



**IrrigationShow**  
and **Education Week**

# THE STAKES ARE HIGH. YOUR VISIBILITY SHOULD BE TOO.

**Dec. 7-10, 2026**

Trade Show | Dec. 9-10

**Las Vegas, Nevada**

Las Vegas Convention Center

**EXHIBIT, SPONSORSHIP,  
ADVERTISING & BRANDING  
OPPORTUNITIES**





# BE A PART OF THE LARGEST IRRIGATION EXHIBITION IN THE WORLD.

The Irrigation Association brings you the 2026 Irrigation Show and Education Week – the ultimate resource for irrigation systems, products and services for the irrigation industry. This event will bring nearly 4,000 irrigation professionals together in Las Vegas, Nevada, where they will

- » 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.
- » connect with industry leaders during exciting networking events (included with registration).

Attendees include manufacturers, distributors, dealers, contractors, consultants, growers and more. Customers will come to you for two jam-packed days of growing your business.

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# WELCOME TO LAS VEGAS!

Get ready to dive into a world of innovation at the 2026 Irrigation Show! Set in the heart of Las Vegas, this energetic city offers the perfect backdrop to spark new ideas and meaningful connections. From immersive entertainment and renowned dining to striking architecture and unforgettable experiences, Las Vegas brings together business, creativity and inspiration like nowhere else.

## TOP ATTRACTIONS

- » The Strip
- » Bellagio Conservatory & Botanical Gardens
- » Fountains of Bellagio
- » Hoover Dam & Lake Mead
- » The Sphere
- » The Neon Museum
- » Fremont Street Experience
- » Red Rock Canyon National Conservation Area
- » The LINQ Promenade
- » High Roller Observation Wheel

The average temperature in Las Vegas in December for a typical day ranges from a

high of  
60° F



low of  
27° F



Click [here](https://www.visitlasvegas.com) to visit [visitlasvegas.com](https://www.visitlasvegas.com) or scan the QR code below to learn more about the host city and start planning your experience!





# ATTENDEE PROFILE



**55%**  
LANDSCAPE



**33%**  
AGRICULTURE\*

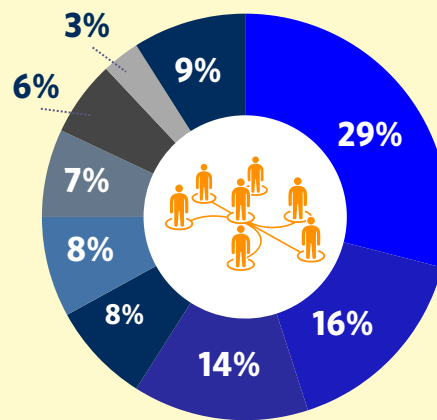


**12%**  
OTHER

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

"During the trade show I was able to connect with manufactures and expect to have meaningful follow-up with each to see how we can promote their products in our market."

**2025 Irrigation Show Attendee Testimonial**



## ATTENDEE TYPES

- Contractor
- Dealer/Distributor
- Manufacturer
- Consultant
- University/Government
- Manufacturers' Rep
- Business Supplier
- Commercial End User
- Other

## SHOW ATTENDEES AGREE



"The quality of attendees exceeded our expectations, and we've already begun follow-up conversations with several qualified prospects."

**2025 Irrigation Show Attendee Testimonial**



**94%**

OF ATTENDEES ARE QUALIFIED  
BUYERS/INFLUENCERS

# EXHIBITING OPPORTUNITIES & INFO

## KEEP INNOVATION FLOWING IN THE IRRIGATION INDUSTRY.

Exhibiting at the 2026 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. And with vibrant Las Vegas as our host city, this will be the ultimate destination to blend inspiration and innovation with fun!

### Booth Inclusions

- three FREE registrations that include access to select programming and networking events for each 10'x10' booth space.
- standard online exhibitor profile powered by MapYourShow displayed on show website, floor plan and mobile app (see page 15 for upgrade opportunities). Standard profile includes:
  - access to online leads
  - company description
  - appointment scheduling
  - contact information
  - company logo
  - product categories
  - company brands
  - social media icons
  - website
  - booth number
- FREE one-time use attendee opt-in email list for pre- and post-show marketing
- 50 FREE registrations to distribute to your customers
- PROMINENT sponsorship opportunities
- FREE marketing toolkit with suggestions and samples to promote your presence at the show
- FREE company and product category listing on the website and official show app
- Opportunity to participate in the New Product Contest

### Exhibitor Fees

For booths exceeding 10'x10', multiply the rates below by the number of booths and corners purchased.

| Booth Size     | Member Rate     | Nonmember Rate  |
|----------------|-----------------|-----------------|
| 10'x10' Inline | \$2,640         | \$6,765         |
| 10'x10' Corner | \$2,795         | \$6,920         |
| 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        |

**IA Platinum members receive a 5% discount on exhibit booth space.**

Click [here](#) or scan the QR code below to view the live floor plan.



Click [here](#) or scan the QR code below to reserve your booth today!



### MEMBERS GET MORE

For a complete list of membership categories, descriptions and benefits, visit [irrigation.org/join](https://irrigation.org/join) and contact [membership@irrigation.org](mailto:membership@irrigation.org) with membership questions.

### 2026 Membership Fees

|                                         |          |
|-----------------------------------------|----------|
| Manufacturer.....                       | \$3,510+ |
| Manufacturer: Complementary Products... | \$1,760+ |
| Dealer/Distributor.....                 | \$1,325+ |
| Business Supplier.....                  | \$845+   |

*Additional membership types available.*





# EXHIBITOR SCHEDULE

*SUBJECT TO CHANGE*



## Exhibitor Move-In Dates

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

## Exhibit Dates & Hours

|                   |                                        |
|-------------------|----------------------------------------|
| Wednesday, Dec. 9 | 9:00-10:00 a.m. (IA Members-Only Hour) |
|                   | 10:00 a.m.-5:00 p.m.                   |
| Thursday, Dec. 10 | 10:00 a.m.-3:00 p.m.                   |

## Exhibit Move-Out Dates

|                   |                 |
|-------------------|-----------------|
| Thursday, Dec. 10 | 3:00-10:00 p.m. |
| Friday, Dec. 11   | 8:00-1:00 p.m.  |

