



IA Industry Impact Prospectus

Driving impact. Delivering value.





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Mission:

To be the recognized authority in efficient irrigation: promoting innovation, supporting industry growth and sustainability, engaging decision-makers, and serving as the leading, credible and unifying voice and advocate for the industry



Vision:

- Transform humanity's stewardship and use of water
- Enable the long-term sustainability of the planet's water and natural resources
- Improve quality of life through a reliable global food supply and vital green spaces

CEO MESSAGE

Driving impact. Delivering value.



At the Irrigation Association, we believe partnerships fuel progress. Our members, sponsors and industry allies are at the heart of every advancement we make in promoting efficient water use, developing future leaders and driving innovation across both agriculture and landscape sectors.

By supporting the IA, you are not only investing in the growth of your own business—you are helping to strengthen an entire industry. Together, we expand opportunities, elevate standards and build connections that matter.

I invite you to join us in shaping the future of irrigation. With your partnership, we can continue to drive impact, create value and ensure that water—and the industry that stewards it—is managed wisely for generations to come.

Sincerely,

A handwritten signature in black ink that reads "Natasha L. Rankin". The signature is written in a cursive, flowing style.

Natasha Rankin, MBA, CAE
Chief Executive Officer
Irrigation Association



Who we are

The Irrigation Association is your leading membership organization, dedicated to serving professionals and businesses across the irrigation industry. When you engage with the IA, you don't just support the industry—you gain a direct pipeline to decision-makers actively seeking solutions.



We connect you with a collaborative community of manufacturers, providers, professionals and customers who share your commitment to irrigation excellence.



We spotlight your expertise and innovation, giving you a platform to champion water use efficiency and thought leadership in the industry.



We empower your success through partnership on continuing education, training and professional development to address critical challenges in the industry.



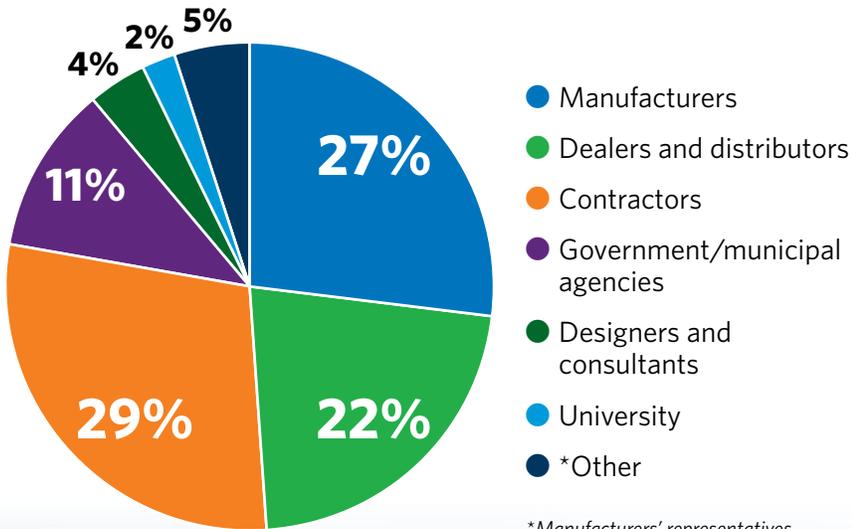
We advocate for your interests by engaging policymakers to demonstrate the economic and community benefits of efficient irrigation and long-term sustainability.



We amplify the story of effective water use and the professionals who make it happen.

The collaborative IA community

13,700+
members



**Manufacturers' representatives, commercial end users, business suppliers*

60+
Important premium members

150+
Impactful volunteer network

40+
Influential affiliate organizations

87,000+
Publication audience





Partnering with us is an investment in the industry



IA audiences are innovators, thought leaders, skilled experts and stewards of one of our planet's most precious resources. While they solve some of today's critical challenges related to global food security, drought conditions, and the impact of water on thriving, healthy communities, the IA strives to equip them with the resources they need to effectively do this invaluable work. **And we can't do that without partners like you.**

When you partner with the IA, you not only put your brand in front of the industry's most engaged professionals—where they go to stay educated, connected and informed—but also ensure the financial, educational and collaborative support needed to propel our industry forward.

Find your fit

Our unique engagement opportunities include something for every type of partner, from advertising packages to thought leadership, event sponsorships and more.

