

2021 Exhibitor Prospectus

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

**EXPLORE.
CONNECT.
LEARN.**



IrrigationShow
and **Education Week**

Why Exhibit at the Irrigation Show?

Get Real ROI

IT'S THE LARGEST IRRIGATION EXHIBITION IN THE WORLD.

Be part of the ultimate resource for irrigation systems, products and services — the 2021 Irrigation Show and Education Week. **The show attracted 3,900+ irrigation professionals in 2019.**

- See innovative products and smart solutions.
- Find new suppliers.
- Get a first look at new technologies.
- Learn about current business trends and irrigation best practices.
- Network with industry leaders.

Irrigation Show attendees include manufacturers, distributors, dealers, contractors, consultants, growers and more. We bring your customers to you for two jam-packed days of closing sales and growing your business.

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.

Questions? Ready to reserve your booth?

Contact **Janie Hakim**, senior membership and exhibit services manager, at janiehakim@irrigation.org.

New Product Contest

FEATURE YOUR COMPANY AS AN INNOVATOR.

The Irrigation Show's new product contest showcases cutting edge technologies and product innovations introduced within the past year. **Open exclusively to exhibitors**, the contest is a unique opportunity to

- reach attendees at the most popular area on the show floor.
- promote new products and services.
- enhance your company's reputation for innovation.

Applications for the 2021 contest will be accepted between May 1 and Aug. 30, 2021. One winner in each category will receive free publicity, customized logo artwork for company marketing and recognition at the show and on the Irrigation Show website.

Visit
irrigationshow.org
for contest eligibility,
rules and past
winners.



The 2021 Irrigation Show and Education Week is a program of the [Irrigation Association](http://irrigation.org), 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.

Attendee Profile



43%

FIRST-TIME
ATTENDEES

57%

RETURNING
ATTENDEES

EXHIBITORS AGREE

90%

IMPROVED
RELATIONSHIPS WITH
CURRENT CUSTOMERS

86%

INCREASED
COMPANY'S VISIBILITY
IN THE INDUSTRY



ATTENDEE PLANS FOR 12 MONTHS AFTER SHOW

92%

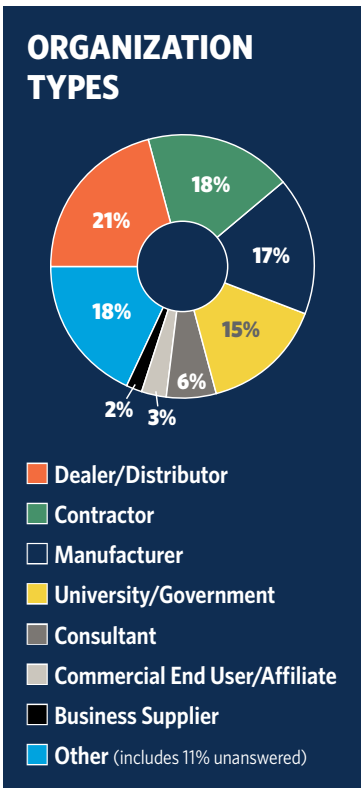
VISIT EXHIBITOR
WEBSITES BASED
ON INFORMATION
FROM SHOW

88%

CONTACT EXHIBITORS
MET AT SHOW

78%

PURCHASE PRODUCT
AS A RESULT OF
CONTACTS MADE
AT SHOW



SHOW ATTENDEES AGREE



Excerpt from the 2019 Irrigation Show data and show survey responses

Welcome to San Diego

From the moment you arrive in sunny San Diego you'll understand why the city is consistently named a top meeting destination. In addition to year-round sunshine and near-perfect weather, San Diego is soaked in culture, 70+ miles of sparkling coastline, friendly locals, a vibrant downtown and an endless assortment of unique neighborhoods to explore.

We hope you will take the time to enjoy everything San Diego has to offer. Whether you want to learn how to surf in La Jolla, taste the local flavors at a five-star restaurant in the Gaslamp Quarter, stroll the peaceful beaches of Coronado, explore the museums of Balboa Park or take a cruise on the bay, San Diego has something for everyone.

