

Las Vegas Convention Center | Dec. 7-10, 2026 | Trade Show Dec. 9-10

What’s New



exhibit schedule | booth details | registration | housing | and more

Additional Highlights



exhibit schedule | booth details | registration | housing | and more

Your Team



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Exhibitor Logistics



exhibit schedule | booth details | registration | housing | and more

Where you’re headed...



Las Vegas Convention Center
Central Hall C3, Level 1
3150 Paradise Road, Las Vegas, NV 89109

Dec. 7-10, 2026
Trade Show Dec. 9-10, 2026

Las Vegas, NV

The convention center is centrally located and walkable to downtown hotels, restaurants, and attractions.

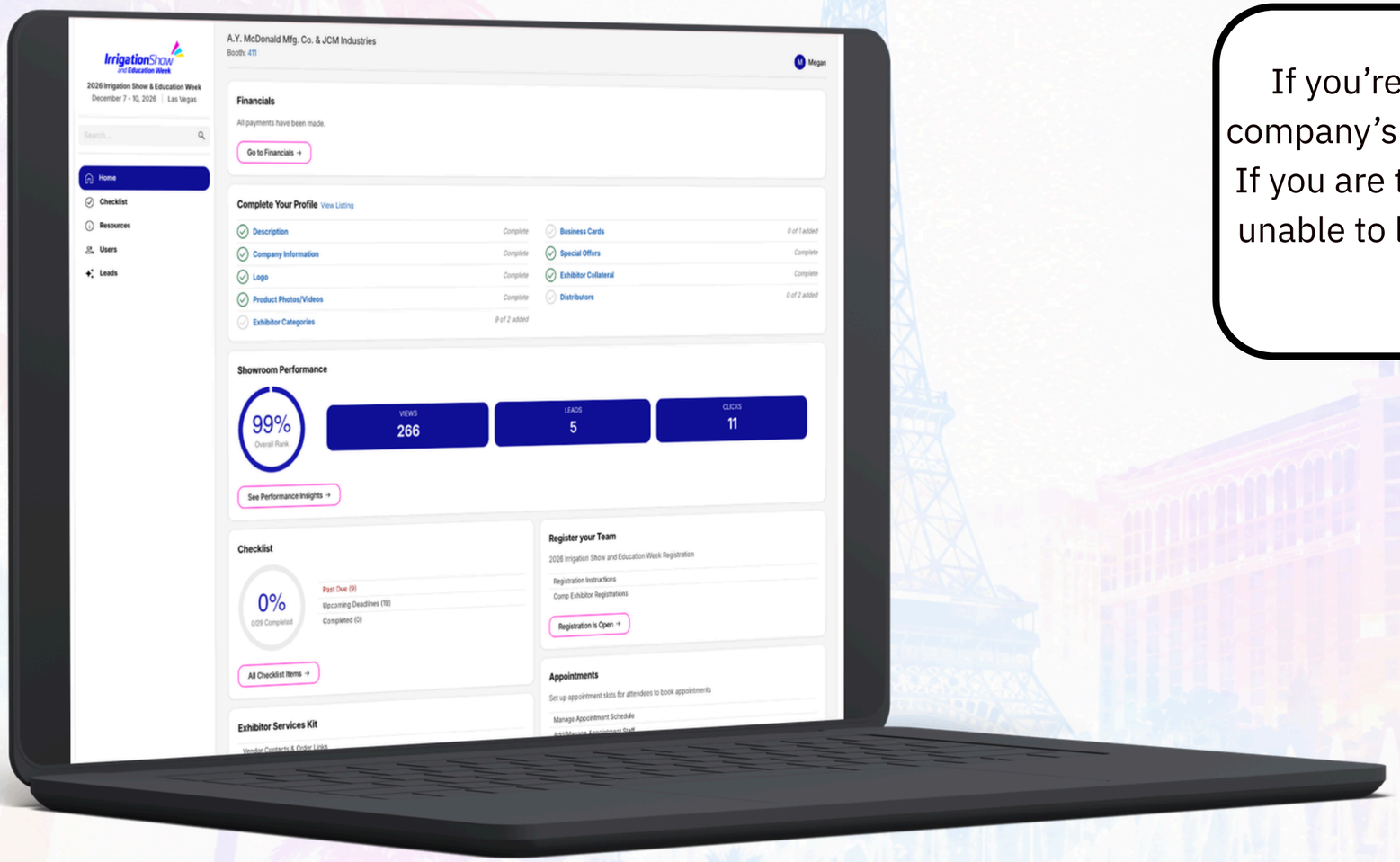
Approved Vendors

