

IrrigationShow
and **Education Week**



THE POSSIBILITIES ARE ENDLESS.

Nov. 4-7, 2024

Trade Show | Nov. 6-7

Long Beach, California

Long Beach Convention &
Entertainment Center



**Sponsorship, advertising,
& branding opportunities**

Learn more at irrigation.org/2024show.



 **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	✓	✓	✓
Select your booth for the 2025 Irrigation Show in tier 2 of priority booth selection	✓	✓	✓
Conference registrations	6	4	2
Recognition in the 2024 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 September issue of <i>Irrigation & Lighting</i>	✓		
Recognition in the Fall issue of <i>Irrigation Today</i>	✓		

SPONSOR GUIDELINES

If your company is not an exhibitor, please contact the business development (businessdevelopment@irrigation.org) department for the non-exhibitor fee.

Prior year sponsors have first right of refusal for the next year.

Reserve your sponsorship package today!



Contact the business development department (businessdevelopment@irrigation.org).



Being an official sponsor has been crucial to Regency Wire & Cables' success at the Irrigation Show. Using the digital marketing offered through the 2023 daily show email updates helped us announce our company's support of the industry and let customers know we had a booth in the exhibit hall. This proved to be a superb way to get the results our company was looking for from the show and beyond.

- Jimmy White, Regency Wire & Cable

PLATINUM SPONSORSHIPS



Pacific Coast Party

SOLD to Ewing Outdoor Supply

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. This welcome party, which hosted over 630 attendees in 2023, will be beach themed and held outside at the Hyatt Regency, the headquarter hotel.

Benefits include

- platinum sponsor benefits.
- your logo on signage throughout the welcome party.
- your logo on cocktail napkins.
- opportunity to provide welcome remarks.
- reserved outdoor cabana.
- your logo on promotional emails and website.

General Session & Breakfast

\$20,000

The General Session is the marquee event during the Irrigation Show, with over 600 attendees in 2023. 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 2024 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).
- opportunity to provide a branded tchotchke for attendees.
- sponsor logo on general session/breakfast event promotion.
- signage acknowledging sponsor in prominent locations at the General Session/breakfast.
- reserved sponsor table.
- your logo on napkins.

Craft Brewfest – Closing Reception in Exhibit Hall

\$22,000

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.



PLATINUM SPONSORSHIPS

continued

IA University Classes & Beverage Breaks

LANDSCAPE - SOLD to SiteOne Landscape Supply

AGRICULTURE - SOLD to Hunter Agricultural Irrigation

In 2023, over 600 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.
- recognition at beverage breaks.
- 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

Registration

SOLD to Horizon Distributors

No one gets into the show without first going through registration. Get maximum exposure by being the 2024 Irrigation Show registration sponsor!

Benefits include

- gold sponsor benefits.
- your logo in all registration confirmation emails.
- your logo on mousepads to be used at registration monitors.
- carpet decals with your logo in the registration area.
- logo on all fast pass kiosk ipad terminals.
- your logo and link to company website in pre-show email blasts promoting registration.



Pocket Guide

\$11,000

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").

Charging Lounges

SOLD to HydroPoint Data Systems, Inc.

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.



Annual Community Give Back Event



CONTACT the business development department for pricing.

The Irrigation Show brings irrigation professionals together with a common mission — elevating our industry through community, thought leadership and innovation. In

2023, attendees participated in Pact for Impact, and we donated 400 backpacks to the local community. Partner with the IA in Long Beach to support the local community.

SILVER SPONSORSHIPS



Industry Insights

SOLD to Heritage Landscape Supply Group

The IA's Industry Insights brings you a variety of presentations on numerous landscape and agriculture topics. The Industry Insights program, attracting over 170 attendees in 2023, 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).
- Industry Insights attendee list.
- on-site signage.
- your logo on Industry Insights webpage.
- your logo on Industry Insights promotion.
- opportunity to provide company literature, collateral, etc.

Exhibit Hall Coffee Break

\$8,000

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

Benefits include

- silver sponsor benefits.
- 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.

New Product Contest

SOLD to The Toro Company

The New Product Contest, showcasing 45 innovative products in 2023, was a hot spot on the exhibit floor. When the winners are announced during 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.
- 60 second promo video 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.

2024 
NEW PRODUCT
CONTEST
Irrigation Association



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. In 2023, this special breakfast hosted over 75 attendees.

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.

SILVER SPONSORSHIPS

continued



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. In 2023, this networking event hosted over 55 attendees.

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.

Mobile App – Splash Screen Sponsorship

SOLD to Watertronics

Gain brand visibility over and over again as attendees use the 2024 Irrigation Show mobile app throughout the week! The mobile app will include enhanced features and functionality along with all show information including events, classes, and the exhibitor directory and map. In 2023, there were 43,700+ total in-app clicks and 15,400 sponsor banner impressions.

Benefits include

- silver sponsor benefits.
- sponsor splash screen (appears following the 2024 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 2024 Irrigation Show website.

Notepads & Pens

\$8,000

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.

Banner Sponsorships

\$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.

