



# 2022 EXHIBITOR PROSPECTUS

December 5-9, 2022

Trade Show | Dec. 7-8

Las Vegas Convention Center  
Las Vegas, Nevada



**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 2022 Irrigation Show and Education Week. **The show attracts 3,900+ irrigation professionals.**

- 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 Irrigation Association is co-locating with the **National Ground Water Association**. Teaming up with other organizations is always a win-win. By co-locating, exhibitors benefit from an expanded trade show floor including Groundwater Week exhibitors, as well as a larger attendee base.



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.

## 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.

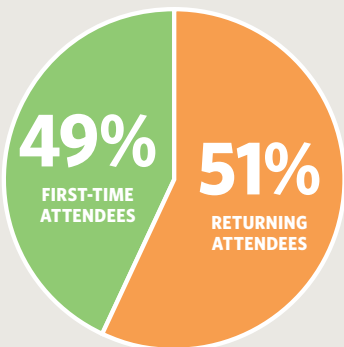
One winner in each category will receive free publicity, customized logo artwork for company marketing and recognition at the show and on the Irrigation Show website.

Visit **[www.irrigationshow.org](http://www.irrigationshow.org)** for new product contest eligibility rules and past winners.

## Reserve Your Booth Online

Contact **Janie Hakim**, senior membership and exhibit services manager, at [janiehakim@irrigation.org](mailto:janiehakim@irrigation.org) or 703.817.6098 for questions.

# Attendee Profile



55%  
LANDSCAPE



33%  
AGRICULTURE\*



12%  
OTHER

\* Only includes attendees who listed agriculture as their primary business focus

## EXHIBITORS AGREE

95%

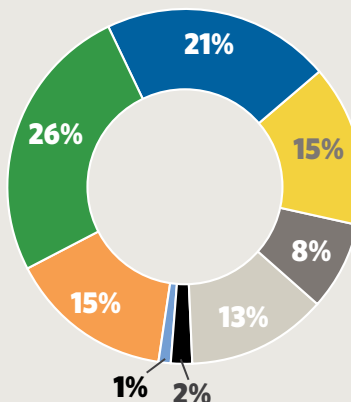
MET THEIR BUSINESS  
OBJECTIVES AT THE  
2021 IRRIGATION SHOW



94%

PLAN TO EXHIBIT AT  
THE 2022 IRRIGATION  
SHOW

## ORGANIZATION TYPES



- Contractor
- Dealer/Distributor
- Manufacturer
- Consultant
- University/Government
- Commercial End User/Affiliate
- Business Supplier
- Other

## SHOW ATTENDEES AGREE

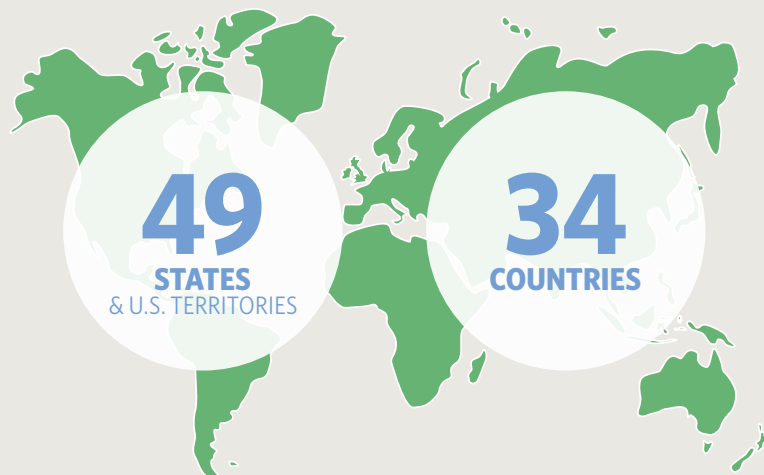
90% learned about new products/technologies

86% visited exhibitor websites based on info from show

84% contacted exhibitors met at show

84% learned new skills and best practices

75% bought products from contacts made at show



## EXHIBITORS RELY ON THE IRRIGATION SHOW FOR

92%

REACHING NEW  
CUSTOMERS

91%

INCREASING  
VISIBILITY IN  
THE INDUSTRY

88%

CONNECTING  
WITH CURRENT  
CUSTOMERS



90%

OF ATTENDEES  
ARE QUALIFIED  
BUYERS/  
INFLUENCERS

Excerpts from the December 2021 Irrigation Show data, the 2021 Exhibitor Advisory Committee survey of 70 participating companies, and the January 2022 show survey responses completed by 25% of show attendees





# Welcome to Las Vegas

Internationally renowned for its unparalleled fine dining, shopping and nightlife, Las Vegas has truly earned its moniker of the "Entertainment Capital of the World." While it has a strong reputation for its glitz and glamour, this resort city offers attractions both on and off the famous Las Vegas Strip.

Visitors can take in the hustle and bustle of Las Vegas Boulevard, visiting popular locations like the Venetian Grand Canal and Paris Las Vegas, or head outside of the city to explore the breathtaking Hoover Dam and Red Rock Canyon.