You may be or may have been contacted by vendors claiming to be affiliated with IA or the Irrigation Show. **Only the vendors below are confirmed and contracted with our organization and event.** All other inquiries may be forwarded to IA@theygsgroup.com.

The YGS Group | Sales & Show Management
Shepard | Gen. Services Contractor
MCI | Lead Retrieval & Mobile App
Lumens AV | Audio-Visual
Sodexo | Catering
Connections Housing | Housing
Spectrum (prev. Cox) | Internet/Phone
Edlen | Electricity

IA **does not** call exhibitors and sponsors directly to offer lists.

Exhibitor Resource Center (ERC)

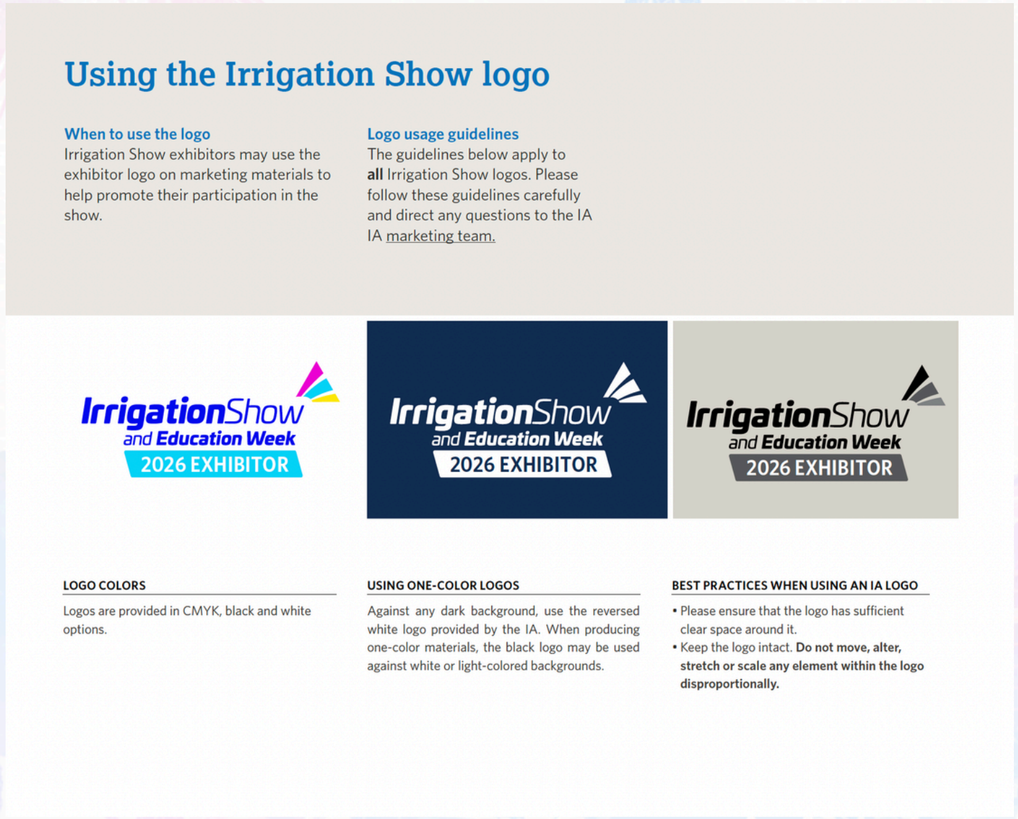


If you're unable to access the ERC, please contact your company's primary point of contact for the booth to add you. If you are the primary point of contact for the booth and are unable to log in, contact IA@theygsgroup.com to be added.

