



The best show of the year just keeps growing.

Orange County Convention Center, Orlando, Florida

Irrigation Show | Nov. 8 – 9

Education Conference | Nov. 6 – 10

2017 Show Guide Advertising

Exclusive Benefit for Irrigation Show Exhibitors

Premium Positions

Back cover	\$3,990
Inside front or back cover	\$3,780
First right-hand advertising page	\$3,780

Regular Positions

Full-page (8.75" × 11.25"; includes bleed) . .	\$3,360
2/3-page (4.75" × 9.25")	\$2,860
1/2-page horizontal (7.25" × 4.75").	\$2,360
1/3-page vertical (2.25" × 9.25").	\$1,290
1/3-page square (4.75" × 4.75")	\$1,290
1/6-page vertical (2.25" × 4.75").	\$690

The 2017 *Irrigation Show Guide* is printed in four-color throughout and saddle stitched.

Member Discount

- IA platinum members – 30%
- IA gold members – 10%
- IA regular members – 5%

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

Sponsorship Discount

All platinum, gold and silver show sponsors receive an additional 5% off ad space.

Agency Discount

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. Agency discounts are permitted only to qualifying independent ad agencies.

Advertiser & Agency Requirements

- All ads require a completed 2017 Show Guide Advertising Contract.
- Ads must be submitted in the stipulated size directly to IA by Aug. 1, 2017.
- 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. IA reserves the right to refuse any ads or make alterations to ads that do not comply.

Specifications

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 Aug. 1. The IA reserves the right to reject any materials submitted after that date and is not responsible for associated printing errors.

Exhibitors Agree

72%
Reached
new qualified
customers

80%
Improved
relationships
with current
customers

88%
Increased
company's
visibility in the
industry

2017 Show Guide Advertising Contract

Advertiser Information

Name _____ Title _____
 Company _____
 Street Address _____
 City _____ State _____ Zip _____ Country _____
 Telephone _____ Fax _____
 Email _____

Agency Information

Agency _____
 Contact Name _____
 Street Address _____
 City _____ State _____ Zip _____ Country _____
 Telephone _____ Fax _____
 Email _____

Authorizing Signature _____
 Print Name _____ Date _____

Fees

Note: Advance payment is not required. You will be billed after the publication is printed. If you prefer to pay in advance, please supply credit card information. Your card will be charged upon receipt.

Gross Total \$ _____

Less Member Discount \$ _____

Include 5% for regular members, 10% for gold members or 30% for platinum members. Member discounts may not be combined.

Subtotal \$ _____

One additional discount allowed off subtotal (subject to qualification).

Less 10% Agency Discount \$ _____

Must meet agency discount eligibility; see terms and conditions.

Net Total \$ _____

Payment

\$ _____ Total US\$ 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 _____



November 6 – 10
 Orange County Convention Center
 Orlando, Florida

Deadlines for 2017 Irrigation Show Guide

Space Reservation: Aug. 1, 2017
Materials Due: Sept. 1, 2017

- Pick up from 2016 (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, 2017, 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
 Email: irrigationshow@irrigation.org

For Office Use Only

Date Received _____
 Received By _____
 iMIS ID _____