image or video on the Directory Home Page. A live link directs attendees to your company's listing (limited to the first 30 exhibitors).

#### Product Category + \$500 each

Stand out in your product category by reserving the #1 listing in the online exhibitor search function.

#### Individual Hall Floor Plan + \$1,500 each

Add a web banner to the online floor plan map to promote your brand. Up to four rotating ads are available.

#### Facility Overview Floor Plan + \$2,000 each

Display your brand in a web banner located on the facility overview page within the interactive floor plan. Banner will link to exhibitor's online profile (up to four rotating maximum).

## Magazine Advertising

### Irrigation & Lighting

**30,000+ READERS**

plus bonus circulation for the November 2023 issue

Your ad in the November 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 2023 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 us today to advertise!**

**TOM SCHOEN** ([tom.schoen@bock-assoc.com](mailto:tom.schoen@bock-assoc.com) or 773.490.9557)



## Build your sponsorship package today!

Contact Strategic Partnerships and Business Development Vice President Stephanie Clark ([stephanieclark@irrigation.org](mailto:stephanieclark@irrigation.org); 703.472.5810) to get started!



[irrigationshow.org](http://irrigationshow.org)

The 2023 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.

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