SPONSORSHIP OPPORTUNITIES

NOV. 30-DEC. 4, 2020
Trade show | Dec. 2-3
Henry B. Gonzalez Convention Center
San Antonio, Texas
www.irrigationshow.org
IT’S A DIFFERENT KIND OF YEAR

With everything that has happened in our world this spring, it can be difficult to look into the future and foresee what things will be like in December when the 2020 Irrigation Show and Education Week is scheduled. We at the IA are looking ahead to brighter days, and we are determined to make sure that the COVID-19 virus doesn’t steal any more of 2020 from our industry than it already has.

We are continuing to look ahead and plan for the future ... our industry’s future. This experience has transformed our entire world — including the way we live, interact and do business. And the 2020 Irrigation Show will be no different. It may change and evolve and look a little different than in the past. 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 draw in a larger audience.

We invite you to look at the sponsorship opportunities provided inside. We understand if the timing isn’t right for your organization, and 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.

90% IMPROVED RELATIONSHIPS WITH CURRENT CUSTOMERS
(Taken from the 2019 exhibitor survey)

86% INCREASED COMPANY’S VISIBILITY IN THE INDUSTRY

80% REACHED NEW QUALIFIED CUSTOMERS

(86% INCREASED COMPANY’S VISIBILITY IN THE INDUSTRY)

(80% REACHED NEW QUALIFIED CUSTOMERS)
**WHAT SPONSORSHIP GETS YOU**

<table>
<thead>
<tr>
<th></th>
<th>CHAMPION</th>
<th>LEADER</th>
<th>ADVOCATE</th>
<th>FRIEND</th>
</tr>
</thead>
<tbody>
<tr>
<td>3’ × 3’ carpet decal ($800 value)</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgment of your support at the general session</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Logo and link on the Irrigation Show website</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition in the 2020 Irrigation Show Guide</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition in the 2020 registration brochure (contract due May 15)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Company logo prominently displayed on signage throughout the show</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Sponsor badge ribbons for all company representatives</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Access to the reserved conference rooms on the show floor</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in IA Times, the IA’s monthly e-newsletter</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insertion of approved marketing material (provided by sponsor) in 4,000 Irrigation Show bags</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NEW</strong> Recognition in the October issue of Irrigation &amp; Green Industry</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NEW</strong> Recognition in the Fall issue of Irrigation Today</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Sponsor Guidelines**

Sponsorships are open to all exhibitors with the following guidelines.

Companies in the regular manufacturer of irrigation products and components membership category will not be allowed to sponsor show events without having an exhibit booth. If a company in the manufacturer of complementary products, business supplier, dealer/distributor, manufacturer’s representative, consultant or contractor membership category would like to sponsor events without having an exhibit booth, a specified nonexhibitor fee will be added to their sponsorship commitment no less than the price of a 10’ × 10’ booth. 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.
IA University
$16,000 (exclusive)
Over 500 attendees take classes at the show each year. Show them your support as they advance their education.

Benefits include
• Champion of Irrigation benefits.
• your logo at the beginning of all PowerPoint presentations used in education classes.
• company notepads distributed to IA University students (500 notepads provided by sponsor, minimum dimensions of 5.5” × 8.5”).*
• signage recognition displayed at coffee breaks in education area.
• NEW promotional chair drop opportunity to provide company literature, collateral, etc. on student chairs in classrooms (900 items provided by sponsor).
• NEW company branding on all IA University manual and handout covers used for Irrigation Show classes.
• company-branded pens distributed to IA University students (500 pens provided by sponsor).*
• recognition as exclusive IA University sponsor in printed registration brochure and show guide.

Mobile App – Title Sponsor
$16,000 (exclusive)
Gain brand visibility over and over again as attendees pull up the Irrigation Show mobile app throughout the week!

Benefits include
• Champion of Irrigation benefits.
• your logo and recognition on mobile app instructions.
• 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 show guide.

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

Reserve your sponsorship package today!

CONTACT TIFFANY WILSON (tiffanywilson@irrigation.org; 703.536.7080).
Registration
$16,000 (exclusive)
No one gets into the show without first going through registration. Get maximum exposure by being the 2020 Irrigation Show registration sponsor!
Benefits include
• Champion of Irrigation 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.
• NEW logo and link to company website in pre-show email blasts promoting registration (minimum of five emails).
• NEW option to provide company-branded notepads, distributed at registration and through the show (4,000 notepads provided by sponsor).*

Lanyard
$15,000 (exclusive)
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
• Champion of Irrigation benefits.
• your logo on 4,000 Irrigation Show lanyards (provided by sponsor).