# SPONSORS RECEIVE INCREASED EXPOSURE

|                                                                                      | <br><b>Sapphire</b><br><b>(Under \$10,000)</b> | <br><b>Ruby</b><br><b>(\$10,000-\$14,999)</b> | <br><b>Diamond</b><br><b>(\$15,000+)</b> |
|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| Acknowledgement of your company's support through promotional emails                 | ✓                                                                                                                               | ✓                                                                                                                                | ✓                                                                                                                           |
| Logo and link on the Irrigation Show website                                         | ✓                                                                                                                               | ✓                                                                                                                                | ✓                                                                                                                           |
| Select your booth for the 2027 Irrigation Show in tier 2 of priority booth selection | ✓                                                                                                                               | ✓                                                                                                                                | ✓                                                                                                                           |
| Complimentary Irrigation Show registrations                                          | 2                                                                                                                               | 4                                                                                                                                | 6                                                                                                                           |
| Recognition in the 2026 Irrigation Show mobile app                                   | ✓                                                                                                                               | ✓                                                                                                                                | ✓                                                                                                                           |
| Company logo prominently displayed on signage throughout the show                    | ✓                                                                                                                               | ✓                                                                                                                                | ✓                                                                                                                           |
| Sponsor badge ribbons for all company representatives                                | ✓                                                                                                                               | ✓                                                                                                                                | ✓                                                                                                                           |
| Recognition on Irrigation Association social media channels                          |                                                                                                                                 | ✓                                                                                                                                | ✓                                                                                                                           |
| Recognition in daily show email updates                                              |                                                                                                                                 | ✓                                                                                                                                | ✓                                                                                                                           |
| Recognition in the September issue of Irrigation & Lighting                          |                                                                                                                                 |                                                                                                                                  | ✓                                                                                                                           |
| Recognition in the Fall issue of Irrigation Today                                    |                                                                                                                                 |                                                                                                                                  | ✓                                                                                                                           |

Sponsors are highly encouraged to exhibit. Non-exhibitor sponsors are subject to a 5% non-exhibitor fee. Fee to be assessed on the value of the contracted sponsorship. **2025 sponsors hold the right of first refusal on sponsorships for 2026 until April 1, 2026.**

Hunter is proud to support the Irrigation Association. Sponsoring allows us to connect with more people, spark great conversations, and show our commitment to the future of this industry. It also boosts booth traffic and visibility, but more importantly, it's a fun and meaningful way for us to support education, innovation, and the entire irrigation community.

- **Christine Sionne, Sr. Trade Show Manager, Hunter Industries**



# DIAMOND SPONSORSHIPS



## Sin City Soirée Welcome Event

Welcome attendees to the Irrigation Show on Tuesday night! The Irrigation Association handles all the planning and logistics and your company can enjoy networking with conference attendees. All sponsors receive logo on signage throughout the welcome event and on promotional emails.

### Title sponsor - \$15,000 (exclusive; Diamond deliverables)

- Logo on cocktail napkins (IA will provide)
- Opportunity to provide welcome remarks
- Reserved space in event venue

### Co-Sponsor - \$10,000 (Ruby deliverables)

- Logo on cocktail napkins (IA will provide)

### Supporter - \$3,500 (Sapphire deliverables)

## Hops and High Rollers – Closing Reception in Exhibit Hall

Promote your company and network with attendees during this reception in the exhibit hall. Reception includes light snacks, beer and wine. All sponsors receive logo on signage throughout the reception and on promotional emails.

### Title sponsor - \$10,000 (exclusive; Ruby deliverables)

- Logo on cocktail napkins (IA will provide)
- Opportunity to provide welcome remarks from your booth

### Co-Sponsor - \$5,000 (Sapphire deliverables)

- Logo on cocktail napkins (IA will provide)

### Supporter - \$2,500 (Sapphire deliverables)

## General Session & Breakfast

The General Session is the marquee event during the Irrigation Show, with over 600 attendees in 2025. 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 2026 New Product Contest and the Startup of the Year awards. Both sponsors receive logo exposure on signage in/around the General Session and Breakfast.

### General Session sponsor - \$10,000 (exclusive; Ruby deliverables)

- One-minute video of a company rep or promo played at the beginning of the session
- Reserved sponsor table

### Breakfast sponsor - \$10,000 (exclusive; Ruby deliverables)

- Logo and recognition in pre-session rotating slides and on breakfast buffet
- Reserved sponsor table
- Logo on cocktail napkins (IA will provide)





# DIAMOND SPONSORSHIPS, CONT.

## NEW FOR 2026!

### Lucky Shots & Long Drives

New for 2026, a golf tournament will be held on Tuesday afternoon at the Las Vegas Country Club, immediately adjacent to the Westgate Hotel. Registrants are given a \$25 pro shop credit to use, compliments of the sponsor(s). All sponsors receive logo on signage throughout the show, tournament and promotional emails.

#### Title sponsor - \$15,000 (Diamond deliverables)

- Foursome entry to the tournament
- Branded water bottles
- Sponsor and winners announced at a General Session
- Opportunity to provide one promotional item for registrants
- Photo opportunity with tournament winners

#### Co-Sponsor - \$10,000 (Ruby deliverables)

- Two player entry into the tournament
- Sponsor and winners announced at a General Session
- Opportunity to provide one promotional item for registrants
- Photo opportunity with tournament winners

#### Supporter - \$3,500 (Sapphire deliverables)

- One player entry into the tournament



### Hoover Dam Tour

Attendees can sign up for the Hoover Dam Discovery Tour on Friday, December 6<sup>th</sup>. This comprehensive Hoover Dam adventure includes the renowned Power Plant Tour, historic inspection tunnels, breathtaking views of the Colorado River, and a delicious Garden Court Buffet Dinner. All sponsors receive logo on signage throughout the show, tournament and promotional emails.

#### Tour Sponsor - \$10,000 (Ruby deliverables)

- Registration for up to two (2) company representatives to attend the tour
- Opportunity to issue welcome remarks on the bus to the tour
- Opportunity to provide one promotional item for registrants
- Company logo included on dinner napkins

#### Dinner Co-Sponsor - \$3,500 (Sapphire deliverables)

- Opportunity to provide one promotional item for registrants
- Company logo included on dinner napkins



# DIAMOND SPONSORSHIPS, CONT.

## IA University Classes & Beverage Breaks

**\$18,000 - Landscape SOLD**

**\$12,000 - Agriculture**

In 2025, over 500 attendees took one or more of the 34 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

- 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).
- signage recognition displayed in education area.
- recognition at beverage breaks.

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

**\$16,500 SOLD**

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

- your logo on Irrigation Show bags (bags provided by sponsor and approved by the IA).

## Badge Lanyards

**\$16,500 SOLD**

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

- your logo on Irrigation Show lanyards (lanyards provided by sponsor and approved by the IA).

## Registration

**\$15,000 SOLD**

No one gets into the show without first going through registration. Get maximum exposure by being the 2026 Irrigation Show registration sponsor!

### Benefits include

- your logo in all registration confirmation emails.
- carpet decals with your logo in the registration area.
- logo on all fast pass kiosk tablet terminals.
- your logo and link to company website in pre-show email blasts promoting registration.



# RUBY SPONSORSHIPS

## NEW FOR 2026!

### Hydration Sponsorship

**\$14,500 SOLD**

As the hydration sponsor, you will help boost attendee engagement, reduce single-use waste, and create a positive impact throughout the event.