FAQ

ERC

Promotional Toolkits Available!



Using the Irrigation Show logo

When to use the logo
Irrigation Show exhibitors may use the exhibitor logo on marketing materials to help promote their participation in the show.

Logo usage guidelines
The guidelines below apply to **all** Irrigation Show logos. Please follow these guidelines carefully and direct any questions to the IA IA marketing team.

IrrigationShow and Education Week 2026 EXHIBITOR

IrrigationShow and Education Week 2026 EXHIBITOR

IrrigationShow and Education Week 2026 EXHIBITOR

LOGO COLORS
Logos are provided in CMYK, black and white options.

USING ONE-COLOR LOGOS
Against any dark background, use the reversed white logo provided by the IA. When producing one-color materials, the black logo may be used against white or light-colored backgrounds.

BEST PRACTICES WHEN USING AN IA LOGO
- Please ensure that the logo has sufficient clear space around it.
- Keep the logo intact. **Do not move, alter, stretch or scale any element within the logo disproportionally.**

Promotional Toolkits

Use our official hashtag when posting! **#IrrigationShow26**

Exhibitor Logistics

Exhibit Hall Schedule

Date	Schedule Item	Times
Monday, December 7	Move-In	8:00 AM - 6:00 PM
Tuesday, December 8	Move-In	8:00 AM - 6:00 PM
Wednesday, December 9	Finishing Touches (no tools)	8:00-9:00 AM
	Exhibit Hours | IA Members Only!	9:00-10:00 AM
	Exhibit Hours	10:00 AM - 5:00 PM
Thursday, December 10	Exhibit Hours	10:00 AM - 3:00 PM
	Hops & High Rollers Closing Recep.	2:00 PM - 3:00 PM
	Move-Out	3:00-10:00 PM
Friday, December 11	Move-Out	8:00 AM - 1:00 PM All exhibits must be cleared by 1:00 PM!

All Booths:

Plan to have your booth fully set by 6:00 PM on Tuesday.

Freigh Reroute:

Begins at 11:00 AM on Friday

Exhibitor Logistics

Exhibitor Service Kit Resources

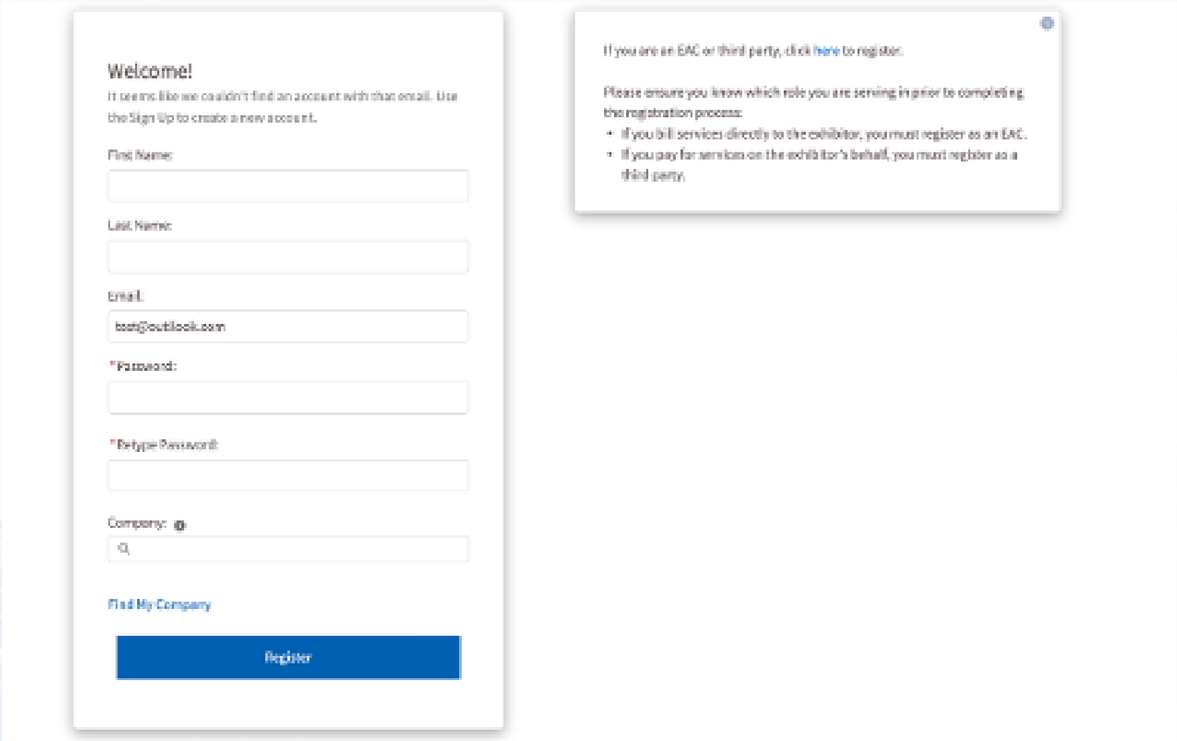


exhibit schedule | booth details | registration | housing | and more

ExhibitorPro

First Time Users:

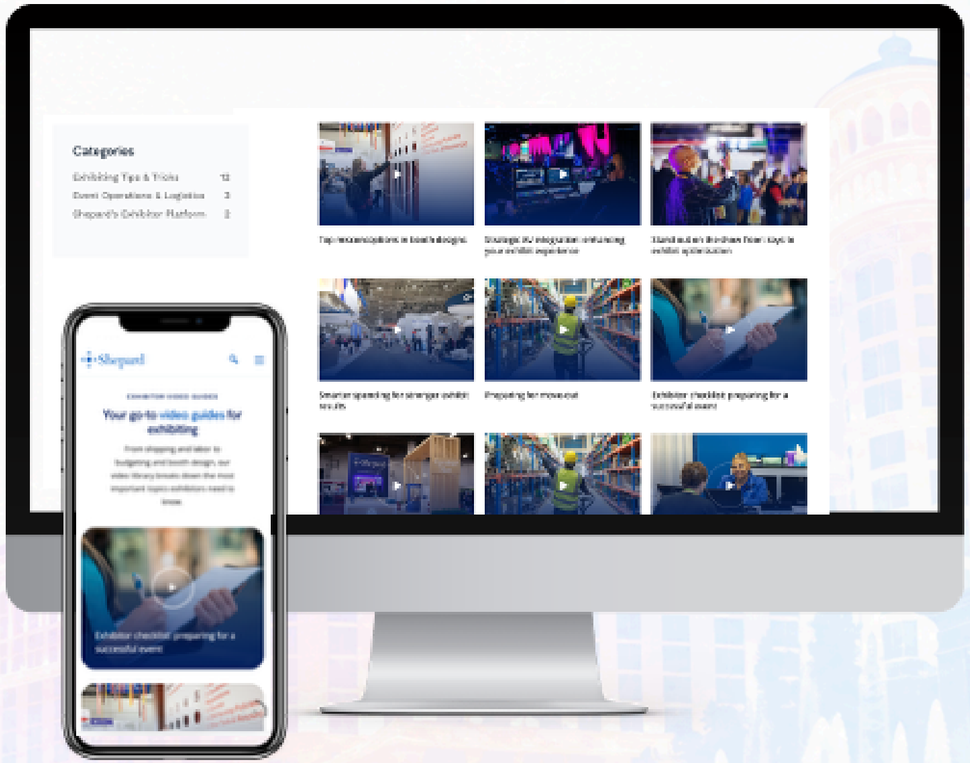
- Go to exhibitorpro.shepardes.com, enter your email address, and click “Continue”.
- If your account is not yet set up, follow the prompts to create one.
- During setup, select your company from the dropdown list. If it doesn’t appear, use “Find My Company.”
- Once complete, sign in with your email and password.
- After logging in, select your event from the list of active events to begin preparing.



