



## 2017 SPONSORSHIP LEVELS & BENEFITS

# Build your Brand Beyond the Booth

### Sponsorship Increases Visibility and Value for Your Company Among Thousands of America's Best Farmers!

Commodity Classic is where America's best farmers come to see what's new with the brands they trust—and with new ideas and innovations from emerging companies. As a sponsor, your brand can be present and visible throughout the venue and in the materials and media that farmers use during the entire event.

Commodity Classic sponsor opportunities run the gamut from events to architectural graphics, from meals to multimedia. You can be where farmers walk, talk, eat and relax.

**Here's just a sample of the great brand-building sponsorship opportunities still available!**



**Video Wall** Your message on our large, high-profile video wall schedule that runs Wednesday through Saturday.

**Mobile App** A go-to on-site source for all things Commodity Classic.

**Mobile Health Unit** NEW for 2017! Mobile health screening for attendees.

**Worship Service** A rare opportunity to sponsor this special event.

**Early Riser Session** The Saturday morning session on organizing a home office.

**Trade Show Grand Opening Reception and Friday Trade Show Lunch** Two great ways to reach thousands of appreciative farmers!

Window clings, large outside banner, hotel key cards and much, much more!

*See chart on back for sponsorship level benefits.*

**SAN ANTONIO**  
MARCH 2-4  
2017

Established in 1996, Commodity Classic is America's largest farmer-led, farmer-focused convention and trade show, produced by the National Corn Growers Association, American Soybean Association, National Association of Wheat Growers, National Sorghum Producers and Association of Equipment Manufacturers.

**Don't limit your presence at Commodity Classic to the footprint of your trade show booth!** Discover more about how to build your brand beyond the booth at the 2017 Commodity Classic in San Antonio, March 2-4. Don't miss this opportunity. **Contact us about all available sponsorships today!**

#### CONTACT

Abby Podkul • 314.754.1345 • [apodkul@soy.org](mailto:apodkul@soy.org)

Peggy Findley • 636.677.4157  
[showdirector@commodityclassic.com](mailto:showdirector@commodityclassic.com)

**[CommodityClassic.com](http://CommodityClassic.com)**



# COMMODITY CLASSIC™

## SPONSOR INVESTMENT LEVELS & BENEFITS

While all Commodity Classic exhibitors have access to many opportunities to reach our audience, becoming a sponsor brings you increased benefits.	PLATINUM \$100,000 +	GOLD \$50,000-\$99,999	SILVER \$25,000-\$49,999	BRONZE \$5,000-\$24,999
Priority for hotel rooms and meeting space (Based on availability)	•	•	•	
Full-page 4-color ad in Commodity Classic Program Booklet (Based on availability)	Complimentary	Reduced Rate	Full Rate	
Complimentary news conference(s) <i>Based on RFP approval</i>	2	1		
Opportunity to submit RFP for news conference <i>Based on RFP approval</i> (fee)	•	•	•	•
Opportunity to host customer events in Trade Show Booth during post-show hours Thursday, March 2	•	•		
Complimentary convention registrations	2			
Use of the Commodity Classic media registration list	•	•		
Complimentary post-show attendee demographics data	•	•		
Complimentary listing for booth event/trade show drawing in the detailed chronological section of the Program Booklet	•	•		
Invitation to reception with leadership of ASA/NCGA/NSP/NAWG/AEM	•	•	•	
Seat on Commodity Classic Planning Council	•	•	•	
Opportunity to purchase registration packet inserts (fee)	•	•	•	•
Sponsor recognition in program booklet, website, and mobile app	•	•	•	•
On-site signage including jumbo screen at General Session, video wall and other high visibility area(s)	•	•	•	•
First right of refusal for event investment at next Commodity Classic (Some exceptions apply)	•	•	•	•
Opportunity to greet attendees as host of your sponsored event	•	•	•	•
Promotional use of Commodity Classic logo	•	•	•	•
Commodity Classic Collector Poster (Upon request)	•	•	•	•