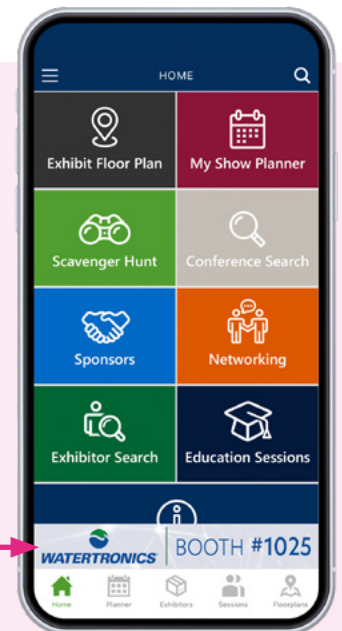
* Graphic size: 1242 × 195 px (displays at 414 × 65 px)

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.





IA Member Lounge

SOLD to HydroPoint Data Systems, Inc.

Support IA Members and promote your company on the exhibit floor at the 2024 Irrigation Show by sponsoring the IA Member Lounge. The lounge will include complimentary perks such as workstations, beverage breaks, charging ports and a headshot photo station.

Benefits include

- silver sponsor benefits.
- 20 x 40 carpeted area
- mix of high-top communal charging tables and large round tops.
- beverage breaks.
- banner above the lounge with sponsor logo.
- headshot photo station with sponsor-branded online photo gallery.

Aisle Signs (co-sponsorship)

\$6,000 - LANDSCAPE
\$6,000 - AGRICULTURE

Co-sponsor the 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.

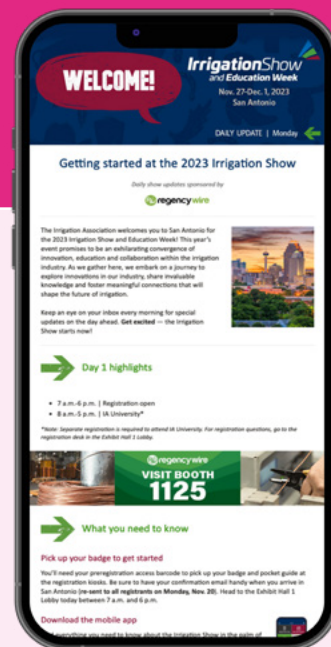
Benefits include

- silver sponsor benefits.
- your logo prominently displayed on a dangler hanging under each aisle banner.



Secure your sponsorship today!

➤ Contact the **business development department**
(businessdevelopment@irrigation.org).



Daily Show Updates

SOLD to Regency Wire & Cable

Greet 2024 attendees each morning in Long Beach 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 x 125 px) that links to your company's website.

Hotel Key Cards

SOLD to K-Rain Manufacturing

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 Long Beach.

Benefits include

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



BRANDING OPPORTUNITIES

On-Site Options for Exhibitors

NEW Attendee Welcome Box (limited to five companies)

Promote your company and booth number by participating in the Attendee Welcome Box. This package allows you to reach the 500 attendees staying at the headquarters hotel with a welcome box featuring items like a flash drive with marketing information, a branded reusable water bottle, local coffee, mugs, chapstick, snacks and more.

Pricing is based on the items selected; please contact the business development department.

Attendee Scavenger Hunt

\$650 (only six available slots)

Networking and fun collide with the mobile app attendee scavenger hunt! Generate excitement on the exhibit floor, drive traffic to your company's booth and/or new product stand. Attendees can win one of two prizes. Your booth staff can deliver the code verbally to increase engagement or place a small tabletop sign in your company's booth. Your company's name will also be listed on the Irrigation Show website.

Convention Center Branding

Explore these branding opportunities throughout the Long Beach Convention Center:

- escalator runner
- column wraps
- wall clings



Meeting Room Option

Meeting Room on the Exhibit Floor

\$2,500

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').
- carpet.



Backlit Panel Box

\$3,000 (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 through-out the show. (Availability is limited; artwork provided by sponsor.)



BRANDING OPPORTUNITIES

continued

Enhanced Online Profile Options Through Map Your Show

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).

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.

Magazine Advertising

Irrigation & Lighting

30,000+ READERS

plus bonus circulation for the September 2024 issue

Your ad in the September issue will reach irrigation and landscape lighting contractors AND those attending the Irrigation Show.

Irrigation Show Ad Package

\$6,500

This special package includes a full-page print ad, a product spotlight ad, a digital product listing on the *Irrigation & Lighting* website and a custom marketing email.

Custom Email: \$3,500

Social Media Posts: \$2,200 (Four posts, one per week)

Website Ads: \$800-\$2,050

Newsletter Ads: \$690-\$1,160

Start advertising today!

Contact the **business development department** (businessdevelopment@irrigation.org).

Irrigation Today

12,000+ READERS

plus bonus circulation for the Fall 2024 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.

Irrigation Show Ad Package

\$4,000

This special package includes a full-page print ad, a product listing on the *Irrigation Today* website or a *News Harvest* ad, and a custom email.

Custom Email: \$2,500 (reach 6,500+)

Website Ads: \$565-\$1,540

News Harvest Ads: \$420-\$700

IA Events Newsletter Digital Ad:

\$890-\$1,155

Reach our 16,500+ subscribers with a digital ad in our monthly *IA Events* email newsletter.



Secure your sponsorship today!

Contact the business development department
(businessdevelopment@irrigation.org).

irrigationshow.org

The 2024 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.