WEATHER

San Diego's sun-sational climate makes it the ultimate year-round destination. Days are frequently warm, even in winter, and evenings are pleasantly cool, so bring a light jacket.

In December, San Diego boasts an average high of 66 degrees Fahrenheit.

TOP ATTRACTIONS

- San Diego Zoo
- Sea World
- Mission Beach
- Gaslamp Quarter
- Coronado
- Balboa Park

For more information on San Diego review the [attendee guide](#).

**San Diego
is the perfect
family-friendly
destination!**

THE EXHIBITOR PACKAGE:

It's more than a booth.

YOUR BOOTH SPACE FEE INCLUDES

- three FREE registrations.
- FREE enhanced exhibitor profile powered by a2z Personify, including:
 - company brands
 - company logo
 - company URL
 - company location
 - social media icons
- **FREE attendee email list for pre- and post-show marketing.**
- 50 FREE expo-only VIP coupon codes to distribute to your customers.
- PROMINENT sponsorship opportunities.
- FREE marketing toolkit with suggestions and samples to promote your presence at the show.
- FREE company listing on the online show floor map.
- FREE company and product category listing on the official show app.

Exhibitor Fees

IA member*	\$2,420 (per 10' × 10' space)
Nonmember**	\$2,420 (per 10' × 10' space) PLUS \$2,784 (membership dues)
Corner booth fee	Add \$125 per corner

* IA membership dues must be paid through December 2021, or a membership application must be submitted with the booth space contract. **Platinum members receive an additional 5% discount**

** IA membership is required to exhibit. The dues above are for the manufacturer membership category. Please contact the IA for other member categories.



Download Booth Space Contract

COVID Guidelines

The IA is committed to making every effort to keep our participants safe during this uncertain time. We will be monitoring both national and local guidelines as we approach our event to ensure that we are following the necessary practices to ensure a positive and healthy experience. Download the IA's [COVID-19 Guidelines](#) and the [Exhibitor Terms & Conditions](#).



Due to expanded aisles in the exhibit hall, there is limited booth availability.

RESERVE TODAY!