#### Benefits include

- 1-color logo included on 500 co-branded (Irrigation Show + sponsor) reusable water bottles, for use long after the event.
- Interaction throughout the event as attendees track their impact and give back with the Fill it Forward app.
- Brand alignment with a commitment to reducing single-use waste and creating a positive impact on people and the planet.



### Visual Event Engagement Board

**\$14,500 SOLD**

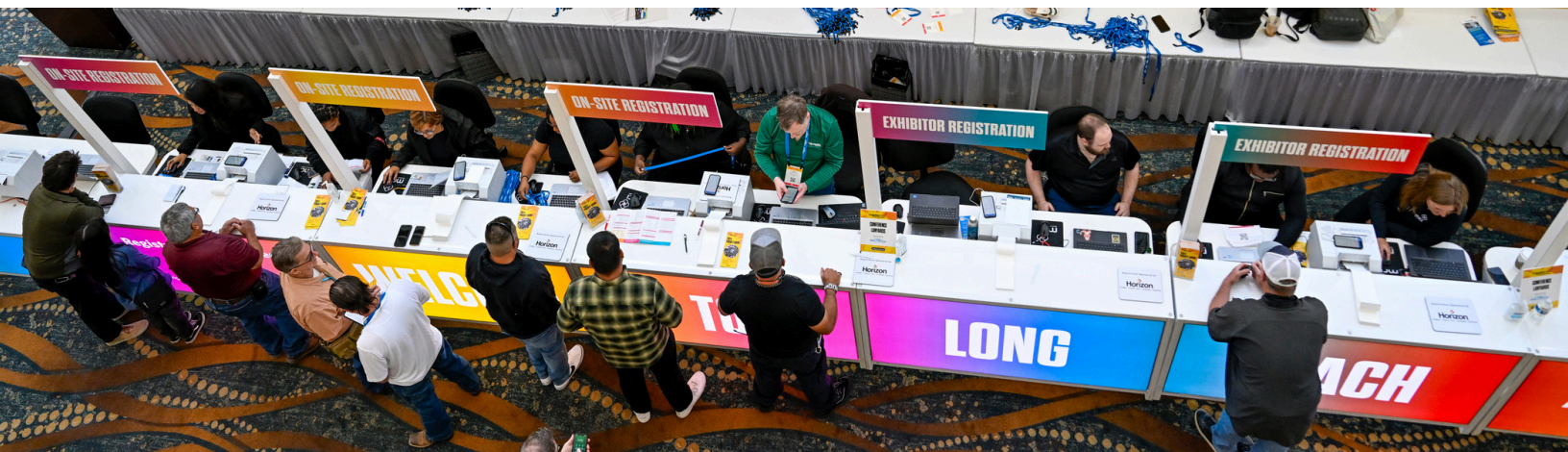
Turn attendee voices into vibrant, real-time artwork — creating a compelling focal point that drives foot traffic, sparks conversation, and brings your brand to life in a memorable way.

#### Benefits include

- your logo included on board template.
- your logo included on digital replica of board, emailed to all attendees post-conference.
- Sponsor to formulate a question or prompt for attendees to engage in. (IA to approve)



# RUBY SPONSORSHIPS, CONT.



## Hotel Key Cards

**\$14,000**

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 Las Vegas.

### Benefits include

- company branding on hotel key cards for Irrigation Show headquarters hotel.



## 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

- your logo on the front of the guide.
- advertisement in the guide (4" x 9.25")



## Charging Lounges

**\$12,000 SOLD**

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

- 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.





# RUBY SPONSORSHIPS, CONT.

## IA Member Lounge & Headshots

**\$10,000 SOLD**

Support IA members and promote your company on the exhibit floor at the 2026 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

- 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.



## New Product Contest

**\$10,000**

The New Product Contest, showcasing innovative products, was a hot spot in 2025 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

- 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.

## Community Give Back Event

**Contact your Account Executive or  
IA@theYGSgroup.com for pricing. SOLD**

The Irrigation Show brings irrigation professionals together with a common mission — elevating our industry through community, thought leadership and innovation. In 2026, we'll give back to the Las Vegas community by supporting a local organization through this impactful event.



# SAPPHIRE SPONSORSHIPS

## Industry Insights

**\$8,500**

The IA's Industry Insights brings you a variety of presentations on numerous landscape and agriculture topics. The Industry Insights program, attracting over 300 attendees in 2025, features experts presenting on today's relevant topics and trends, a best practice, or a how to.

### Benefits include

- 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.



## Notepads & Pens

**\$8,500 SOLD**

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

- 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).

## Daily Show Updates

**\$8,500 SOLD**

Greet 2026 attendees each morning in Las Vegas 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

- logo included at the top of each daily email (one per day, five total) sent to show attendees each morning.
- sponsor banner ad (650 × 125 px) that links to your company's website.



## 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

- 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.



# SAPPHIRE SPONSORSHIPS, CONT.

## Young Professionals Networking Social

**\$8,500 SOLD**

Put your brand in front of the decision-makers of tomorrow by sponsoring this event for the next generation of irrigation professionals. In 2025, this networking event hosted over 55 attendees.

### Benefits include

- 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.

## Women in Irrigation Breakfast

**\$8,500 SOLD**

Promote your brand and stand out as a leader while supporting the women making strides in our male-dominated industry. In 2025, this special breakfast hosted over 75 attendees.

### Benefits include

- 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.

## Mobile App

**\$7,500**

Gain brand visibility over and over again as attendees use the 2026 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 2025, there were 41,000+ total in-app clicks and 27,000 sponsor banner impressions.

### Benefits include

- sponsor splash screen (appears following the 2026 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.

\* Additional advertising (banner ads and mobile app messages) may be sold in addition to app sponsorship.



## Aisle Signs

**\$6,500 - LANDSCAPE SOLD**

**\$6,500 - 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

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

# ADVERTISING & ON-SITE BRANDING OPPORTUNITIES

## DIGITAL ADD-ONS

### MOBILE APP ADVERTISING

#### Banner Sponsorships

**\$1,000 (limit: 5 total | 4 available)**

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.

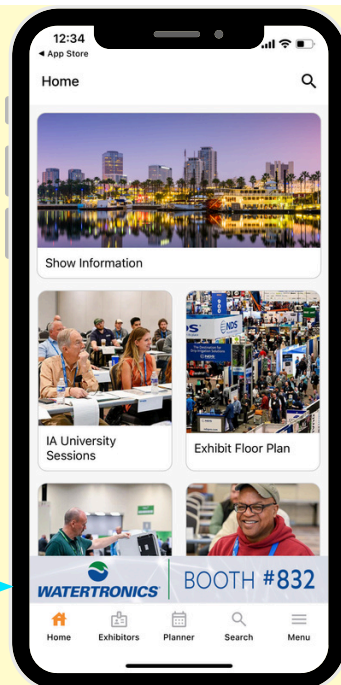
\*Graphic size: 1242 × 195 px (displays at 414 × 65 px)

#### Mobile App Message

**\$500 each (limit: 3 per company and 1 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.



#### High Roller Scavenger Hunt

**\$1,000 (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. Your company's name will also be listed on the Irrigation Show website.