Trade Show Bag
$15,000 (exclusive)
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
• Champion of Irrigation benefits.
• your logo on 4,000 Irrigation Show bags (provided by sponsor).

*Notepads specific to IA University will be offered under another sponsorship.

TAKE ADVANTAGE OF THESE EXCLUSIVE OPPORTUNITIES NOW!

Contact Senior Trade Show & Exhibit Services Manager Tiffany Wilson (tiffanywilson@irrigation.org; 703.536.7080).
General Session & Keynote Address  
$10,000 (exclusive)  
The general session and keynote address is a popular event every year, attracting attendees from all sectors of the industry. Put a spotlight on your company’s name at this year’s program.  
Benefits include:  
• Leader of Irrigation benefits.  
• your logo on general session/keynote address event promotion.  
• a one-minute video of a company representative or a company promo to be played at the general session/keynote address. You provide the video; make it as simple or fancy as you like.  
• signage acknowledging partner sponsorship in prominent locations at the general session/keynote address.  
• NEW promotional chair drop opportunity to provide company literature, collateral, etc. on attendee chairs at event (1,000 pieces provided by sponsor).  

NEW Hand Sanitizer Stations  
$10,000 (exclusive)  
As attendees connect and interact with each other, everyone will appreciate convenient access to antibacterial hand sanitizer. Sanitizer stations will be placed in high-traffic areas around the show with your branding.  
Benefits include:  
• Leader of Irrigation benefits  
• Company branding on five sanitizer stations throughout the show  

Hotel Key Cards  
$10,000 (exclusive)  
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:  
• Leader of Irrigation benefits.  
• company branding on all hotel key cards for Irrigation Show hotels.  

NEW Industry Insights  
$10,000 (exclusive)  
Position your company as an industry leader by sponsoring these presentations covering the latest industry trends and important research.  
Benefits include:  
• Leader of Irrigation benefits.  
• sponsor acknowledgment on Industry Insights signage.  
• recognition in Industry Insights promotional emails.  

New Product Contest  
$10,000 (exclusive)  
The new product contest is a hot spot on the show floor. Attendees come to check out the new products and then return to see which ones won. Show your company’s commitment to innovation by sponsoring this special showcase area.  
Benefits include:  
• Leader of Irrigation benefits.  
• signage acknowledging sponsorship in the new product contest area.  
• your logo on new product contest event promotion.  

SADDLE UP & RESERVE YOUR SPONSORSHIP PACKAGE!  

CONTACT SENIOR TRADE SHOW & EXHIBIT SERVICES MANAGER TIFFANY WILSON (tiffanywilson@irrigation.org; 703.536.7080).
NEW Aisle Banner Sponsor
$5,000 (exclusive)
Sponsor aisle banners at the Irrigation Show and have your company logo present throughout the exhibit hall.

Benefits include
- Advocate of Irrigation benefits.
- your logo prominently displayed on a dangler hanging under each aisle banner.

Charging Stations
$5,000 (exclusive)
Help participants power up their smart phones, laptops and other devices without leaving the convention center.

Benefits include
- Advocate of Irrigation benefits.
- your logo on four charging stations located throughout the show floor.

Notepads
$5,000 (exclusive)
Have your company logo on all the conference notepads as attendees take notes throughout the event and beyond.

Benefits include
- Advocate of Irrigation benefits.
- exclusive right to provide notepads with your company’s logo to Irrigation Show attendees placed in multiple locations throughout the show (4,000 notepads provided by sponsor, minimum dimensions of 5.5’’ × 8.5’’).*

Opening Night Party
$5,000 (exclusive)
The opening night party will once again kick off our annual event, and your company can share the credit for this fun gathering. As everyone gathers in beautiful San Antonio, this event will be a great time to pull on the cowboy boots and reconnect with each other.

Benefits include
- Advocate of Irrigation benefits.
- your logo prominently displayed on opening night event promotion.
- signage acknowledging partner sponsorship in a prominent location at the event.
- 30 opening night event invitations for you to give to your best customers.

Pens
$5,000 (exclusive)
Attendees take notes throughout the event. Put your company logo on the pens they use and grab to take home.

Benefits include
- Advocate of Irrigation benefits.
- exclusive right to provide pens with your company’s logo to Irrigation Show attendees to be placed throughout the show (4,000 pens provided by sponsor).*

RFID
$5,000 (exclusive)
Radio-frequency identification technology is used at the show to track attendee data, and your company will be featured on several towers located at the entrance of the exhibit hall.