Space Assignment Process

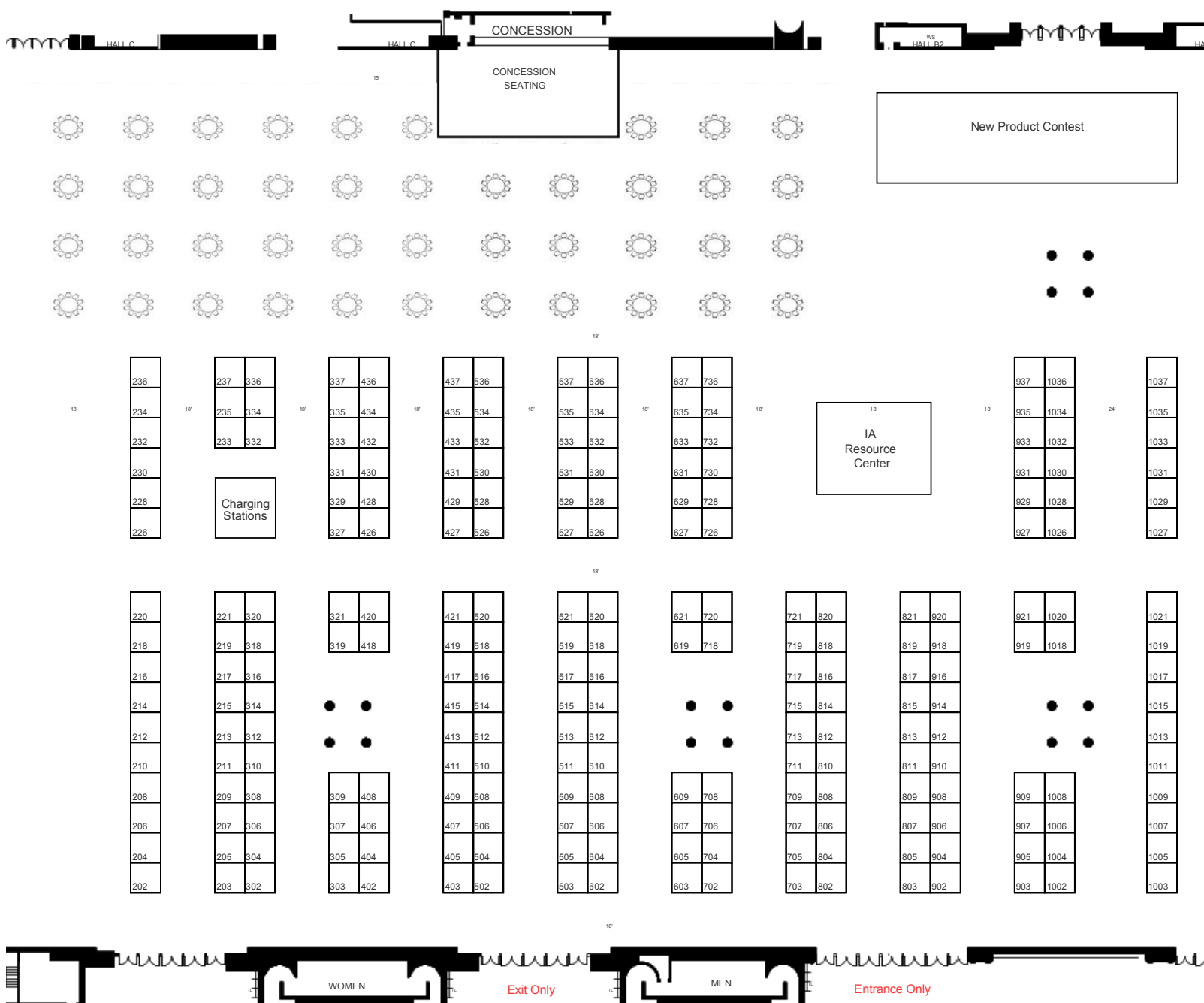
subject to change

We are limiting the number of 10 × 10 booths this year to ensure a better experience for both exhibitors and attendees.

Booth space assignments for the Irrigation Show are assigned as follows:

1. Spaces will be assigned to all IA members whose booth space contracts were received on or before Jan. 29, 2021, with assignment order determined by the priority point system.
2. Booth space contracts received after Jan. 29, 2021, will be assigned on a first-come, first-served basis until all booth space is sold.

The IA reserves the right to relocate an exhibitor's booth space due to facility changes, fire marshal regulations or any other reason in the best interest of the overall show.





Exhibitor Schedule

subject to change

Exhibitor Registration & Move-In Dates

Monday, Dec. 6	8:00 a.m.-6:00 p.m.
Tuesday, Dec. 7	8:00 a.m.-6:00 p.m.
Wednesday, Dec. 8	7:00 a.m.-8:00 a.m.*

Exhibit Dates & Hours

Wednesday, Dec. 8	9:00 a.m.-12:00 p.m. 2:00 p.m.-5:00 p.m.
Thursday, Dec. 9	10:00 a.m.-1:00 p.m.

Exhibit Move-Out Dates**

Thursday, Dec. 9	1:00 p.m.-9:00 p.m.
Friday Dec. 10	8:00 a.m.-1:00 p.m.

* Exhibitor setup must be completed by 8:00 a.m. Wednesday, Dec. 8.

** **No portion of any exhibit may be dismantled and/or removed before 1:00 p.m. Thursday, Dec. 9.** Violators will be fined and will forfeit priority points earned for 2022 Irrigation Show.

Priority Point System

The priority point system rewards your company for support of the Irrigation Association. The greater your support, the more points you earn. Points earned each year are accumulated and applied toward your assignment order for the following year's show.

HOW TO EARN POINTS

Priority points for booth assignment at the 2021 Irrigation Show are calculated from participation in previous years' shows and member activities through Nov. 1, 2020.

Qualifying activities include

- IA membership.
- booth space rental at the Irrigation Show.
- booking hotel rooms in IA room block.
- sponsorship at the Irrigation Show.
- advertising in *Irrigation & Green Industry* and *Irrigation Today*.
- point assignment and transfer.*

* Points are assigned to the member company that earned them. Points are transferable from one member to a subsidiary or parent company at the IA's discretion. Transfer requests must be made in writing and accompanied by documentation of the corporate relationship.