### 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.



#### Learn More!

Download the brochure [here](#).

Contact Map Your Show Exhibitor Engagement to upgrade your directory and floor plan profiles.



# ADVERTISING & ON-SITE BRANDING OPPORTUNITIES

## ONSITE BRANDING FOR EXHIBITORS



### 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 throughout the show. (Availability is limited; artwork provided by sponsor.)

### Meeting Rooms

**\$2,500 – On Exhibit Floor (10 x 10 lockable build out with company logo)**

Hold meetings in the privacy of a conference room. Options available on the exhibit floor or in meeting rooms within the venue. All furnishings, catering, etc. are an additional expense. Please contact [IA@theygsgroup.com](mailto:IA@theygsgroup.com) for availability and capacities.

### Onsite Marketing & Branding

**Pricing available upon request.**

Opportunities may include escalator runners, stair clings, wall clings, hanging banners and more!

### Carpet Decals

**\$900 each (includes graphic | 36" x 36")**

Getting walked on was never so rewarding! Choose a high-traffic location for your company's carpet decal.

(Artwork provided by sponsor.)





# NEW PRODUCT CONTEST & STARTUP SHOWCASE

## Feature your company as a trailblazer in the New Product Contest.

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.

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



## A stage for startups.

Irrigation tech startups find exposure and make connections in **the Startup Showcase**.

These up-and-coming leaders in irrigation technology will have a chance to promote their emerging brand to the industry.

Turnkey and fully customizable booths are available for \$1,550 and are limited to the first 12 companies to apply. To be eligible, startups must have been in business less than five years and be a first- or second-time Irrigation Show exhibitor.



Click [here](#) or scan the QR code for New Product Contest eligibility rules and past winners.



Click [here](#) or scan the QR code for Startup Showcase criteria, benefits and a link to sign up.



# EXTEND YOUR REACH BEYOND THE SHOW

## EXCLUSIVE ADVERTISING RATES FOR EXHIBITORS & SPONSORS

Advertising with the Irrigation Association offers an unparalleled opportunity to connect with hundreds of industry leaders attending our annual event in Las Vegas. Maximize your impact by extending your marketing efforts beyond the event, reaching our engaged audience for months - or year-round. Take advantage of this powerful platform to amplify your message before, during and after the 2026 Irrigation Show and Education Week.

## MAGAZINE ADVERTISING

Increase your audience by 30,000+ readers with

### Irrigation & Lighting

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

#### Irrigation Show 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.

#### IA Events Newsletter

Bringing the latest in Irrigation Association events year-round, this digital newsletter reaches a subscriber base of 16,500+.

Additional opportunities and custom opportunities available. Visit our online [media kit](#) and [contact us](#) to learn more!

Increase your audience by 12,000+ readers with

### Irrigation TODAY

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 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.

Click [here](#) or scan the QR code to view the online media kit and [contact us](#) to get started on a campaign that fits your marketing goals.



# THANKS TO OUR 2025 EXHIBITORS & SPONSORS

## ADD YOUR NAME IN 2026!

A.Y. McDonald Mfg. Co.  
 Advanced Drainage Systems, Inc.  
 Agri-Inject  
 Alliance for Water Efficiency  
 Alwasail Industrial Company  
 Amiad Water Systems  
 Antelco & Dawn Industries  
 AquaCheck USA  
 AquaFuse by CMF Global, Inc.  
 Aqualine  
 Armada Technologies  
 Association of Outdoor Lighting Professionals (AOLP)  
 B.A. Fischer Sales Co., LLC  
 Basalite - Epic Plastics  
 BEECO DISTRIBUTED BY MIFAB, INC.  
 Blackburn Mfg. Co.  
 Bobbyard  
 Brilliance LED  
 Calsense  
 Center for Irrigation Technology, California State University, Fresno  
 Champion Irrigation Products  
 Charlotte Pipe Irrigation Division  
 Cornell Pump, LLC.  
 Corona Tools  
 Cresline Plastic Pipe Co., Inc.  
 Curri  
 DIG Corporation  
 Drillworx  
 Dura Plastic Products LLC  
 Dynamax, Inc.  
 Ewing Outdoor Supply  
 FB Balzanelli USA Inc  
 FertiWiser  
 Flint & Walling, Inc.  
 FLOMEC/Great Plains Industries  
 Focus Industries, Inc.  
 Fresno Valves & Castings, Inc.  
 Fuji Electric  
 FUJIAN GARMERAIN FLUID TECHNOLOGY CO.,LTD  
 Gheen Irrigation Works  
 Green Diamond Biologicals  
 Griswold Controls  
 Ground Cover Industries Inc.  
 Grungard  
 HARCO Fittings  
 Hastings Irrigation Pipe Co.  
 Heritage Landscape Supply Group  
 HindSite Software  
 Hinkley  
 Hit Products Corporation  
 HOBO Data Loggers  
 Horizon Distributors  
 HSTI Hydrascout  
 Hunter Industries, Inc.  
 Husqvarna  
 Hydraulic Institute

Hydraway Drainage System  
 Hydro Dynamic Pumping Services, Inc.  
 HydroPoint Data Systems, Inc.  
 IAPMO  
 ImoLaza  
 Invertek Drives USA LLC  
 IPEX USA LLC  
 Irrigation Technology Program  
 Irrigation Training & Research Center (ITRC)  
 Irrigreen  
 IRRISketch  
 Irritec USA  
 Irriworks Srl  
 Irrrometer Company Inc.  
 JCM Industries, Inc.  
 JM Eagle  
 Juniper Systems  
 Kasco Marine, Inc.  
 Keller Pressure  
 Kichler Lighting  
 K-Rain Manufacturing  
 Kroy Industries, Inc.  
 Lake Company  
 Land F/X  
 Landscape Products  
 Ledwell  
 Leemco, Inc.  
 LESSO America  
 Lindsay Corporation  
 Master Gardner Company  
 Matco-Norca, Inc.  
 Maximum H2O  
 Mazzei Injector Company, LLC  
 McCrometer, Inc.  
 Midland Industries  
 MiniTrencher  
 Moasure  
 Motorola / Mottech Water Solutions  
 MSI  
 Munro  
 Murray Corporation  
 NDS  
 Nebraska Irrigation Inc  
 Nelson Irrigation  
 Netafim  
 Norwesco/Snyder/Bushman  
 nVent King Innovation  
 Oldcastle Infrastructure  
 Orival, Inc.  
 Paige Water & Outdoor  
 PCP  
 Permaloc  
 Precision Pumping Systems  
 Prinsco  
 Pro Products LLC  
 Pronamic