Benefits include
- Advocate of Irrigation benefits.
- your logo on RFID tower wraps located at the exhibit hall entrance.

Show Floor Lounges
$5,000 (exclusive)
These show floor lounges will be THE place for attendees to relax and network.

Benefits include
- Advocate of Irrigation benefits.
- signage at several of the show floor lounges.

Water Cooler Stations
$5,000 (exclusive)
Attendees will enjoy a cup of cold filtered water from water coolers branded with your logo.

Benefits include
- Advocate of Irrigation benefits.
- your logo on three water cooler station wraps.

* Notepads and pens specific to IA University will be offered under another sponsorship.
NEW Certification
$2,500 (exclusive)
Becoming a certified irrigation professional is a huge accomplishment. Join the IA in honoring those who take pride in their certifications.
Benefits include
- Friend of Irrigation benefits.
- reserved table for your company at the Certification Luncheon.
- company logo on table tent signs.
- opportunity for company rep to speak at the Certification Luncheon.
- recognition on certification exam signage.

NEW Ag Dealer Day
$2,500 (exclusive)
Help us provide education to ag irrigation dealers. This half-day informative session will highlight your company while providing tools and strategies for running a successful agriculture dealership.
Benefits include
- Friend of Irrigation benefits.
- signage acknowledging sponsorship at Ag Dealer Day event.
- opportunity for company rep to introduce a session during event.
- promotional chair drop — opportunity to provide company literature, collateral, etc. on attendee chairs at event (100 pieces provided by sponsor).

NEW Poster Sessions
$2,500 (exclusive)
Local college and university students studying irrigation participate in our poster session competition. Make an impression on the industry’s future by sponsoring the poster area in the exhibit hall.
Benefits include
- Friend of Irrigation benefits.
- signage acknowledging sponsorship around the poster sessions.
- your logo on poster session promotion.
- opportunity for company rep to announce competition winners.
- opportunity to provide giveaway to competition winners (three total winners).

BECOME A SPONSOR TODAY!

CONTACT SENIOR TRADE SHOW & EXHIBIT SERVICES MANAGER
TIFFANY WILSON (tiffanywilson@irrigation.org; 703.536.7080).
ON-SITE BRANDING OPPORTUNITIES

**NEW Aisle Banner Sponsor**  
$10,000 (exclusive)  
Sponsor aisle banners at the Irrigation Show and have your company logo present throughout the exhibit hall. In addition to receiving the Leader of Irrigation sponsorship benefits, your logo will be prominently displayed on a dangler hanging under each aisle banner.

**Banners**  
$2,000-$6,000  
Picture your message on a banner hanging over a busy hallway as attendees walk to and from registration, education classes and the exhibit hall. (Artwork provided by sponsor.)

**Escalator Clings**  
$2,000-$6,000  
Promote your brand and/or company message as attendees are going to and from meeting rooms, registration and the expo floor. (Artwork provided by sponsor.)

**Water Cooler Stations**  
$5,000 (exclusive)  
Attendees will enjoy a cup of cold filtered water from water coolers branded with your logo. In addition to having your logo on three water cooler station wraps, you will also receive Advocate of Irrigation sponsorship benefits.

**Backlit Panel Box**  
$2,500 each  
All eyes will be on you in these 7-foot highly visible light boxes, placed in locations with heavy traffic so your product can shine and be seen. (Artwork provided by sponsor.)

**Irrigation Show Bag Insert**  
$1,800  
Everyone loves a goody bag! Thousands of industry professionals will pick up a show bag upon arriving at the Irrigation Show. Put a special offer inside to drive traffic to your booth — a promotional item, product sample, product literature, etc. (Sponsor provides 4,000 inserts.)

**Conference Rooms**  
$1,000  
People come to the Irrigation Show to connect with current customers, potential customers and peers. Conference rooms on the show floor are open to all exhibitors to hold on-site meetings or simply network. Sponsor signage will be displayed in conference rooms.

**Carpet Decals**  
$700-900  
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/Digital Branding Opportunities

Enhance your web exposure and search engine results while promoting your products and services 24/7. Build your brand awareness, increase traffic to your booth and supercharge your presence at the 2020 Irrigation Show.