EARLY BOOTH SELECTION PRIORITY POINT DEADLINE:

Jan. 29, 2021

Get your place in line! Take advantage of your priority points by submitting your contract by Jan. 29. After Jan. 29, you could lose your position and be assigned on a first-come, first-served basis after other exhibitors with priority points.

IA Membership	
Premium - Platinum	5 points
Premium - Gold	3 points
Premium - Silver	2 points
Premium - Bronze	1 point
Regular membership	1 point
Sponsorships	
Platinum	4 points
Gold	3 points
Silver	2 points

Booth Space	
17+ booths	4 points
6-16 booths	3 points
2-5 booths	2 points
1 booth	1 point
IA Room Block	
Book hotel room in IA room block	1 point
Magazine Advertising	

Irrigation & Green Industry	
6 full-page ads min.	2 points
6 fractional-size ads min.	1 point
Irrigation Today	
2 full-page ads min.	2 points
2 fractional-size ads min.	1 point



Download Booth Space Contract

Thanks to our 2019 exhibitors. Add your name in 2021 and make your mark.

Action Machining	Dura Plastic Products Inc.	Irrigation Technology Program	Omni Gear	TECO SRL
Action Technology – Tekni-Plex	Dynamax Inc.	Irrigation Training & Research Center	Orival Water Filters	Tempo Communications
Advanced Drainage Systems	Ecoturf Midwest Inc.	Irrigazette	Paige Electric Company	The Toro Company
Agri-Inject Inc.	Effebe USA	Irrinet	Paige Electric – Ag	T-L Irrigation Company
AgSense	EMCO / InteliRain	Irriplast Irrigation System LLC	Payment Pilot	Top Line Brand LLC
Airmar Technology	EnviroTech Soil Solutions Inc.	Irritec USA	Phoenix Specialty Mfg. Co.	Travis Pattern & Foundry
Alliance Outdoor Lighting	Epic Plastics	Irritrol	Pierce Corporation	Tree Hugger Solutions LLC
Alwasail Industrial Company	Epiphene Incorporated	Irrrometer Company Inc.	PM Group Irrigation Technologies	TriBus LLC
American Lighting	Everfilt	JCM Industries Inc.	Ponaflex Hose	TrynEx, a Douglas Dynamics Company
American Rainwater Catchment Systems Association	Evoqua Water Technologies	JM Eagle Inc.	Manufacturing Inc.	Tsurumi Pump
Amiad Water Systems	Ewing Irrigation & Landscape Supply	Kasco Marine Inc.	Potato Grower Magazine / Harris Publishing Inc.	Tucor Inc.
Andros Engineering	E-Z Weld Inc.	Kifco Inc.	Praxis	Underhill International Corp.
Anhui Irritech Agriculture Equipment	EZ-FLO Injection Systems	King Innovation	Precision Laboratories	Unique Lighting Systems
Corporation Limited	Farmers Review Africa	KJ Ketterling Enterprises LLC	Precision Pumping Systems	Universal Sales
Anjon Manufacturing	FB Balzanelli SRL	K-Rain Manufacturing Corp.	Pro Products LLC	Universal Motion Components
Antelco Corporation	FEBCO – A Watts Brand	Kroy Industries	Rachio Inc.	USDA National Agricultural Statistics Service
Applied Engineering Products	FIBOX Enclosures	Kuriyama of America	Rain Bird Corporation	Valley Irrigation
AquaCheck USA	FLOMEC	KZValve	Rainwater Management Solutions	Valplastic USA LLC
AquaFuse by CMF Global Inc.	Flow Pro LLC	Lake Company	Ranch Systems	Valvulas Y Medidores El Rosario
Aqualine Inc.	Focus Industries Inc.	Land F/X	RealFive Agriculture	Vectorworks Inc.
Arborjet / Ecologel	Fresno Valves & Castings Inc.	Landscape Products	Reef Industries Inc.	Victaulic