Pumps, Motors & Controls, Inc.  
 Rain Bird Corporation  
 Regency Wire & Cable  
 REINTIC by Peters  
 Rising Star Resources Supply, Inc.  
 SAB SpA  
 SCRAM - ENVIRO PROTECTION INDUSTRIES  
 Seametrics  
 Seymour Midwest LLC  
 Shenzhen Power-Tomorrow Actuator Valve Co., Ltd  
 SiteOne Landscape Supply  
 Skilled Pro Academy  
 Soildrops Smart Sensor Irrigation System  
 Soileau Industries, Inc.  
 SOLEM IRRIGATION USA .INC  
 Sollos Landscape Lighting  
 SOVAL  
 Spears Manufacturing Company  
 SRW Products  
 SteadyFlow LLC  
 StrongBox  
 Sun-Flow, Inc.  
 Superior  
 TangShan Zhifu Plastic Machinery Co., LTD  
 TAYFUR WATER SYSTEMS  
 TECO Irrigation  
 Tempo Communications  
 The Oatey Company  
 The Toro Company  
 Thrive Smart Systems Inc.  
 Thunderbird Irrigation Systems  
 Travis Pattern & Foundry / Wade Rain  
 Tucor, Inc.  
 Underhill International Corp.  
 Universal Sales  
 Utility Plastics  
 Valencia Pipe Company-Tank Division  
 Valley  
 Vialflex  
 Vista Professional Outdoor Lighting  
 W4 Westcoast Water Works Warehouse  
 WAC Landscape Lighting  
 Wade Rain  
 Waterman MPI  
 Watertronics  
 Watts Water Technologies  
 Weathermatic  
 Weld-On Adhesives, Inc.  
 Westlake Pipe & Fittings  
 Wilkins by Zurn Elkay Water Solutions  
 Wirevirus  
 Wiseconn Engineering, Inc.  
 XCAD USA  
 Yardney Water Filtration Systems  
 Youngblood & Associates, PLLC



# Secure your sponsorship today!

Contact your representative to get started.



**Zack Buchanan**

Account Executive

717.430.2291

[zack.buchanan@theYGSgroup.com](mailto:zack.buchanan@theYGSgroup.com)



[Schedule a meeting with Zack](#)



**Rebecca Sieg**

Account Executive

717.253.0342

[rebecca.sieg@theYGSgroup.com](mailto:rebecca.sieg@theYGSgroup.com)



[Schedule a meeting with Becky](#)

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The 2026 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.



**Dec. 7-10, 2026 | Las Vegas, Nevada**  
**Trade Show | Dec. 9-10**

COMPANY PROFILE

Information will be included, as provided, on the 2026 Irrigation Show website and mobile app.

Company

Tel

Street Address

City

State

Zip

Country

Email

Website

Primary Focus (check only one):

☐ Agriculture

☐ Turf-Landscape

☐ Golf

☐ Lighting

☐ Other: \_\_\_\_\_

First-time exhibitor at the Irrigation Show? ☐ Yes ☐ No

IA Member? ☐ Yes ☐ No

PRIMARY CONTACTS

All exhibit information, including booth selection, will be sent to the primary contact. This person does not have to be physically attending the Irrigation Show. This can be a group email address.

Primary Contact (Required)

Name

Title

Email

Phone

Secondary Contact (Required)

Name

Title

Email

Phone

BOOTH FEES & CHOICES

IA membership is highly encouraged, but not mandatory, for exhibitors. Membership must be active at time of application to qualify for member pricing.

|                | Member Rate   | Nonmember Rate  |         | Member Rate     | Nonmember Rate  |
|----------------|---------------|-----------------|---------|-----------------|-----------------|
| 10'x10' Inline | \$ 2,640      | \$ 6,765        | 10'x40' | \$10,560-10,870 | \$27,060-27,370 |
| 10'x10' Corner | \$2,795       | \$6,920         | 20'x20' | \$11,180        | \$27,680        |
| 10'x20'        | \$5,280-5,590 | \$13,530-13,840 | 20'x30' | \$16,460        | \$41,210        |
| 10'x30'        | \$7,920-8,230 | \$20,295-20,605 | 20'x40' | \$21,740        | \$54,740        |

Booth Size Requested: \_\_\_\_\_ TOTAL = \_\_\_\_\_

Booth Choices (no endcaps permitted): 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

APPLICATION SUBMISSION AND AUTHORIZATION

By signing and submitting this application, your company agrees to Irrigation Show booth assignment procedure referenced on page 2 and the Terms & Conditions provided on pages 2-4.

Signature

Date

Print Name

BOOTH PAYMENT

50% of the total exhibition fee must be submitted along with each booth space application or within 10 days if paying via wire/ACH. The remaining 50% of the total exhibition fee is due on or before July 31, 2026.

After July 31, 2026, all applications must be submitted with full payment. Booth space applications received without appropriate payment will not be processed.

PAYMENT INSTRUCTIONS

An invoice for your confirmed, contracted purchase amount will be provided in no more than 3 business days from the time of receipt of completed contract. Payments can be made via check, ACH, credit card or wire transfer. Payment via these methods is inclusive of any processing surcharge.

CANCELLATION POLICY

**Prior to July 31, 2026**  
Exhibitors requesting cancelation or booth size reduction are eligible for a refund of 75% of original exhibition cost.

**July 31-September 30, 2026**  
Exhibitors requesting cancelation or booth size reduction are eligible for a refund of 50% of original exhibition cost.

**September 30, 2026-Event**  
No refunds will be given to exhibitors requesting cancelation or booth size reduction and 100% of original exhibition cost is due to be paid.

2026 IA MEMBERSHIP DUES

**Manufacturer**  
\$3,510

**Manufacturer - Complementary Products**  
\$1,760

**Dealer/Distributor**  
\$1,325

**Business Supplier**  
\$845

For a complete list of membership categories, descriptions and benefits, visit [irrigation.org/join](https://irrigation.org/join).

Please contact [membership@irrigation.org](mailto:membership@irrigation.org) for membership questions.



**I. Intent**

The purpose of the show is to promote and stimulate the interest in, and demand for, the industry's products and services. The show is presented by the Irrigation Association ("IA" or "show management") as a service to the industry and to provide information, education and networking opportunities to members and visitors through contact with exhibitors, products and resources.

The demonstration, display and sale of products and services on the show floor is limited to those persons, firms and corporations that have contracted and paid for exhibit space in the convention center. No other persons, firms or corporations will be permitted to demonstrate products, solicit orders or distribute advertising materials on the show floor. Any person in violation of this rule will be promptly ejected from the exhibit hall.

**II. Booth Space Payment**

Payments of booth space fees are required as follows:

- 1. 50% of the total booth space fee must be submitted along with each booth space application or within 10 days if paying via wire transfer/ACH. The remaining 50% of the total exhibition fee is due on or before July 31, 2026.
- 2. After July 31, 2026, all applications must be submitted with full payment. Booth space applications received without appropriate payment will not be processed.