Video Library

Resources:

- Highly curated, expert-led tutorials across the full exhibitor lifecycle
- From first-time fundamentals to advanced booth optimization
- On-demand education — watch anytime, anywhere
- Organized by category for fast discovery
- Available on both desktop and mobile



Booth Package

What's Included with Your Booth:

- 8' high black back drape
- 3' black side drape
- 7" x 44" Cardstock identification sign

What You Need to Provide (if needed):

- Furnishings such as tables, chairs, wastebaskets, etc. Turnkey booth packages are available and start at $777.
- Booth cleaning, porter service, mopping & hard surface, shampooing & spot, trash & disposal
- Electrical
- Internet (wired & wireless), cable & video

Discount deadline is Friday, Nov. 13

Questions?

orders@shepardes.com.com

866-366-7428

⚠ **Floor covering is required of all exhibitors.** If it is not ordered via Shepard or you have not given advance notice that you will be providing your own floor covering by **Dec. 8 at 5:00 PM**, it will be installed in your booth with a balance owing to Shepard.

⚠ **Bringing your own floor covering?** Notification is required to avoid forced/billable carpeting onsite. You may provide notice via the exhibtior services kit

FAQ

Compliance

IAEE Display Guidelines

✓ Booth Compliance

All exhibitors must adhere to the IAEE Exhibitor Rules & Regulations—they are legally binding and part of your contract.

✓ ADA Compliance

Exhibitors are responsible for ensuring booth accessibility (e.g., wheelchair access) under the Americans with Disabilities Act and indemnify IA against related claims.

✓ Rule Authority

IA retains full authority to interpret or amend regulations, and all exhibitors must comply with any updates.

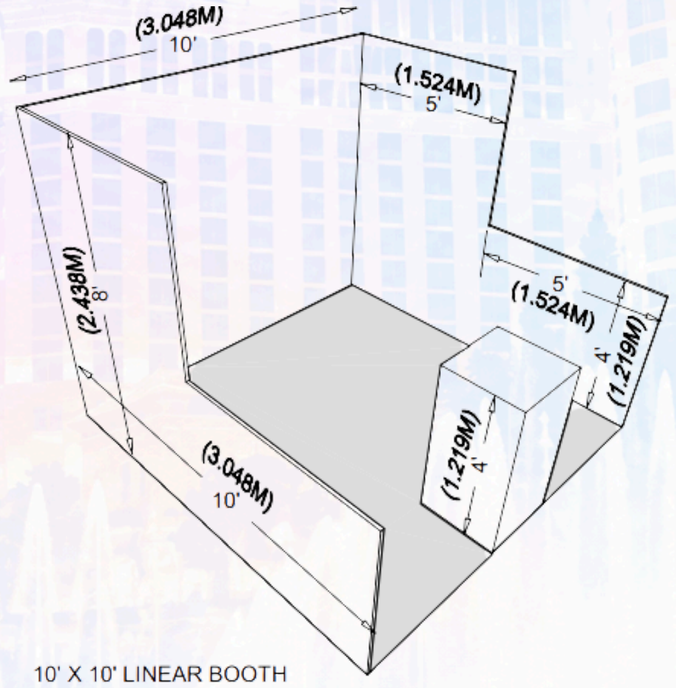
🎯 Standardized Booth Layouts

Following IAEE “Line-of-Sight” guidance, 10×10 linear booths may use 8 ft height only in the rear half, with a 4 ft limit near aisles to preserve sightlines.

🛑 Booth Types & Height Limits

Linear/In-line Booths: 8 ft max back wall; 4 ft forward to aisle

Corner / Perimeter: Similar rules, may differ at facility wall



10' X 10' LINEAR BOOTH

Exhibitor Logistics

Shipping

Shipping labels are available in the exhibitor services kit.

When filling out your labels, you must include the exhibiting company name, booth number and the name of the event (Irrigation Show and Education Week).

Material Handling Rates:

Machinery.....$1.05-1.29
Advance Warehouse-Crated.....$2.35
Late to Adv. Warehouse-Crated.....$2.95
Show Site-Crated.....$2.35
Show Site-Uncrated.....$2.35
Banding/Shrink Wrap Svc.....$75 per 4'x4'

Advance warehouse shipments may deliver Monday, Nov. 9 through Monday, Nov. 30

Show site shipments will be received beginning Monday, Dec. 7.