- Connect with engaged *Irrigation & Lighting* and *Irrigation Today* audiences. Pages 8-9.
- Position your company as a strategic partner and industry thought leader. Pages 10-11.
- Align your brand with the largest irrigation-related tradeshow in the industry. Pages 12-13.

Impacts in action

With our members and partners, the IA makes tangible impacts on the irrigation industry every day, protecting its interests, saving businesses money and creating opportunities for growth.



A seat at the table: Through our standards and advocacy efforts, the IA ensures the industry's voice is heard at local, state and federal levels—delivering millions in savings and tax benefits that directly support businesses and professionals.

➤ **IA advocacy efforts led to H-2B cap relief and reform of the H-2B temporary guest worker program for nonagricultural workers.**



A launchpad for success: The IA gives innovators a powerful platform to introduce breakthrough solutions and connect directly with the markets that need them—driving visibility, adoption and long-term success.

➤ **Google invests \$4 million in smart irrigation projects with IA New Product Contest winner. [Read more here.](#)**



A boost for every business: IA-backed state recognition and funding options make IA certification more accessible and credible, helping contractors and OEMs cut costs, improve performance and avoid costly errors in the field.

➤ **Our advocacy efforts helped ensure that pro-growth policies were included in the 2025 tax reconciliation bill.**



A one-of-a-kind forum: The annual Irrigation Show and Education week is the industry's only event that brings the entire market together in one place, compressing months of sales cycles into one week while delivering essential training, product validation, and real business opportunities across agriculture and landscape.

➤ **Irrigation Show Pitch Competition winner raises \$4.7M to expand retrofit irrigation automation platform. [Read more here.](#)**

Advertising Opportunities

IA audiences are pre-qualified buyers — your advertising reaches decision-makers who influence millions in annual irrigation spending.

Irrigation & Lighting - Landscape Audience

Irrigation & Lighting connects you with decision-makers and experts in landscape irrigation and lighting. It is the only publication of its kind providing original content highlighting today's important and timely topics for landscape irrigators and lighting professionals.



[View editorial calendar](#)

[View rates & specs](#)

30,000

PRINT
CIRCULATION

35,000

DIGITAL
CIRCULATION

54,000

UNIQUE
SUBSCRIBERS

24.6%

OPEN RATE

27.5%

OPEN RATE

23,200+

FOLLOWERS

Medium	Product	Rate
Print & Digital	Display advertising (spread, covers, full page, 1/2 page, 1/3 page, 1/4 page, 1/6 page)	\$400 - \$12,592
Print & Digital	Advertorials - NEW	\$5,250 - \$8,500
Print & Digital	Product Spotlight Special Section - NEW	\$1,375 - \$1,800
Digital	Issue Announcement email - NEW	\$700 - \$950
Digital	irrigationandlighting.org (welcome banner, leaderboards, skyscraper, adhesion, sponsored content, product spotlight)	\$500 - \$2,050
Digital	Targeted email (16,500+ circulation)	\$3,500
Digital	Product Roundup email (18,000+ circulation)	\$700
Digital	<i>Irrigation & Lighting</i> Newsletter (33,000 circulation)	\$690 - \$1,160
Digital	Social media posts (LinkedIn, Facebook, X, Instagram)	\$2,000

Irrigation Today - Agriculture Audience

Irrigation Today is your direct link to growers and decision-makers in the irrigation industry. As the only publication focused specifically on on-farm irrigation, we are the go-to resource for essential insights and innovations in agriculture irrigation.



[View editorial calendar](#)

[View rates & specs](#)

13,000
PRINT
CIRCULATION

25,000
DIGITAL
CIRCULATION

33,700
UNIQUE
SUBSCRIBERS

17.8%
OPEN RATE

28.4%
OPEN RATE

Medium	Product	Rate
Print & Digital	Display advertising (spread, covers, full page, 1/2 page, 1/3 page, 1/4 page, 1/6 page)	\$460 - \$5,940
Print & Digital	Advertorials - NEW	\$3,000 - \$4,000
Print & Digital	Product Spotlight Special Section - NEW	\$685 - \$950
Digital	Issue Announcement email - NEW	\$585 - \$750
Digital	irrigationtoday.org (welcome banner, leaderboards, skyscraper, adhesion, sponsored content, product spotlight)	\$500 - \$1,540
Digital	Targeted email (6,500+ circulation)	\$2,500
Digital	News Harvest Newsletter (9,500 circulation)	\$690 - \$1,160

IA Digital

Maximize your visibility with IA's targeted digital platforms. Keep your brand front and center with thousands of irrigation professionals in both the landscape, lighting and agriculture sectors. Leverage hyper-targeted ads and connect with a prequalified audience with unique digital opportunities.