Only the company name(s) listed on the booth space application is considered an official Irrigation Show exhibitor. All exhibitors must make payments in accordance with the schedule outlined above. Under no circumstances will the exhibitor be permitted to participate at the Irrigation Show and/or occupy its exhibit space if full payment has not been received. The IA will accept payment by American Express, Mastercard, Visa, wire transfer, ACH or check. Show management will adjust fees as needed to correct misreported member status or calculation errors.

**III. Exhibitor Cancellation/Downsizing**

All exhibitor cancellations or downsizing requests must be received by show management in writing. Refunds for canceled or reduced space will be given as follows:

- 1. If booth space is canceled or reduced prior to July 31, 2026, exhibitor is eligible for a refund of 75% of original exhibition cost.
- 2. If booth space is canceled or reduced on or after July 31, 2026, through and including September 30, 2026, exhibitor is eligible for a refund of 50% of original exhibition cost.
- 3. If booth space is canceled or reduced after September 30, 2026, no refund will be given.
- 4. If the exhibitor downsizes on a main aisle or first 20% of the show floor by more than 50% of their original booth request on their initial booth space contract, show management has the right to move the exhibitor to a new location.

**IV. Event Cancellation**

If the show must be postponed or canceled due to a force majeure event, the parties agree that it would be difficult to determine with certainty the amount of the exhibitor's damages from such cancellation. Therefore, the obligations of the parties under this agreement shall be automatically terminated.

Deposits already paid by exhibitors will be reallocated to another marketing opportunity or to the exhibitor's booth for the next scheduled Irrigation Show. In the event of conditions beyond the control of the IA that cause the convention center to become unavailable, exhibitors hereby authorize the IA to assign space, regardless of size or location, in such other building as the IA may be able to procure to hold the exhibition regardless of the location thereof. Exhibitors shall use and occupy such substituted space at the same rent, and under the same terms and conditions, as are set forth in the booth space application, and the IA shall not be liable to any exhibitor for any loss or damage suffered by reason of such unavoidable postponement and relocation.

**V. Booth Space Assignment**

Booth space will be assigned to the company contracting for space as indicated in the booth space application. Although show management will attempt to accommodate exhibitor requests for specific exhibition space, no guarantees can be made that the exhibitor will be assigned the specific exhibition space(s) requested. The booth assignment schedule is listed below.

| Group                           | Selection Date       |
|---------------------------------|----------------------|
| Platinum Member Exhibitors      | December 10-11, 2025 |
| Gold & Silver Member Exhibitors | December 10-11, 2025 |
| Bronze Member Exhibitors        | January 5, 2026      |
| Non-Premium Members             | January 12, 2026     |
| New Exhibitors                  | January 19, 2026     |

In the event the Irrigation Show sells out, the booth space application and deposit will be put on a waiting list. Show management will notify the exhibitor if space becomes available.

Show management reserves the right to relocate an exhibitor's booth space due to a force majeure event or modifications of the exhibit facility, fire marshal regulations or any other reason in the best interest of the overall exhibition.

**VI. Space Regulations**

Exhibitors must adhere to the rules and regulations provided by the event/exhibit venue in addition to the following requirements. In the event of a conflict between the venue's requirements and the IA's Terms & Conditions, the IA's Terms & Conditions shall take precedence and supersede the venue's requirements, except where applicable law dictates otherwise.

- 1. No exhibitor shall reassign, sublet or share the whole or any part of the contracted exhibits space. If show management is provided with written documentation by contracted exhibitor showing ownership of another company, the contracted exhibitor and its subsidiary may occupy the same booth space with approval by the IA.

2. All demonstrations, advertising and promotional activities must be confined to the limits of the assigned exhibit space. No outside demonstrations, seminars, education sessions, product exhibitions, displays or group product discussions may be conducted on show days without express permission from the IA. Demonstrations, advertising, promotional products, signage and any material displayed or distributed by an exhibitor cannot contain comparative advertising, comparative pricing and/or disparagement of competitors. Show management reserves the right to have signage removed and/or any other disciplinary action at the IA's discretion. The IA reserves the right to stop any product demonstration on the show floor that is determined to be a hazard, not consistent with IA policies or disruptive to the show.

3. Distribution of magazines, newspapers and other literature outside exhibitors' assigned booth space and at official show hotels is prohibited without express permission from the IA.

4. Exhibitors are prohibited from conducting meetings with attendees on the show floor prior to show opening or during non-show hours. Exhibitors may conduct meetings with their booth personnel prior to show opening and during non-show hours.

5. The exhibitor, its employees and representatives shall not engage in any display, publication, performance or other activity that conflicts with any federal, state or local law, regulation, rule or ordinance.

6. The following activities are strictly prohibited in the exhibit hall.

a. Gambling or gambling equipment, including slot machines, roulette wheels, dice games, etc.

b. Photography, video production and/or graphic reproduction of other exhibitors' booths and products. Videotaping equipment of any kind is not allowed in the exhibit areas except by persons authorized by IA.

c. Using live animals for demonstration (only service animals to accompany people with disabilities are permitted).

7. Exhibitors are permitted to serve alcohol starting at 2:00 p.m. from their booth space. All alcoholic beverages must be purchased from the official concessionaire and served in accordance with local and state law.

8. Helium balloons are prohibited from the exhibit hall at all times and nothing shall be posted on, tacked, nailed, screwed or otherwise attached to walls, floors, ceilings, furniture or other property of the event venue.

## VII. Exhibitor Conduct

Exhibitors must conduct themselves and their activities in a professional manner that is consistent with the guidelines expressed by the Equal Employment Opportunity Commission and that uphold the IA's Antitrust Law Compliance Policy and principles of the IA's Commitment to Diversity, Inclusion & Opportunity. Booth personnel and their representatives must dress and behave in a manner that is professional and not offensive to attendees or other exhibitors. The IA reserves sole control over event admission and retains the right to reject or prohibit any exhibit, in whole or in part, at its discretion. This includes, without limitation, any person, item, activity, printed material or giveaways that the IA determines to be inappropriate, inconsistent with the character of the exhibition or in violation of applicable policies, laws or event's code of conduct.

1. The cost to repair any damage by an exhibitor, its employees or representatives to the Las Vegas Convention Center will be billed to and paid for by the exhibitor.

2. Exhibitors agree not to bring children under the age of 16 onto the exhibit floor during exhibitor move-in and move-out periods.

3. Exhibitors, its employees and representatives will take every reasonable precaution to minimize the noise of operating exhibits. At no time, either in the exhibit hall or outside a designated room, may the noise level exceed 85 decibels. Sound rooms are required for any demonstrations where the noise level exceeds 85 decibels. Doors to sound rooms must be kept closed during demonstrations. Exhibitors are required to post warnings that sound levels within the sound room may be harmful. In the event any other exhibitor objects or protests to the noise level, show management shall reserve the right to require the exhibitor to cease operation of the exhibitor and/or take measures to reduce the noise level. Exhibitors are prohibited from using objectionable amplifying or special lighting equipment. The IA also reserves the right to require exhibitors (at exhibitor's expense) to change, alter, modify or remove all or part of its exhibit due to any objectionable odors emanating from the display booth.