## Enhanced Online Listing Options

<table>
<thead>
<tr>
<th></th>
<th>Basic (included with booth)</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online Booth Profile</strong> Add relevant company information.</td>
<td>300 characters</td>
<td>500 characters</td>
<td>700 characters</td>
<td>1,000 characters</td>
</tr>
<tr>
<td><strong>Product Categories</strong> Select categories that buyers are likely to use when searching for you.</td>
<td>10</td>
<td>15</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td><strong>Products</strong> Display detailed descriptions of your products.</td>
<td>2</td>
<td>5</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td><strong>Welcome Message</strong> Add your profile opening statement.</td>
<td>Not included</td>
<td>50 characters</td>
<td>60 characters</td>
<td>60 characters</td>
</tr>
<tr>
<td><strong>Website URL</strong> Add your website link to your profile.</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td><strong>Company Logo</strong> Add your logo to your company profile.</td>
<td>Not included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td><strong>Brands</strong> Include your brands in the keyword search.</td>
<td>50 characters</td>
<td>75 characters</td>
<td>100 characters</td>
<td>100 characters</td>
</tr>
<tr>
<td><strong>Press Release</strong> Highlight what’s new and happening at your company.</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td><strong>Social Media Icons</strong> Link to your Facebook, Twitter and LinkedIn pages.</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td><strong>Show Specials</strong> Spotlight show discounts and specials.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
</tbody>
</table>

## Online Floor Plan Options

### Banner Ads

Every attendee will check out the floor plan. Catch their attention with a banner on the floor plan webpage.

- **First Position — Exclusive** | $895
- **Second Position — Limited to five rotating ads** | $595
- **Third Position — Unlimited rotating ads** | $395

### Company Logo

Make your booth stand out from the others by placing your company logo on the interactive floor plan.

$395 (only for 20’ × 20’ and larger sized booths)

## Online Videos

Influence potential buyers by placing a video link in your online profile. Your uploaded videos are encoded to play on multiple platforms including mobile devices.

$295

## Mobile App Rotating Banner

Get your brand in the hands of every attendee with a rotating banner ad in the show mobile app. Banner ad will link to your URL of choice or your company’s own mobile app.

$500

**CONTACT TIFFANY WILSON** (tiffanywilson@irrigation.org; 703.536.7080) to reserve your online listings.
# 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
<table>
<thead>
<tr>
<th>Position</th>
<th>Size (trimmed)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover</td>
<td>8.5&quot; × 11&quot;</td>
<td>$3,990</td>
</tr>
<tr>
<td>Inside front or back cover</td>
<td>8.5&quot; × 11&quot;</td>
<td>$3,780</td>
</tr>
<tr>
<td>First right-hand advertising page</td>
<td>8.5&quot; × 11&quot;</td>
<td>$3,780</td>
</tr>
</tbody>
</table>

## Regular Positions
<table>
<thead>
<tr>
<th>Position</th>
<th>Size (trimmed)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page</td>
<td>8.5&quot; × 11&quot;</td>
<td>$3,360</td>
</tr>
<tr>
<td>1/2-page horizontal</td>
<td>7.75&quot; × 4.875&quot;</td>
<td>$2,360</td>
</tr>
<tr>
<td>1/3-page square</td>
<td>5.125&quot; × 4.875&quot;</td>
<td>$1,290</td>
</tr>
<tr>
<td>1/3-page vertical</td>
<td>2.4375&quot; × 10&quot;</td>
<td>$1,290</td>
</tr>
<tr>
<td>1/6-page vertical</td>
<td>2.4375&quot; × 4.875&quot;</td>
<td>$690</td>
</tr>
</tbody>
</table>

**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.

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## 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.

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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.
**ADVERTISING CONTRACT**

**Advertiser Information**

Name __________________________ Title __________________________

Company __________________________

Street Address __________________________

City __________________________ State __________________________ ZIP __________________________ Country __________________________

Tel __________________________ Fax __________________________

Email __________________________

**Advertiser Information**

Agency __________________________

Contact Name __________________________

Street Address __________________________

City __________________________ State __________________________ ZIP __________________________ Country __________________________

Tel __________________________ Fax __________________________

Email __________________________

Authorizing Signature __________________________ Date __________________________

**Fees**

Note: Advance payment is required. 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.

Sponsorship Discount $_______________  All champion, leader and advocate show sponsors receive an additional 5% off ad space.

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**

$_______________ U.S. Total 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 __________________________

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**Deadenes for 2020 Irrigation Show Guide**

Space Reservation: Sept. 1, 2020

Materials Due: Oct. 1, 2020

- □ Pick up from 2019 (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, 2020, 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

info@irrigationshow.org

**For Office Use Only**

Date Received __________________________

Received By __________________________

IMIS ID __________________________
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.

The 2020 Irrigation Show will be co-located with the American Rainwater Catchment Systems Association. The 6th Decennial National Irrigation Symposium will be co-hosted by the Irrigation Association and the American Society of Agricultural and Biological Engineers during the show.

www.irrigationshow.org