



# 2026 Expo Sponsorship Packages

The DIA is proud to offer its 2026 Sponsor Package to organizations wishing to participate in the 2026 Expo. The DIA is a 501(c)(6) non-profit entity, an affiliate of the state level Texas Irrigation Association and an EPA WaterSense Partner. We are grateful for the generous contributions of our sponsors as well as the working relationship established with them through the years.

## 2026 Expo Sponsorship Packages

### Gold Sponsorship ..... \$1,380

- DIA Expo double booth space (2 tables & 4 chairs) - sponsor is responsible for tablecloths
- DIA general membership meeting sponsorship recognition and presentation time
- Eight hours of TCEQ approved CEU's for **three** organization representatives present at the Expo
- One-year DIA membership for **three** organization representatives present at the Expo
- Lunch for **three** organization representatives (additional lunches available for purchase during registration)
- Priority registration for the 2027 DIA Expo

### Silver Sponsorship ..... \$805

- DIA Expo single booth space (1 table & 2 chairs) - sponsor is responsible for tablecloth
- Eight hours of TCEQ approved CEU's for **two** organization representatives present at the Expo
- One-year DIA membership for **two** organization representatives present at the Expo
- Lunch for **two** organization representatives (additional lunches available for purchase during registration)

### Bronze Sponsorship ..... \$450

- DIA Expo single booth space (1 table & 2 chairs) - sponsor is responsible for tablecloth
- Eight hours of TCEQ approved CEU's for **one** organization representative present at the Expo
- One-year DIA memberships for **one** organization representative present at the Expo
- Lunch for **one** organization representative (additional lunches available for purchase during registration)

### Non-Profit Sponsorship (for non-profit organizations only) ..... Complimentary

- DIA Expo single booth space (1 table & 2 chairs) - sponsor is responsible for tablecloth
- Lunch for **one** organization representative (additional lunches available for purchase during registration)

## 2026 DIA Sponsorship Registration & Booth Selection

Have your organization's representative(s) contact information (name, email and mailing address) and license numbers ready before registering.

1. At the registration information page, select the sponsorship type you desire and select continue.
2. Enter all organization, lead contact and additional attendee information carefully.
3. Make selection regarding additional lunches needed. Please note that DIA must give lunch counts prior to the event. Therefore, **please make every effort to record additional lunches needed at the time of registration.**
4. At the payment page, enter all information for credit card billing to complete your registration.
5. You will receive a confirmation email containing further details for booth selection.
6. Attached is a diagram of the booth layout. When selecting your booth, keep in mind the following:
  - Select your top 3 booth location preferences. Booths are numbered and include one bare table and two chairs. **Gold sponsors should request two booth numbers when making their booth selection.**
  - Sponsors are responsible for providing tablecloths for booth tables. Electricity is available and denoted on the schematic below with an "E". Sponsors are responsible for providing any necessary extension cords.
  - **Booth selection priority is based on sponsorship package level and order of registration.** All Gold sponsors will be given 1<sup>st</sup> priority of booth selection based on time of registration, followed by Silver and Bronze sponsors.
7. Email [dallasiainfo@gmail.com](mailto:dallasiainfo@gmail.com) with booth location preferences.

**Please make note of the following important event dates:**

- January 9, 2026 ..... Sponsor registration ends
- January 28, 2026 ..... 1 pm – 4 pm Early setup
- January 29, 2026 ..... Expo doors open at 7:30 a.m., Expo runs 8:00 a.m. – 5:00 p.m.

**Sponsorship Expo Checklist**

- ☐ Register online no later than January 9, 2026.
- ☐ Review registration confirmation email.
- ☐ **Select top 3 preferences of booths (Gold sponsors select two booth numbers per preference).**
- ☐ Email [dallasiainfo@gmail.com](mailto:dallasiainfo@gmail.com) with booth location preferences.
- ☐ Add sponsor setup date and time to your calendar - Wednesday, January 28<sup>th</sup> from 1 - 4 p.m.
- ☐ Secure tablecloth(s) for your booth.
- ☐ Secure electrical extension cords if needed.
- ☐ If participating in the Expo door prize giveaway, secure your door prize item. Because of time constraints, please limit your giveaways to one item or grouping of items with a retail value of at least \$50.00. Thank you.
- ☐ Have a great Expo, meeting and networking with the many DFW area irrigation professionals!