4. Guns and concealed weapons are strictly prohibited.

## VIII. Construction of Exhibit & Use of Space

1. If exhibit materials are delayed or lost in transit, the following procedures apply:

a. Show management must be notified.

b. The exhibitor must either set up a table and staff the booth or procure a sign to place in the space which reads: "The material for this exhibit has been delayed in transit."

2. Exhibits not set up by the closing hour of the official move-in time will not be permitted to set up until after the closing hours of the day in question and before the opening on the following day.

3. Exhibitor is responsible for ensuring proper booth construction using permissible drapes, furnishings, acoustical materials, signs and banners and at the discretion and expense of exhibitor.

4. Exhibitors are required to furnish their entire booth space with carpet or floor covering at their expense. If booth space is not covered with carpet or floor covering, the show contractor (with permission of show management) will force carpet installation, at the exhibitor's expense.

5. All exhibits must conform to the International Association of Expositions and Events display guidelines as adopted by the Irrigation Association and contained in the exhibitor service manual.

## IX. Fire Protection

All exhibits must comply with all fire regulations and are subject to approval with the local fire regulations. Exits, fire stations and fire extinguisher equipment must not be obstructed. Table coverings must be flameproof and extend down far enough to screen anything under the table but must clear the floor to meet fire regulations. All packing materials and cardboard cartons and boxes must be removed from the booth prior to the opening of the show. Fire regulations will not permit storage of empty crates and cartons anywhere in the exhibit area. No materials may be stored behind booths. No flammable fluids or substances may be used or shown in booths.



## X. Dismantling

The exhibitor agrees by signing a booth space application not to disturb, dismantle or remove exhibit from the designated exhibit space until after the official closing of the exhibits. Early tear-down and dismantling is prohibited and failure to observe this rule may result in a fine of \$3,000. All exhibits and their goods must be packed and ready for shipment immediately following the official closing of the exhibits. All exhibiting firms must be cleared out of the exhibit hall by 1:00pm, December 11, 2026.

## XI. Security & Insurance

Show management shall provide security service throughout the hours of installation, exhibit hours and dismantling. Such service is in no case to be interpreted as a guarantee against loss or theft of any kind or damage by fire, accident or any other cause. The IA and its officers, directors, trustees, employees and agents, as well as designated show contractors and the management of the Las Vegas Convention Center and the city of Las Vegas are not responsible for the safety of the property of the exhibitors from theft, damage by fire, accident or other causes.

Exhibitors are strongly encouraged to remove or place out of sight all small items from exhibit tables and display areas when exhibits are closed. Each exhibitor should designate a company representative to remain with the booth until it is completely dismantled. Exhibitors are required to maintain exhibitor liability insurance with minimum limits of not less than \$1,000,000, fire legal liability with a minimum limit of \$50,000, and medical payments with a minimum limit of \$5,000. Certificates of Insurance (COI) are required to be submitted to event management by no less than 30-days before setup. Exhibitors that do not provide a COI will not be permitted to move in. In addition, coverage is recommended, but not required for property insurance for exhibitor's goods, wares, merchandise and any other property (i.e., transit from factory or warehouse to the exhibition hall while stored or exhibited and returned to the exhibitor's premises). The exhibitor is recommended to make provisions for the safeguarding of such exhibitor's goods, wares, merchandise, chattels or property since the IA shall not be liable for any injury thereto. The exhibitor should upload copies of insurance policies or certificates of insurance to their account in the Exhibitor Resource Center. The exhibitor agrees to waive all claims against the IA, its officers, directors, agents and employees, the Las Vegas Convention Center, and the City of Las Vegas for any and all:

- Claims, demands, defense costs, liabilities, expenses, or damages of any kind or nature arising out of or in connection with:
  - Damage to or loss of any property belonging to:
    - The exhibitor
    - The exhibitor's owners, employees, contractors, representatives, patrons, guests, or attendees
  - Injury to any such personnel

The exhibitor indemnifies the IA, excepting that portion of such claims, demands, defense costs, liabilities, expenses or damages arising out of the sole gross negligence or willful misconduct of the IA.

## XII. Intellectual Property

By executing the booth space application, the exhibitor represents and warrants to the IA that the exhibitor owns or validly possesses the right to make, use, perform, sell and display any patented products, copyrighted works, trademarks, service marks and trade names (collectively, "intellectual property"), as the case may be, used by the exhibitor at or to promote its activities at the Irrigation Show. Breach of the foregoing warranty shall be grounds for immediate revocation of the right to exhibit, without notice or hearing. The exhibitor acknowledges that the IA is relying upon this representation and warranty and has no obligation to monitor the uses and displays of intellectual property at the 2026 Irrigation Show or to conduct an independent investigation of the status of rights to any intellectual property.

## XIII. Force Majeure

Force Majeure events are defined as events or circumstances beyond the reasonable control of the party whose performance is affected, including but not limited to: fire, flood, earthquake, storm, or other environmental or natural disasters; pandemic, epidemic, or other public health emergencies, including travel, gathering capacity, or social distancing restrictions or recommendations issued by governmental agencies or health organizations such as the World Health Organization or the U.S. Centers for Disease Control and Prevention; acts of terrorism, threats of terrorism, civil commotion, insurrection, or war (domestic or international); labor disputes, strikes or curtailment of local, national or international transportation facilities or services significantly impacting domestic and/or international travel; unavailability or inadequacy of necessary utilities, transportation, materials, supplies or housing, including shortages that prevent meeting exhibitor needs; economic factors making it impracticable to hold the event as scheduled, such as the unavailability or inadequacy of convention centers, headquarters hotels or meeting, conference, banquet or expansion spaces; legal or regulatory changes, including laws, ordinances, rules or regulations effective after the execution of this Agreement that adversely affect attendance or event execution; any exigent circumstances or emergencies that make it impractical, inadvisable, illegal, or impossible to hold the event or provide the agreed-upon facilities. Force Majeure also applies to situations in which such events or causes occur within twelve (12) months prior to the event and are reasonably expected to discourage or prevent a significant proportion (fifty percent or more) of anticipated attendees from participating, thereby diminishing the success of the event.

## XIII. Violations

Violation of any of these Terms & Conditions may result in any or all of the following: cancellation of the booth space application, removal of the exhibitor from the show without refund or liability to the IA, and/or the forfeiture of priority points or other privileges associated with participation. Additionally, violators may be banned from participating in future shows or events hosted by the IA.

## COMPANY PROFILE

Information will be included, as provided, on the 2026 Irrigation Show website and mobile app.

