

About

The Irrigation Association is seeking proposals for **25-minute sessions** for the 2026 Irrigation Show and Education Week as part of the Industry Insights: Business and Economics track. These sessions will be held during the trade show on Dec. 9 and 10, 2026, on the exhibit floor in the Industry Insights Theater.

This session type is intended for concise, high-value presentations on the business forces shaping the irrigation industry. Topics may include market conditions, customer trends, workforce issues, leadership, management, supply chain and inventory, sales and marketing, business strategy, and broader economic developments affecting irrigation businesses and the customers they serve.

We are looking for proposals that provide practical insight and useful takeaways for manufacturers, distributors, dealers, contractors, consultants and other irrigation professionals. Presentations should be timely, relevant to current industry conditions and clearly focused on the needs of the irrigation industry.

Proposal Guidance

- Keep the session focused on what attendees will learn in 25 minutes.
- Show why the topic is timely for 2026 and relevant to the irrigation industry.
- Avoid overtly promotional submissions. Product examples are welcome when used to illustrate broader lessons, data or field results.
- Sessions are typically led by one presenter. A second presenter may be added if necessary.

Business & Economics Considerations

- Emphasize practical takeaways, market significance and decision-useful insights.
- Do not include discussion of current or future prices, fees, discounting, margins or other competitively sensitive topics.

How to Apply

1. Use this proposal template as a guide to help prepare your submission. We recommend completing the template in full so you can easily copy and paste your responses into Map Your Show and retain a backup in case the application closes or a technical issue occurs.
2. Complete and submit your final proposal through Map Your Show.

Timeline

- **May 1, 2026:** Application closes at 11:59 p.m. Eastern Time; no new submissions or edits to existing applications permitted.
- **May 2026:** Proposal review and selection period; notifications issued to all applicants (selected and nonselected)
- **Dec. 7-10, 2026:** Industry Insights sessions presented at the Irrigation Show and Education Week in Las Vegas, Nevada.
Presenters will be responsible for paying all costs related to registration, travel, and attendance for the Irrigation Show and Education Week.

Terms and Conditions

By submitting a proposal, you confirm that you have the right to use any materials included in it. Presenters are responsible for obtaining any needed permissions for third-party content. Presenters retain ownership of their materials and may publish, present, or otherwise use them in the future. If selected, you grant the Irrigation Association permission to use your name, session title, and proposal information for conference, promotional, educational, and archival purposes related to the event. Accepted presenters agree to meet deadlines and comply with conference policies and requirements. The Irrigation Association reserves the right to accept or reject any proposal and to modify the program as needed.

Presenter Information

List all presenters involved in the session. Add a second presenter only if needed.

Presenter name	
Presenter role	<input type="checkbox"/> Solo presenter <input type="checkbox"/> Co-presenter (max. 2 per session)
Organization	
Primary business type	<input type="checkbox"/> Manufacturer <input type="checkbox"/> Manufacturer’s Rep <input type="checkbox"/> Distributor <input type="checkbox"/> Dealer <input type="checkbox"/> Contractor <input type="checkbox"/> Consultant <input type="checkbox"/> Commercial end-user <input type="checkbox"/> Golf course <input type="checkbox"/> Grower/farmer <input type="checkbox"/> Government <input type="checkbox"/> University <input type="checkbox"/> Water/energy agency/utility <input type="checkbox"/> Industry Supplier (non-irrigation)
Biography Briefly summarize the presenter’s background, expertise, and relevant credentials. (about 150-200 words)	

<p>Presentation History Have you presented on this topic before? If yes, where and when?</p>	
<p>Headshot Upload a professional photo of yourself to be used on promotional material and the Irrigation Show website.</p>	<p>Accepted file types: .png .jpg</p>
<p>Additional presenter information Optional: links to articles, publications, project examples, or other supporting materials.</p>	

Presentation Information

Describe the key topic, audience, and value of the session.

<p>Presentation title <i>150 characters max</i></p>	
<p>Topic area</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Business conditions and demand trends <input type="checkbox"/> Market outlooks <input type="checkbox"/> Customer purchasing trends <input type="checkbox"/> Sales and marketing strategies <input type="checkbox"/> Supply chain and inventory <input type="checkbox"/> Workforce and productivity <input type="checkbox"/> Leadership and growth strategies <input type="checkbox"/> Broader economic trends relevant to irrigation <input type="checkbox"/> Other
<p>Topic Area (other) If you selected "Other" as your session topic, please</p>	

provide additional details here.	
<p>Session summary Provide a concise overview of the session, why it is timely, and why it matters to attendees. (about 250-350 words)</p>	
<p>Key takeaways <i>List 1-3 practical insights attendees will gain.</i></p>	
<p>Session flow / key points <i>Provide a simple outline of how you would use the 25-minute session.</i></p>	
<p>Target audience <i>Describe who would benefit most from attending your session.</i></p>	
<p>Value to attendees <i>What will attendees walk away with?</i></p>	
<p>Resources <i>Optional: list any supporting materials you plan to provide with the proposal.</i></p>	

Questions

Please check the Irrigation Show and Education Week website and Call for Proposals page frequently for updates. If you have further questions on submitting a proposal, please email education@irrigation.org.