Have questions? Need help? Email DIA at [DallasIAinfo@gmail.com](mailto:DallasIAinfo@gmail.com)

**Frequently Asked Questions**

**Can I set up my booth early?**

*Early setup for sponsors is Wednesday, January 28<sup>th</sup> from 1 - 4 p.m. Early setup is highly encouraged for all sponsors as registrants arrive early to visit sponsors before the 8 a.m. start time when doors open at 7:30 a.m.*

**When will I find out which booth I've been assigned?**

*Booths are assigned prior to sponsor setup and will be posted on Wednesday, January 28, 2026, by 1:00 pm.*

**When and where do sponsors check in to the event? (Returning for 2026)**

*DIA representatives will circulate in the sponsor room after the 1<sup>st</sup> class tract (approx. 9 am) and check in all sponsors. Badges and other Expo items that sponsors will need when the doors open will be placed in booths at early setup.*

**When will Expo attendees visit the sponsor room during the event?**

*The DIA understands the importance of connecting with attendees which is why we make every effort to maximize the time available for visitors to explore the sponsor room. Break timeframes have been strategically scheduled in accordance with TCEQ guidelines to ensure that all required class instruction time is met while allowing ample opportunity for attendees to engage with sponsors.*

**Will there be an opportunity to give door prizes to attendees? (Returning for 2026)**

*The DIA will host an all event door prize giveaway starting promptly at 12:30 p.m. Because of time constraints, please limit your giveaways to one item or grouping of items with a retail value of at least \$50.00. Please have your organization's representative line up stage left at 12:15 p.m.*

**At what time are sponsors served lunch?**

*To ensure that our sponsors are available to connect with attendees, we have scheduled lunch for sponsors at 11:30 a.m. This allows sponsors to finish their meal and be prepared for attendees who will be released at 12:00 p.m.*

**Can I ship booth and/or marketing materials to the event center?**

*If you need to ship materials to the Plano Event Center, see their Shipping and Storage information page at <https://www.planoeventcenter.org/event-resource-guide>.*



## 2026 Expo Sponsor Booth Layout

### 2026 DIA Expo

Thursday, January 29, 2026

8 a.m. - 5 p.m.

Plano Event Center

2000 E. Spring Creek Parkway

Plano, Texas 75074

### Sponsor Setup

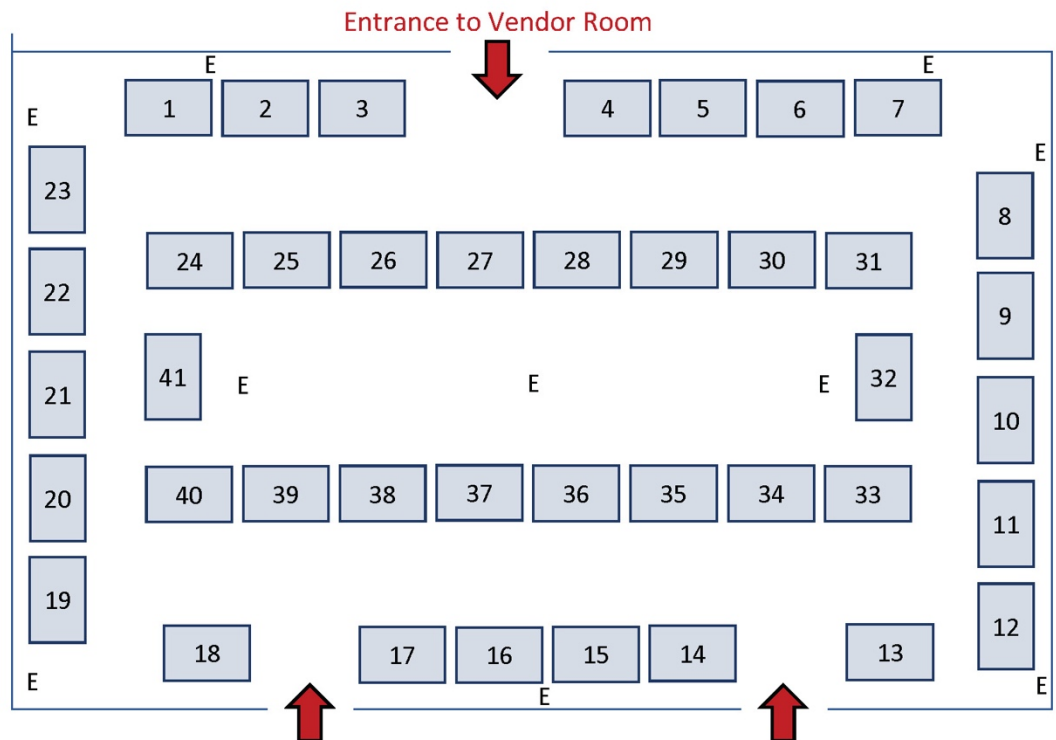
Wednesday, January 28, 2026

1 p.m. - 4 p.m.

### Sponsor registration Deadline

January 9, 2026

*Note: The sponsor booth layout shown below is based on anticipated Expo participation. The DIA reserves the right to adjust as needed, while making every effort to honor sponsor booth selection preferences.*



E - denotes electrical outlet locations  
Sponsors are responsible for providing any extension cords