Product	Stats	Rate	Learn More
IA Events Newsletter - Monthly update that shares IA events with both landscape and ag companies	29,000 circulation / 25.1% open rate	\$1,050	View details
Geofencing - Deliver hyper-targeted ads for an effective "at market" campaign	40,000 - 80,000 impressions	\$40 - \$65 CPM	View details
Retargeting - Capture a prequalified audience to turn IA members and supporters into customers	40,000 - 150,000 impressions	\$40 - \$70 CPM	View details

Programmatic Sponsorship Opportunities

The IA offers year-round sponsorship opportunities that align your company with education, innovation and advocacy at every level of the profession. By supporting these programs, your brand gains visibility with key decision-makers while demonstrating a commitment to advancing the irrigation industry.



Events

- **Landscape Irrigation Pros Week** (*February*) – Support a week-long virtual program designed for landscape irrigation technicians to build essential skills. This program aligns your brand with professional development and industry advancement. [Learn more.](#)
- **Advocacy Summit** (*March*) – Shape the future of irrigation policy by supporting in-person meetings on Capitol Hill, hands-on workshops and exclusive networking. Sponsorship positions your company as a recognized champion in advancing irrigation priorities. [Learn more.](#)
- **Smart Irrigation Month** (*July*) – The Smart Irrigation Month campaign highlights irrigation's vital role in innovation and water efficiency. Sponsorship positions your brand at the forefront of an industry-wide initiative recognized across the country. [Learn more.](#)
- **Equip Expo Irrigation Sessions** (*October*) – Designed for landscape contractors expanding their services and new professionals building confidence, this program held at Equip Expo positions your brand alongside high-value education that drives business growth. [Learn more.](#)
- **Community Giveback Event** (*December*) – Hosted by the Irrigation Foundation during the annual Irrigation Show, this event brings irrigation professionals together to perform a hands-on philanthropic project, supporting local nonprofits and making a meaningful impact on the host community. [Contact us](#) for more details.



Honors & Recognition

- **IA Awards** – By sponsoring these prestigious awards, your company gains visibility alongside excellence in education, innovation and achievement—positioning your brand as a supporter of the industry's top leaders and visionaries. [Learn more.](#)
- **Changing the Landscape Awards** – Celebrate the industry's best irrigation and lighting projects. Winners gain national exposure—along with sponsors who are recognized for supporting innovation and excellence in the green industry. [Learn more.](#)
- **Watch us Grow: Industry Standouts** – From innovative entrepreneurs to rising stars, this program honors the people and teams driving progress. Sponsorship aligns your brand with the next generation of leaders and innovators. [Learn more.](#)



Workforce Development

- **Irrigation E3** – Support the next generation of irrigation professionals with valuable exposure, hands-on experience and industry education at the Irrigation Show and Education Week. As a sponsor, your brand will be recognized for investing in future industry leaders. [Learn more.](#)
- **Irrigation Career Link** – This specialized online job board, connects employers with qualified job seekers. As a sponsor, your brand gains repeated visibility with both candidates and companies, positioning your company as a champion of workforce growth and opportunity. [Learn more.](#)



Thought Leadership

- **IA University Professional Development Series** – These webinars deliver timely trends, research, technologies and business strategies. As a sponsor, your company gains visibility with contractors, distributors, designers and other key decision-makers. [Learn more.](#)
- **Landscape Irrigation Contractor Outlook Report** – By sponsoring this important resource, your company gains visibility as a thought leader supporting research that helps contractors plan, adapt and succeed in a rapidly changing industry. [Learn more.](#)

Strategic Initiative Partnership Opportunities

Support the initiatives that drive the irrigation industry forward. From shaping policy and strengthening the workforce to advancing education opportunities, these sponsorships align your brand with the core priorities of the IA.