Questions?

orders@shepardes.com
866-366-7428

- ✔ Shipments arriving after **Monday, Nov. 30, 2026** will be received at the warehouse with an additional after deadline charge. The final day for shipments to arrive at the advance warehouse is **Friday, Dec. 4**.
- ✔ The warehouse will receive shipments Monday through Friday (excluding holidays). Shepard will be **closed Thursday, Nov. 26 and Friday, Nov. 27 for the Thanksgiving holiday. Please notify your carrier**
- ✔ Material Handling rates will apply to all shipments sent through Shepard.

FAQ

Lead Retrieval

Capture, qualify, and follow up faster.

Partner: MCI

Mobile app licenses **start at $379.**

Rates increase Tuesday, Oct. 13 and Tuesday, Nov. 10

Questions?
leads@jade.mcievents.com

ISEW Lead Retrieval Info

Lead Retrieval - NGWA

Capture, qualify, and follow up faster.

Partner: Bravura

Two user licenses cost $280 with additional user licenses available at $140 per user.

Questions?
support@bravuratechnologies.com

NGWA Lead Retrieval Info

Internet

Keep your team productive, connected, and ready for business.

Partner: Spectrum (Las Vegas Convention Center)

Dedicated connection is encouraged if you plan to:

1. Utilize web-based resources for demonstrations.
2. Stream/host video calls.

Basic internet **starts at $500**.

Discount deadline is Friday, Nov. 6.

Questions?
(855) 519-2624

Telecomms Order Info

Electrical

Power your booth with confidence.

Partner: Edlen (Las Vegas Convention Center)

You may need electrical service if you plan to:

1. Charge laptops, phones or tablets
2. Power montiors, TVs or touchscreens
3. Operate booth lighting or illuminated displays

Basic power **starts at $170**.

Discount deadline is Wednesday, Nov. 18.

Questions?
(702) 385-6911

Electrical Order Info

Audio Visual

Power every presentation and demo.

Partner: Lumens AV

Montiors **start at $250**.

Video displays/projection **start at $125**.

Audio (sound systems and mics) **start at $125**.

Computers/printers **start at $125**.

Don’t forget to order power and internet (if applicable) when renting audio visual devices!

Orders must be placed by Tuesday, Dec. 1

Questions?

Frank Padilla

frank@lumensav.com

AV Order Info

Exhibitor Logistics

Catering

Refresh, engage and connect.

Partner: Sodexo

Catering Order Info

Order deadline is Tuesday, Nov. 9 at 12 PM PT

Questions?

exhibitorcateringlvcc@sodexo.com

702-943-6779

For any alcohol or bar service orders or inquiries, please contact Tracey Cooper with Sodeco

Tracey.Cooper@sodexo.com

FAQ

Staff Registrations

Register early. Arrive prepared.



Quantity of registrations is calculated based on exhibit booth size and sponsorship. Complimentary registrations include full access to sessions, keynotes and the opening/closing receptions.

How to access the registration site:

- Log into the ERC.
- Locate the **Register Your Team** widget and click the “Registration Is Open” button.

Questions or transfers?
info@irrigation.org

✔ All booth staff must be registered and badged to access any conference areas.

FAQ

Registration Info Site

Customer Registrations

Invite your customers and prospects!

All exhibitors and sponsors receive 50 complimentary registrations* to send to their customers or prospects to attend the Irrigation Show.

Make the most of this beneft by:

- inviting customers, prospects, distributors and industry partners to attend the meeting at your invitation.
- encouraging attendance at your booth, sessions and networking events.
- using registrations as a value-added touchpoint in your event marketing.

Your company's unique registration code can be found in the **50 customers register for free!** widget in the ERC.

Platinum IA members receive 75 complimentary registrations.

Questions?
info@irrigation.org

✔ Complimentary registration codes are to be used for customers/clients and/or prospects.

✔ Booth staff and company personnel must be registered using your booth registrations or purchased if the booth registration allotment has been exhausted.

FAQ

Exhibitor Logistics

Housing



Reserve by Wednesday, Nov. 11

Rest easy, network better.