## WEATHER

Its location in the Mojave Desert gives Las Vegas short winters, with mild days and cool nights. In December, be prepared for lots of sun and temperatures averaging a daytime high of 57 degrees Fahrenheit.

## TOP ATTRACTIONS

- High Roller Observation Wheel
- Paris Las Vegas and the Eiffel Tower Experience
- Fremont Street
- Venetian Grand Canal
- Hoover Dam
- Red Rock Canyon National Conservation Area

For more information on Las Vegas, visit [www.visitlasvegas.com](http://www.visitlasvegas.com).



Explore the  
Entertainment Capital  
of the World!





## THE EXHIBITOR PACKAGE:

# It's more than a booth.

### YOUR BOOTH SPACE FEE INCLUDES

- three FREE registrations for each 10' × 10' booth space.
- FREE exhibitor profile powered by a2z Personify:
  - company brands
  - company logo
  - company URL
  - company email
  - company location
  - company description
  - 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 website and official show app.

### Exhibitor Fees

|                  |  |
|------------------|--|
| IA member*       | \$2,420 (per 10' × 10' space)                                |
| Nonmember**      | \$2,420 (per 10' × 10' space) PLUS \$3,062 (membership dues) |
| Corner booth fee | Add \$125 per corner   |

\* IA membership dues must be paid through December 2022, or a membership application must be submitted with the booth space contract.

**Platinum members receive an additional 5% discount off their booth.**

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

### Reserve Your Booth Online

Contact **Janie Hakim**, senior membership and exhibit services manager, at [janiehakim@irrigation.org](mailto:janiehakim@irrigation.org) or 703.817.6098 for questions.

# Space Assignment Process

subject to change

## 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 Feb. 4, 2022, with assignment order determined by the priority point system.
2. Booth space contracts received after Feb. 4, 2022, 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.

## QUESTIONS?

Contact **Janie Hakim**, senior membership and exhibit services manager, at [janiehakim@irrigation.org](mailto:janiehakim@irrigation.org) or 703.817.6098.

NGWA ↑





# Tentative Exhibitor Schedule

subject to change

## Exhibitor Registration & Move-In Dates

|                   |                      |
|-------------------|----------------------|
| Monday, Dec. 5    | 8:00 a.m.-6:00 p.m.  |
| Tuesday, Dec. 6   | 8:00 a.m.-6:00 p.m.  |
| Wednesday, Dec. 7 | 7:00 a.m.-8:00 a.m.* |

## Exhibit Dates & Hours

|                   |                      |
|-------------------|----------------------|
| Wednesday, Dec. 7 | 10:00 a.m.-4:30 p.m. |
| Thursday, Dec. 8  | 10:00 a.m.-3:00 p.m. |

## Exhibit Move-Out Dates\*\*

|                  |                     |
|------------------|---------------------|
| Thursday, Dec. 8 | 3:00 p.m.-9:00 p.m. |
| Friday, Dec. 9   | 8:00 a.m.-1:00 p.m. |

\* Exhibitor setup must be completed by 8:00 a.m. Wednesday, Dec. 7.

\*\* **No portion of any exhibit may be dismantled and/or removed before 3:00 p.m. Thursday, Dec. 8.** Violators will be fined and will forfeit priority points earned for 2023 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 2022 Irrigation Show are calculated from participation in previous years' shows and member activities through Nov. 1, 2021.

### 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 & Lighting* 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:

**Feb. 4, 2022**

**Get your place in line!** Take advantage of your priority points by submitting your contract by Feb. 4. After Feb. 4, you could lose your position and be assigned on a first-come, first-served basis after other exhibitors with priority points.

| IA Membership                    |          | Booth Space                |          |
|----------------------------------|----------|----------------------------|----------|
| Premium - Platinum               | 5 points | 17+ booths                 | 4 points |
| Premium - Gold                   | 3 points | 6-16 booths                | 3 points |
| Premium - Silver                 | 2 points | 2-5 booths                 | 2 points |
| Premium - Bronze                 | 1 point  | 1 booth                    | 1 point  |
| Regular membership               | 1 point  | Magazine Advertising       |          |
| Sponsorships                     |          | Irrigation & Lighting      |          |
| Platinum                         | 4 points | 2 full-page ads min.       | 2 points |
| Gold                             | 3 points | 2 fractional-size ads min. | 1 point  |
| Silver                           | 2 points | Irrigation Today           |          |
| IA Room Block                    |          | 2 full-page ads min.       | 2 points |
| Book hotel room in IA room block | 1 point  | 2 fractional-size ads min. | 1 point  |