Armada Technologies	Gheen Irrigation Works	LASCO Fittings Inc.	Regency Wire & Cable	VOLT / AMP Lighting
Association of Outdoor Lighting Professionals (AOLP)	Green Shield	Lawn & Landscape	Reinke Irrigation	W4 Westcoast Water Works
Atlantic Water Gardens	Greentek Energy Systems	Leemco Inc.	Responsive Drip Irrigation LLC	WAC Landscape Lighting
B.A. Fischer Sales Co. Inc.	GroGuru	Lifetime Lighting Systems	Revista Deriego	Wade Rain
BALDR International	Ground Cover Industries Inc.	Lindsay Corporation	Robbco Pumps	Walrus America Inc.
Barrett Engineered Pumps	Guangdong Lingxiao Pump Industry Co. Ltd.	MacLean Highline Products	Roth North America	Water Storage Tanks Inc.
Baseline Inc.	Gulf Agriculture Magazine	Magnation Water Technologies	SBA Loan Group	WaterBit
Bauer North America	H2O Flow Pro	Master Gardner Company	Seametrics Inc.	Waterman Valve LLC
Bermad Inc.	HARCO Fittings	Matco-Norca	Senninger Irrigation Inc.	WaterSmart Innovations
Best Quality Lighting	Hastings Irrigation Pipe Co.	Maxijet Inc. & Mister Landscaper Inc.	Sensoterra	Watertronics
Blackburn Manufacturing Co.	Hendrickson Bros.	Maximum H2O	Sentek Technologies	Weathermatic
Blue Planet Environmental	Heritage Plastics	Mazzei Injector Co. LLC	Shine On Lighting	Weld-On Adhesives Inc.
Bluelab Corporation US	HindSite Software	MCC USA Inc.	ShinMaywa	Wildeye
Bowsmith Inc.	Hinkley Lighting Inc.	McCrometer Inc.	Sistemas de Filtrado y Tratamiento de Fluidos S.A.	Winin Enterprise Co. Ltd.
Brilliance LED LLC	HIT Products Corporation / RainPro	Miller-Leaman Inc.	SiteOne Landscape Supply	Wiseconn Engineering Inc.
Buckner Superior	Horizon Distributors	MiniTrencher	Smart Rain	XCAD Valve & Irrigation Inc.
Bullseye Products LLC	HSTI	Morrill Industries Inc.	Smart Water Ideas	YAMIT USA
Bushman Rain Harvesting	Hubbell	Motorola / Mottech Water Solutions	SNF Inc.	Yardney Water Filtration Systems
Carlisle SynTec Systems	Hunter Industries Inc.	Munro	Soileau Industries Inc.	Yonggao Co. Ltd.
Center for Irrigation Technology	HydroPoint	MurCal Inc.	Sole Saver	Zotexa LLC
Christy's	Hydro-Rain Inc.	Murray Corporation	Sollos Landscape Lighting	Zurn Wilkins
CLS Outdoor Environments	HYMAX by Krausz USA	Nationwide Tank and Pipe	Spagetti Stickler	
ConnectMe Solutions	Illumicare Group Limited	N-Drip Inc.	Spears Manufacturing Company Inc.	
Cornell Pump Company	Infiltrator Water Technologies	NDS – National Diversified Sales Inc.	Spectrum Technologies Inc.	
Corona Tools	Inject-O-Meter Mfg. Co. Inc.	Nebraska Irrigation	Spiio Inc.	
Cresline Plastic Pipe Company Inc.	In-Situ	Nelson Irrigation Corp.	Sprinkl	
Danner Mfg. Inc.	International Code Council	Neptune Chemical Pump Co.	SRW Products	
Davey Water Products	International Sustainable Irrigation Expo	Netafim USA	StrongBox	
Davis Instruments	IPEX USA LLC	North American Pipe Corp.	Sun Flow Inc.	
Dawn Industries Inc.	Irrigation Components International Inc.	Oatey	Sure-Flo Fittings	
DeWitt Company	Irrigation Listings	OCMIS North America	T&C Mfg. & Operating Inc.	
DIG Corporation	Irrigation Solutions	OG Concepts	TECNIDRO SRL	
Dragon-Line		Oldcastle Infrastructure		