Partner: Connections Housing

HQ: Westgate Las Vegas Resort & Casino | $162+ per night

Need help?
irrigation@connectionshousing.com
855-447-7442

Blocks available at the following hotels:

- 0.2 mi. away | Las Vegas Marriott Convention Center | $199+ per night
- 0.4 mi. away | Courtyard by Marriott Convention Center | $179+ per night
- 0.4 mi. away | Residence Inn by Marriott Convention Center | $179+ per night
- 0.6 mi. away | Renaissance Las Vegas Hotel | $209+ per night
- 0.7 mi. away | Hilton Grand Vacations Club on Paradise | $140+ per night

Travel Info Site

Exhibitor Logistics

Certificates of Insurance

Submit COI by Friday, Nov. 6

All exhibitors must supply a certificate of insurance (COI). This is not optional.

Coverage Requirements
As a standard requirement for all our show exhibitors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits of $1,000,000 per occurrence and $2,000,000 aggregate. Insurance Coverage is not optional.

This insurance policy must also:

- be in force during the lease dates of the event, December 7-11, 2026
- name the Irrigation Association (3030 Clarendon Blvd., Suite 300, Arlington, VA 22201) as the certificate holder
- name the following as additional insured: The Irrigation Association, Irrigation Association Political Action Committee, Irrigation Foundation and the Las Vegas Convention Center.

Short-Term Policies

2027 Booth Selection



priority points | selection process | booth assignment | future locations

2027 Booth Selection

Priority-Based Selection
Exhibitors are placed in a booth selection queue based on membership level.

Member Level	Selection Date/Timing
Preferred Partners/Platinum Members	December 9, 2026
Gold/Silver Members and 2026 Sponsors	December 10, 2026
Bronze Members	December 14, 2026
2026 Exhibitors	December 17, 2026
Past or New Exhibiting Companies	January 4, 2027

What to Expect

Selection Invitation
You'll receive an email from your IA sales team contact with your assigned booth selection time.

On-Site Selection
If your priority point level places you in the on-site selection window, you'll be invited to choose your booth during the conference.

Limited Time Slots
Due to limited hours available for on-site appointments, some exhibitors will receive a follow-up with their selection appointment after the conference.

Benefit from IA Membership!



expand your network | stay informed | strengthen your impact in the field

IA Members

Contact us to learn more!
membership@irrigation.org

The Irrigation Association is the leading professional association for irrigation manufacturers, suppliers, designers, contractors, consultants, academics, water providers, and end users across every specialty and segment. We're your association.

Members of the IA save on Conference booth space, can take advantage of the Member Lounge and complimentary Headshot Station.

Enhance Your Presence!



expand your network | stay informed | strengthen your impact in the field

Stand Out.
Get Noticed.
Drive Results.

Why Go Beyond the Booth?

Your booth is just the beginning. Attendees are navigating a busy schedule and strategic brand visibility can:

- Increase foot traffic
- Build stronger recognition
- Reinforce your message before, during, and after the event
- Drive more meaningful interactions

Traffic Drivers

Create meaningful engagement opportunities that increase visibility, converations, and lead generation.

Carpet Decals | $900 each
36" x 36" custom graphic clings. Getting walked on was never so rewarding! **Deadline: Nov. 9, 2026**

Backlit Panel Boxes | $3,000
Drive booth traffic with eye-catching 7-foot illuminated displays featuring your branding and booth number, positioned for repeated attendee exposure throughout the event. **Limited availability; Deadline: Nov. 9, 2026**

Pocket Guide | $11,000
Back by popular demand! Sponsorship includes a logo on the front of the printed piece and an advertisement inside the guide.

Meeting Rooms

Create a comfortable environment for focused conversations, relationship building, and productive one-on-one or group meetings.

Meeting Rooms | $2,500

Host meetings in a dedicated 10'x10' meeting room on the exhibit floor or elsewhere within the venue. Space rental only; furnishings, catering, and additional services are available at extra cost. Availability and capacity are limited. Contact us for details.

Convention Center Meeting Rooms | Prices Vary

To request function space, please complete and return the form linked below **as soon as possible**, for each function date and time requested. We ask that you not contact the Las Vegas Convention Center or the designated conference hotels directly as they will refer all inquiries back to the IA.

