



**2017 Commodity Classic Educational Program Opportunities:
Learning Centers ~ What's New ~ Mini What's New Sessions
March 2-4, 2017
San Antonio, Texas**

Background

Created by growers for growers, Commodity ClassicSM is the premier convention and trade show of the National Corn Growers Association, American Soybean Association, National Association of Wheat Growers, National Sorghum Producers and Association of Equipment Manufacturers.

Nearly 9,800 agriculture industry professionals and supporters of these commodities attended the 2016 Commodity Classic, including 4,596 grower-operator decision-makers from 47 states, Washington D.C., Brazil, Canada, China and the Czech Republic, and 186 media representatives.

Our grower-attendees tell us every year that one of their top reasons for attending Commodity Classic is to learn about issues impacting the agricultural industry. Commodity Classic strives to address attendees' needs by offering a wealth of information and up-to-date topics through various educational formats.

The Learning Center Sessions, What's New Sessions and Mini What's New Sessions, as detailed below, are educational sponsorship opportunities offered to all exhibiting companies. The Commodity Classic Grower Committee reviews and approves all educational session proposals based on appeal to the Commodity Classic target audience.

Sponsors of the educational sessions must be current exhibitors in the trade show. All sponsorship contributions will be applied to Commodity Classic sponsor levels. For details about becoming an exhibitor or the entire sponsorship program, please see the Sponsorship section at www.CommodityClassic.com.

Educational Opportunities:

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| 1. Learning Center Sessions | Deadline for proposals: June 30, 2016 |
| 2. What's New Sessions | Deadline for proposals: October 21, 2016 |
| 3. Mini What's New Sessions | Deadline for proposals: October 21, 2016 |

1. Learning Center Sessions

Proposals due June 30, 2016

Learning Center Sessions are educational and timely, and address issues of interest to the agriculture community, and specifically, to our farmer-attendees. Please see Section 4 of this document for topic suggestions. Learning Center Sessions may not promote specific products or services and should not be perceived by attendees as being a commercial for the sponsoring company. The Commodity Classic Grower Committee reviews and approves all Learning Center proposals.

Several types of Learning Centers will be offered at the 2017 Commodity Classic. They vary in size, length and price range. Session times are assigned at the discretion of Commodity Classic. All Learning Center Sessions are held in meeting rooms near the Trade Show.

A. Learning Center Sessions (90-minute)

- 90-minutes long, 2 slots available
- Thursday morning, March 2, prior to the Grand Opening of the Trade Show
- Larger audiences (approximately 350-400)
- Subject matter should be of high interest to all attendees, feature reputable speakers, experts and/or producer panels, and ideally the session will appeal to both genders.
- Sponsorship cost: \$10,000 plus all speaker expenses (travel, housing, meals, etc.).

B. Learning Center Sessions (60-minute)

- 60-minutes long, 12 slots available
- Friday, March 3 afternoon and Saturday, March 4 morning
- Concurrent with other Learning Centers and What's New Sessions
- Approximately 100-200 attendees expected per session
- Sponsorship cost: \$5,000 plus all speaker expenses (travel, housing, meals, etc.).

C. Early Riser Sessions (60-minute)

- 60-minutes long, 2 slots available
- (1) slot on Thursday, March 2 and (1) slot on Saturday, March 4
- Early-morning time slot, prior to other educational sessions or trade show hours
- Larger audiences (approximately 350)
- Subject matter should focus on marketing, the most-requested topic of our grower attendees. A top marketing professional is highly suggested as a speaker. If not marketing, subject matter should be of high interest to all attendees and feature reputable speakers.
- Sponsorship cost: \$12,500 plus all speaker expenses (travel, housing, meals, etc.).
- Sponsorship includes coffee and breakfast pastries offered at the session.