\_\_\_\_\_  
Company ("Sponsor")

\_\_\_\_\_  
Street Address                      City                      State                      Zip                      Country

\_\_\_\_\_  
Phone                      Email                      Website

☐ Check this box if your sponsor profile is the same as your exhibitor profile.

## TERMS & CONDITIONS

This sponsorship agreement ("Agreement") is entered into between the Irrigation Association ("IA"), located at 8280 Willow Oaks Corporate Drive, Suite 630, Fairfax, VA 22031, and \_\_\_\_\_ ("Sponsor"), including its affiliates, subsidiaries, assigns and successors of interest.

### Payment terms

Sponsor agrees to pay full amount indicated on page 2 ("Total Sponsor Fee") upon execution of this agreement and receipt of invoice. Pricing is based on receipt of artwork, logos and other receivables in the timeframe as outlined in the commitment. Late fees may apply if the artwork is not submitted on time. Sponsor further agrees that upon acceptance of this agreement by the Irrigation Association, with or without appropriate or timely payment of any and all fees, this agreement shall become binding and enforceable in accordance with its terms.

### Term & termination

Upon execution, this Agreement is effective as of the latest date listed on page 2 of this agreement in the signature section and remains in effect until December 11, 2026. This agreement is irrevocable, and the rights of the Irrigation Association shall not be deemed waived except as specifically stated in writing by its authorized representative. No refunds will be given for cancellations.

### Sponsor obligations

The supporter agrees to provide details on all branded items by **Thursday, October 9, 2026**, for approval before distribution. Supporter will not engage in activities that could damage the reputation of the Irrigation Association.

### Liability & indemnification

Each party shall be responsible for its own acts and omissions and shall indemnify the other party against claims arising from its actions. The Irrigation Association is not liable for any indirect, incidental, or consequential damages arising from this Agreement.

### Confidentiality

Both parties agree to keep confidential any proprietary or sensitive information exchanged during the term of this Agreement.

### Miscellaneous

This Agreement constitutes the entire understanding between the parties and supersedes prior discussions. Any modifications to this Agreement must be in writing and signed by both parties. No party may assign its rights under this Agreement without the prior written consent of the other party.

Your signature on page 2 of the 2026 Sponsorship Application indicates that you have read and agreed to the terms and conditions as outlined on pages 1 and 2 of the 2026 Sponsorship Application.

## SPONSOR ITEMS

- ☐ Sin City Soirée Welcome Event
- ☐ Hops and High Rollers Reception
- ☐ General Session & Breakfast
- ☐ Tuesday Golf Tournament
- ☐ Hoover Dam Tour
- ☐ IA University: Landscape
- ☐ IA University: Agriculture
- ☐ Trade Show Bags
- ☐ Badge Lanyards
- ☐ Registration
- ☐ Hydration Sponsor
- ☐ Visual Engagement Board
- ☐ Hotel Key Cards
- ☐ Charging Lounges
- ☐ Pocket Guide
- ☐ Member Lounge & Headshots
- ☐ New Product Contest
- ☐ Community Giveback Event
- ☐ Industry Insights
- ☐ Notepads & Pens
- ☐ Daily Show Updates
- ☐ Exhibit Hall Coffee Break
- ☐ Women in Irrigation Breakfast
- ☐ Young Prof. Networking Social
- ☐ Mobile App
- ☐ Aisle Signs: Landscape
- ☐ Aisle Signs: Agriculture
- ☐ Other (see pg. 2, Spons. Details)

**Submit completed contracts and most recent logos in ALL formats listed on this page to [IA@theYGSgroup.com](mailto:IA@theYGSgroup.com).**



**Dec. 7-10, 2026 | Las Vegas, Nevada**  
**Trade Show | Dec. 9-10**

## SPONSORSHIP DETAILS

Sponsor will receive the following benefits associated with the event:

## FIRST RIGHT OF REFUSAL

First right of refusal will be offered to the Sponsor for the above item(s) for the 2027 Irrigation Show and Education Week. Sponsor response is required within 14 days following the publishing of the 2027 sponsorship opportunities.

## MEMBER DISCOUNTS

- ☐ Platinum member discount (10%)
- ☐ Gold member discount (5%)

**TOTAL SPONSOR FEE: \$** \_\_\_\_\_

Your signature below indicates that you have read and agreed to the terms and conditions as outlined on pages 1 and 2 of the 2026 Sponsorship Application.

### Sponsoring Organization

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

### Irrigation Association

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

### For IA office use only

\_\_\_\_\_  
Date Received

\_\_\_\_\_  
Payment Received

\_\_\_\_\_  
Received By

\_\_\_\_\_  
iMIS ID

## Payment policy & instructions

**Sponsorship fees are due to be paid in full within NET 10 business days from date of invoice.** An invoice will be provided for the total sponsor fee in no more than 3 business days from the time of contract completion and submission.

Payment may be made via credit card or ACH/wire transfer. Please add a \$25 service charge for any wires plus any bank fees charged by your bank.

## Future sponsorship offerings

Sponsorship offerings, benefits and pricing are subject to change at the sole discretion of the Irrigation Association. While first right of refusal may be extended for future events, such opportunities are not guaranteed to be identical in format, placement, benefits or cost. All future sponsorships will be subject to the then-current terms, pricing and availability as determined by the IA.

## Refund & cancellation policy

No refunds will be given for cancellations. All cancellation requests must be submitted in writing to [IA@theYGSgroup.com](mailto:IA@theYGSgroup.com).

Submit completed contracts **and most recent logos in ALL formats listed on this page** to [IA@theYGSgroup.com](mailto:IA@theYGSgroup.com).

# THE FUTURE OF IRRIGATION STARTS WITH YOU



**Irrigation startups showcase innovation, gain exposure and make connections at the Irrigation Show.**

## STARTUP SHOWCASE

### Discounted booth package - \$1,550

(limited to 10 companies)

#### Benefits

- opportunity to participate in the Startup of the Year contest
- 10'x10' booth in designated Startup Showcase exhibit area located in a prime location on the exhibit floor (includes table, two chairs, carpet, company sign, wastebasket)
- three FREE registrations that include access to networking events
- discounted booth package - \$1,550
- exclusive opportunity limited to 10 companies
- standard online exhibitor profile powered by Map Your Show\* displayed on show website, floor plan and mobile app.
  - access to online leads
  - contact information
  - company logo
  - product categories
  - company description
  - company brands
  - social media icons
  - website
  - booth number
  - appointment scheduling
- free marketing toolkit with suggestions and samples to promote your presence at the show
- logo on the show website and mobile app
- free attendee opt-in email list for pre- and post-show marketing
- free company and product category listing on the official show app

\* Enhanced exhibitor profile requires an additional fee and includes access to online leads, product gallery with images and video, marketing collateral, etc.

#### Criteria

Company must have been in business less than five years (proof of company start date required) and must be a first- or second-time exhibitor at the Irrigation Show. These emerging irrigation innovators are showcasing new ideas, products and technologies.