Advocacy

Through year-round engagement, IA advocates for policies that support efficient irrigation, sustainable water management and the economic health of the industry. Being an Advocacy Partner positions your company as a champion of sound policy, industry growth and responsible water stewardship. *Inclusive of Advocacy Summit and Smart Irrigation Month.* [Learn more.](#)



Workforce Development

Through programs that connect students, educators and employers, IA equips the next generation with the resources needed to succeed. Your sponsorship positions your brand as an industry leader strengthening the talent pipeline and ensuring a thriving irrigation workforce for years to come. *Inclusive of Irrigation E3 and Irrigation Career Link.* [Learn more.](#)



Education

IA classes, resources and technical content deliver practical, real-world learning. By sponsoring IA education, your company is recognized as a champion of professional growth, industry innovation and the continuing education that drives productivity, profitability and long-term success. *Inclusive of Technician Week and Equip Expo Irrigation Sessions.* [Learn more.](#)



Become a Strategic Initiative Partner and receive related programmatic sponsorship recognition!

IA's strategic priorities



Business vitality

Operate a business that supports our mission and enables the IA to lead with foresight and agility

Elevated impact and value

Elevate the impact and value of the industry with external stakeholders

Professional, expert workforce

Foster the training, development and education of a professional and expert workforce

Thriving, growing industry

Create an environment where the irrigation industry and businesses thrive and grow

Irrigation Show Opportunities

The [Irrigation Show and Education Week](#) gives your company a platform to showcase your cutting-edge irrigation innovations to decision-makers, professionals and experts eager to explore unique solutions for their business needs.



Exhibiting

Booth Size	Member Rate	Nonmember Rate
10'x10' Inline	\$2,640	\$6,765
10'10' Corner	\$2,790	\$6,915
10'x20'	\$5,280 - \$5,590	\$13,530 - \$13,840
10'x30'	\$7,920 \$8,230	\$20,295 - \$20,605
10'x40'	\$10,560 - \$10,870	\$27,060 - \$27,370
20'x20'	\$11,180	\$27,680
20'x30'	\$16,460	\$41,210
20'x40'	\$21,740	\$54,740

Digital Exhibitor Profile Upgrades

Gold Package | \$1,500

This top tier exhibitor profile upgrade includes all of the features of our enhanced level, plus priority placement in search results, your booth highlighted on the show floor map and more. The premium package also gives you access to purchase the following:

- **Facility Overview Floor Plan +\$2,000 each (limit: 4 total)** - 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. Ads will rotate with other advertisers' banners.
- **Individual Hall Floor Plan +\$1,500 each (limit: 4 total)** - Add a web banner to the online floor plan map to promote your brand. Ads will rotate with other advertisers' banners.
- **Product Category +\$500 each** - Stand out in your product category by reserving the #1 listing in the online exhibitor search function.
- **Product Spotlight Package +\$500 (limit: 30 exhibitors)** - Showcase your product image or video on the Directory Home Page. A live link directs attendees to your company's listing.

Silver Package | \$750

Make your online exhibitor profile stand out from the competition by upgrading to the enhanced listing 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.



Sponsorships

Diamond

Welcome Party	\$28,000
Closing Party	\$22,000
General Session & Breakfast	\$20,000
Community Giveback Event	\$20,000
IA University Classes & Beverage Breaks - Landscape	\$18,000
IA University Classes & Beverage Breaks - Ag	\$12,000
Tradeshow Bags	\$16,500
Badge Lanyards	\$16,500
Registration	\$15,000

Ruby

Hotel Key Cards	\$14,000
Charging Lounges	\$12,000
Pocket Guide	\$11,000
Member Lounge	\$10,000
New Product Contest	\$10,000

Sapphire

Industry Insights	\$8,500
Notepads and Pens	\$8,500
Daily Show Updates	\$8,500
Women in Irrigation Breakfast	\$8,500
Young Professionals Social	\$8,500
Exhibit Hall Coffee Break	\$8,000
Mobile App	\$7,500
Aisle Signs - Landscape	\$6,500
Aisle Signs - Ag	\$6,500
Backlit Panel Box	\$3,000
Column Wrap	\$2,800
Meeting Room	\$2,500
Mobile App Banner	\$1,000
Carpet Decal	\$900
Mobile App Message	\$500



Ready to Get Started?

Opportunities are limited — secure your spot today to ensure maximum exposure at the 2025 Irrigation Show and Education Week and throughout the year. Our team is here to help you find the right advertising, partnership or sponsorship opportunity to meet your goals. Connect with our sales representatives to explore options, customize your package and secure your visibility with the irrigation industry. We look forward to working with you!



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