2. What's New Sessions

Proposals due October 21, 2016

Showcase your company's newest, most innovative product or service to the Commodity Classic audience through a 40-minute What's New Session. The What's New presentations are an opportunity for Commodity Classic exhibiting companies to promote their products or services introduced to the market no earlier than March 5, 2016. Exhibitors may submit RFPs for as many products or services that qualify; please see separate 2017 What's New RFP for more details. Sponsorship cost is \$8,500.

The Commodity Classic Grower Committee selects the What's New proposals based on the product/service's innovation, value to agriculture, appeal to the Commodity Classic audience, and the date of introduction to market. Session times will be assigned at the discretion of the Commodity Classic Grower Committee, and will be scheduled on Friday, March 4 afternoon or Saturday, March 5 morning during published Trade Show hours. What's New Sessions will be held in meeting rooms near the Learning Center Sessions and the Trade Show.

3. Mini What's New Sessions

Proposals due October 21, 2016

Mini What's New Sessions are a unique opportunity for exhibiting companies to highlight their newest, most innovative product or service to the Commodity Classic audience. Five-minute presentations – in a fast-paced 90-minute window of back-to-back presenters – give the audience a brief introduction to key inventions and developments.

Mini What's New Sessions are an abbreviated version of the 40-minute What's New Sessions. Each presentation will be no more than five minutes in length. Commodity Classic will provide a moderator to introduce the speaker and keep the presentations on schedule. Mini What's New Sessions will be held in a meeting room near the Learning Center Sessions and other Commodity Classic activities.

Exhibitors may submit RFPs for as many products or services that qualify; please see separate 2017 Mini What's New RFP for more details. Sponsorship cost is \$1,500.

4. Learning Center Sessions – Additional Details

Topic Suggestions:

Based on feedback from fellow growers, the 2017 Commodity Classic Grower Committee has compiled a list of Learning Center topics and features that are of interest to the grower-attendees. You may choose to submit a proposal on one or more of these topics, or if you have another topic you feel is timely, feel free to submit it as well. **This list is intended as a guide only and the Committee welcomes all proposals.**

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| <ul style="list-style-type: none">▪ Advocacy▪ Climate Change▪ Cover Crops▪ Data Management▪ Drones/UAVs▪ Education of consumers about biotech & modern farming▪ Exports, International Trade▪ Farm Succession/Transition/Estate Planning▪ Farmer panels – top yields, best practices, new ideas, Q&A opportunities▪ GMO – issues, education of farmers & consumers, exports▪ Herbicide resistance▪ High yield stories, methods, strategies | <ul style="list-style-type: none">▪ Industry trends – big picture▪ Legislative & policy updates▪ Lobbying – training on how to do so▪ Management & Marketing side of our business▪ Marketing, Flash Trading issue▪ Micronutrients▪ New innovations in ag, new technologies▪ Panels hosted by media person or professional speakers▪ Plant health and diseases▪ Precision Ag▪ Risk management, crop insurance▪ Soil health, fertility, micronutrients▪ Technology – new technology in ag |
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- Universities & ag extensions – updates on research, presented in an interesting, engaging manner
- Water quality
- Weather
- Wheat and Sorghum
- Women in Ag - topics that relate to active farm women, e.g. ag management, landowner & farm operator issues, financial planning, women's programs, safety

Session Speakers:

Certain types of Learning Center speakers consistently generate positive feedback from attendees. These include nationally known speakers, producer panels, industry experts (both affiliated and unaffiliated with the sponsoring company), and members of the media serving as the session moderator. Please include your speakers in your proposal to assist the Grower Committee in evaluating the session.

How to Apply:

Submit Learning Center Session proposals as a Word document to Abby Podkul by June 30, 2016. Proposals must address the following points.