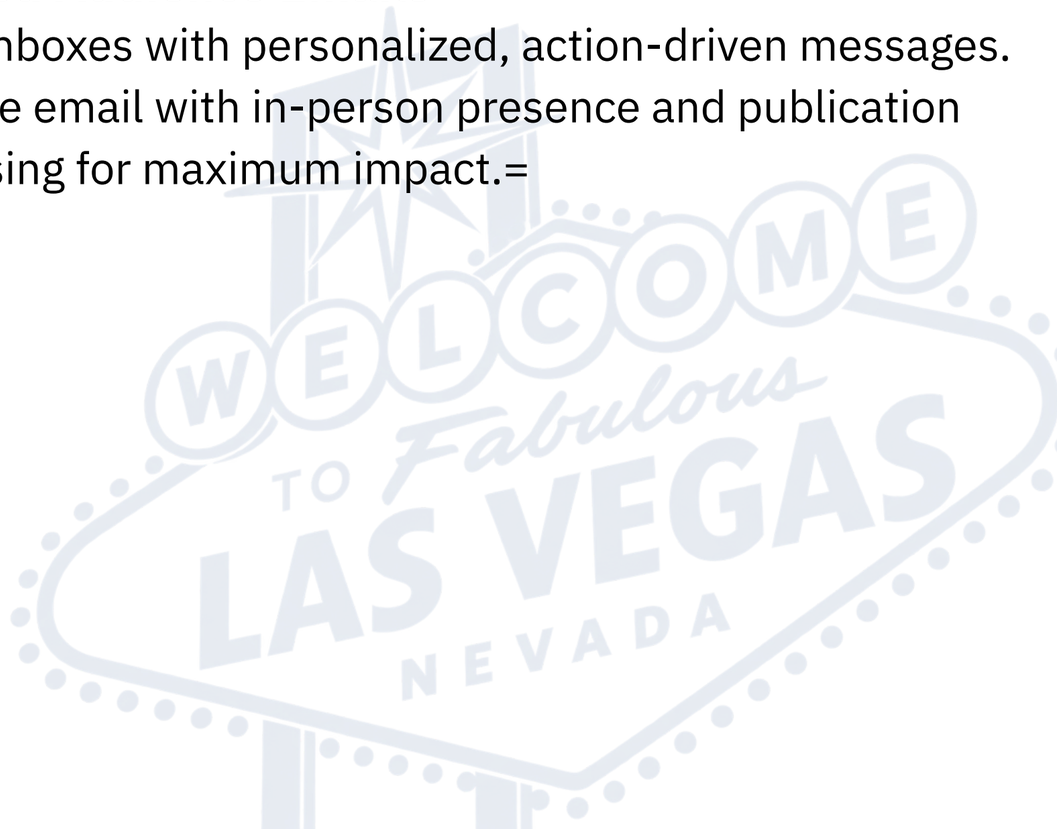
Digital Marketing

Reach your audience across multiple touchpoints with a coordinated, high-impact approach.

Ad Retargeting
Re-engage website visitors and stay top of mind

Geofencing
Deliver location-based ads to targeted event attendees or regions

Targeted Audience Emails
Reach inboxes with personalized, action-driven messages. Combine email with in-person presence and publication advertising for maximum impact.=



Available Opportunities

Engage attendees where connections happen most by aligning your brand with new, experience-driven sponsorship opportunities.

Lucky Shots & Long Drives | $3,500-15,000

New for 2026, the Golf Tournament at Las Vegas Country Club offers sponsors prominent branding through event signage and promotional emails. Participants receive a complimentary $25 pro shop credit courtesy of tournament sponsors.

Hoover Dam Tour | $3,500-10,000

Support the Friday Hoover Dam Discovery Tour and gain visibility through event signage and promotional emails. Attendees will enjoy the Power Plant Tour, historic tunnels, scenic Colorado River views, and a Garden Court Buffet Dinner. All sponsors receive logo recognition throughout the event and conference.

Questions?

Contact us at IA@theygsgroup.com



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Thank You!

See you in Las Vegas!



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