# Thanks to our 2021 exhibitors. Add your name in 2022 and make your mark.

A.Y. McDonald Mfg. Co.  
Action Machining  
Advanced Drainage Systems  
Ag Partners SW  
Agri-Inject Inc.  
Alliance Outdoor Lighting  
Altrac  
American Granby Inc.  
American Lighting  
Amiad Water Systems  
Andros Engineering  
Antelco  
Apollo Valves  
Applied Engineering Products  
AquaCheck USA  
AquaFuse by CMF Global Inc.  
Aqualine Inc.  
Armada Technologies  
B.A. Fischer Sales Co. LLC.  
Bahco Pruning  
Barrett Engineered Pumps  
Bauer North America  
Blackburn Manufacturing Co.  
Brilliance LED  
Buckner Superior  
Bullseye Products LLC  
Centennial Plastics Inc.  
CODA Farm Technologies  
Cornell Pump Company  
Corona Lighting  
Corona Tools  
Cresline Plastic Pipe Company Inc.  
Danner Mfg. Inc.  
Davis Instruments  
Dawn Industries Inc.  
DENSO International America  
DIG Corporation  
Dragon-Line LLC  
Dura Plastic Products Inc.  
Dynamax Inc.  
Eastern Irrigation and Pump Company  
Effebi US  
Energy Code Ace  
Environmental Protection Ind. Co Inc.  
Epic Plastics  
Everydrop Technologies  
Ewing Irrigation  
E-Z Weld Group  
FB Balzanelli SpA  
FEBCO - A WATTS Brand

FLOMEC  
Focus Industries Inc.  
Fresno Valves & Castings Inc.  
Full Coverage Irrigation  
Galcon-Sentek  
Gheen Irrigation Works  
GroGuru  
Ground Cover Industries Inc.  
GTR Agricultural Supplies  
H2Owise  
HARCO Fittings  
Hastings Irrigation Pipe Co.  
Hendrickson Bros.  
HindSite Software  
Hinkley  
HIT Products Corporation  
Horizon Distributors  
HSTI France  
Hunter/FX/Senninger  
Hydro-Rain Inc.  
IAPMO R&T  
Imperial Sprinkler Supply Inc.  
In Deep Irrigation LLC  
In-Situ  
IPEX USA LLC  
Irrigation Components International Inc.  
Irrigation Solutions  
IRRIGAZETTE  
Irritec USA  
Irrrometer Company Inc.  
JCM Industries Inc.  
JM Eagle Inc.  
Juniper Systems Inc.  
Kasco Marine Inc.  
Kifco Inc.  
King Innovation  
KJ Ketterling Enterprises LLC  
K-Rain Manufacturing Corp.  
Kroy Industries  
Kuriyama of America  
KZValve  
Lake Company  
Landscape Products  
LASCO Fittings  
LeakTronics  
Leemco Inc.  
Lindsay Corporation  
Maillefer, SA  
Matco-Norca  
Maximum H2O

Mazzei Injector Company. LLC  
McCrometer Inc.  
Meras Water Solutions  
Midland Industries  
MiniTrencher  
Moleaer  
Motorola/Mottech Water Management Solutions  
Munro  
Murray Corporation  
Nebraska Irrigation  
Nelson Irrigation Corp.  
Netafim USA  
No-Digg Manufacturing LLC  
Oatey  
OCMIS North America  
OptConnect  
Orenco Controls  
Orival Water Filters  
Paige Electric Company  
Phytech US Inc.  
Pierce Corporation  
Plastica Alfa SPA  
Ponaflex Hose Manufacturing Inc.  
Pro Products  
QCSC  
Rachio Inc.  
Rain Bird Corporation  
Ranch Systems Inc.  
Regency Wire & Cable  
Responsive Drip Irrigation LLC  
Rivulis  
Roth North America  
Seametrics  
ServiceTitan  
Shine On Lighting  
SignalFire Wireless Telemetry  
Simple Flow Inc.  
SiteOne Landscape Supply  
Smart Rain

SNF Inc.  
Soiltech Wireless  
Sollos Landscape Lighting  
Southwire  
Spears Manufacturing Company Inc.  
Spectrum Technologies Inc.  
Spherag Teck IoT  
SRW Products  
Sterling Lighting LLC  
Stevens Water Monitoring System Inc.  
StrongBox  
Sun Flow Inc.  
T&C Mfg & Operating Inc.  
TECO Irrigation  
Telaqua  
Tempo Communications  
T-L Irrigation Company  
Toro  
Travis Pattern & Foundry  
TreeDiaper  
TriBus LLC  
Tsurumi Pump  
Tucor Inc.  
Underhill International  
Universal Motion Components  
Universal Sales  
Valley Irrigation  
Valplastic USA LLC  
Vectorworks Inc.  
Vinduino LLC  
VPC Sales/Valencia Pipe Company  
WAC Landscape Lighting  
Wade Rain  
Waterman Valve LLC  
Watertronics  
Weathermatic  
Weld-On Adhesives Inc.  
Wisconn Engineering Inc.  
XCAD USA  
Yardney Water Filtration Systems

## Reserve Your Booth Online

Contact **Janie Hakim**, senior membership and exhibit services manager, at [janiehakim@irrigation.org](mailto:janiehakim@irrigation.org) or 703.817.6098.