1. Specify what subject matter the session will address
2. Provide a title and description of the session
3. Speakers, potential speakers or type of speaker(s); the speakers help qualify the session's acceptance
4. List the key benefits for those in attendance
5. What action or change might a grower take after attending the session
6. Who will manage the session in terms of planning and on-site logistics
7. Name of sponsoring company

Exhibitors may submit more than one proposal; please indicate how many of your submitted proposals your company is actually prepared to sponsor. Each submission will be reviewed by the Commodity Classic Grower Committee in August for approved placement in the 2017 Learning Center schedule. If the session is approved, written notification will be given, a time slot will be assigned and an invoice will be sent.

5. What's New and Mini What's New Sessions – Additional Details

Proposals for What's New and Mini What's New Sessions must be submitted on the Commodity Classic RFP form using Word format. **Please see separate RFP documents.** Proposals are due to Abby Podkul by October 21, 2016. Each submission will be reviewed by the Commodity Classic Grower Committee in November for approved placement in the 2017 education schedule. If the session is approved, written notification will be given, a time slot will be assigned and an invoice will be sent.

6. Event Specifics

Each approved Learning Center, What's New and Mini What's New Session will be published in the onsite program booklet*, website* and mobile app*. Learning Centers will also be published in the registration brochure*. Descriptions may be edited by Commodity Classic for length or style.

In addition, Commodity Classic will provide the following for Learning Center and What's New sessions:

- Meeting room entrance sign that includes session title, sponsor name, speakers' names and Commodity Classic logo/artwork
- Video and audio recording of the session
- Attendee feedback from session evaluations
- Aggregate attendee demographics of the session
- Meeting room with head table and theater-style seating
- Standard audio-visual in each room
- Sponsorship of a Learning Center or What's New Session qualifies the sponsoring company for Bronze Level sponsorship, which includes the opportunity to host a press conference (additional fee). Registration packet inserts may be available (if available, would be for an additional fee).

* Deadlines must be met.

7. Recording Policy

Commodity Classic and its designated vendors shall have exclusive rights to record sessions unless otherwise agreed. All sessions and public events conducted at Commodity Classic, and recordings of such sessions, are property of Commodity Classic and may not be reproduced or disseminated in part or their entirety without the express written consent from Commodity Classic. Cameras are not permitted.

Sponsors and speakers must return a signed copy of the Commodity Classic Presentation Recording and Use Policy.

8. Refund Policy

Once Commodity Classic sponsorships are confirmed, they are nonrefundable and nontransferable. Commodity Classic also reserves the right to modify or cancel sponsored events upon notice to sponsors and to provide pro rata adjustment to or refund of sponsorship fees.

9. Deadlines & Timelines

June 30	Learning Center Sessions proposals due
August 19	Learning Center Sessions notifications
September 9	Learning Center materials due: <ul style="list-style-type: none">▪ Short description of the session (75-100 words)▪ Session title▪ Sponsoring company's name▪ Speaker's full name and title (unconfirmed speakers will be listed as "invited") -- it is <u>strongly requested</u> all speakers be confirmed in order for session to be included in registration brochure▪ Short biography for each speaker▪ A photograph of each speaker (color, minimum 300 dpi, .jpg or .tif file format) in which speaker is facing the camera

October 21	What's New & Mini What's New Sessions proposals due
Late November	What's New & Mini What's New Sessions notifications
December 16	<p>What's New materials due:</p> <ul style="list-style-type: none"> ▪ Short description of the session (40-50 words) ▪ Session title ▪ Sponsoring company's name ▪ Speaker's full name and title ▪ Short biography for each speaker ▪ A photograph of each speaker (color, minimum 300 dpi, .jpg or .tif file format) in which speaker is facing the camera <p>Mini What's New materials due:</p> <ul style="list-style-type: none"> ▪ Session title ▪ Sponsoring company's name
January 6, 2017	<p>Learning Center Sessions updates/changes due, if applicable:</p> <ul style="list-style-type: none"> ▪ Session title, description, speakers, bios, photos

10. Contact

To submit a proposal or for more information about the Commodity Classic Learning Centers, What's New and Mini What's New Sessions, please contact:

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 St. Louis, MO 63141
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