



**2018 Commodity Classic  
Educational Program Opportunities:  
Learning Centers ~ What's New ~ Mini What's New Sessions  
Tuesday, February 27 - Thursday, March 1  
Anaheim, California**

**Background**

Created by growers for growers, Commodity Classic<sup>SM</sup> 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.

More than 9,000 agriculture industry professionals and supporters of these commodities attended the 2017 Commodity Classic, including 162 media and more than 4,000 grower-operator decision-makers from 46 states, Washington D.C., Brazil, Canada, and Mexico.

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](http://www.CommodityClassic.com).

**Educational Opportunities:**

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| <b>1. Learning Center Sessions</b> | <b>Deadline for proposals: June 30, 2017</b>    |
| <b>2. What's New Sessions</b>      | <b>Deadline for proposals: October 20, 2017</b> |
| <b>3. Mini What's New Sessions</b> | <b>Deadline for proposals: October 20, 2017</b> |

## **1. Learning Center Sessions**

### **Proposals due June 30, 2017**

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 2018 Commodity Classic. They vary in size, length and price range. Session times are assigned at the discretion of Commodity Classic. All Learning Center Sessions, with the exception of option E below, will be held in meeting rooms near the Trade Show.

#### **A. Learning Center Sessions (75-minute)**

- 75-minutes long, 2 slots available
- Tuesday morning, February 27, prior to the Grand Opening of the Trade Show
- No other Learning Centers scheduled during this time
- 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, 13 slots available
- Wednesday, February 28 afternoon and Thursday, March 1 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 Tuesday, February 27 and (1) slot on Thursday, March 1
- 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

#### **D. Closing Learning Center Session (120-minute)**

- 120-minutes long, 1 slot available
- Thursday, March 1 afternoon
- This is the final educational session offered, which allows the sponsor and presenters to leave a lasting impression on the audience.
- Larger audience anticipated (approximately 200-250)
- Sponsorship cost: \$12,500 plus all speaker expenses (travel, housing, meals, etc.)
- Sponsorship includes soft drinks offered at the session

## **E. NEW for 2018! Learning Center Sessions on Main Stage (45-minute)**

- 45-minutes long, 2 slots available
- (1) slot on Tuesday, February 27 and (1) slot on Thursday, March 1
- Sessions occur in the Trade Show on the Main Stage during Trade Show hours.
- No other Learning Centers scheduled during this time
- Sponsorship cost: \$12,500 plus all speaker expenses (travel, housing, meals, etc.).
- Sponsorship includes inclusion in a *Successful Farming* magazine advertisement about the Main Stage schedule

## **2. What's New Sessions**

### **Proposals due October 20, 2017**

Showcase your company's newest, most innovative product or service to the Commodity Classic audience through a 40-minute What's New Session. These presentations are an opportunity for Commodity Classic exhibiting companies to promote their products or services to be introduced to the market since the last Commodity Classic (after March 4, 2017). Exhibitors may submit RFPs for as many products or services that qualify; please see separate 2018 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 Wednesday, February 28 afternoon or Thursday, March 1 morning during the Trade Show hours. What's New Sessions will be held in meeting rooms near the Learning Centers and the Trade Show.

## **3. Mini What's New Sessions**

### **Proposals due October 20, 2017**

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 2018 Mini What's New RFP for more details. Sponsorship cost is \$1,500.

## **4. Learning Center Sessions – Additional Details**

### **How to Apply:**

Submit Learning Center Session proposals as a Word document to Abby Podkul by June 30, 2017. 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. Please also indicate which format(s) of Learning Centers you are interested in for each proposal. See Section 1 for types of Learning Centers. You are welcome to express interest in more than one format and the Grower Committee will choose which format they feel is the best fit. If you have questions about any of this please let us know.

Each submission will be reviewed by the Commodity Classic Grower Committee in August for approved placement in the 2018 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.

**Topic Suggestions:**

Based on survey feedback from fellow growers, the 2018 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.**

- Business management (examples: office organization, financial planning, landlords, taxes, branding your farm business, innovative ways (such as agrotourism) to bring more income to the farm)
- Cover Crops
- Crops (address issues important to all crops, such as corn, soybean, wheat, sorghum, cotton, canola, etc.)
- Data (tools, management, usage)
- Drones (usage, scouting applications, financial opportunities)
- Educating our non-ag neighbors about farming topics (examples: GMOs, food integrity, safety of food supply, modern farming, why my farm operation does what it does, sustainability, how to tell our story, addressing misinformation, educating students about ag)
- Estate Planning & Succession Planning (retirement & transfers)
- Farm Bill
- Farm Policy Programs
- Farm Profitability (profitability, sustainability, survival, how to survive today's prices)
- Farm Safety
- Farmer panels (high yield growers from various regions, "how I did it" types of stories, best practices, new ideas, Q&A opportunities)
- Fertility
- Fertilizer options & techniques
- Future of farming
- Herbicide resistance
- Legislators and elected officials: how to talk/educate/meet with them
- Marketing (examples: commodity prices, global markets, international trade, exports, hedging benefits, how to market your crop, marketing tips for tough economic times)

- New uses for our crops
- No-till
- Panels moderated by media person or professional speakers
- Pesticide topics
- Production techniques
- Renewable Fuels
- Soil Health
- Technology (new technology)
- Traits (new seed and plant traits)
- Water Quality
- Weather
- Weed management and weed resistance
- Women in Ag (topics of interest to active farm women and farm wives, including how to manage the farm business; popular presentations from 2017 included office organization tips, FarmHer & Jolene Brown; training for women who want to become leaders)

### **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 list your speakers in your proposal to assist the Grower Committee in evaluating the session.

## **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 20, 2017. Each submission will be reviewed by the Commodity Classic Grower Committee in November for approved placement in the 2018 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**

Commodity Classic will provide the following for approved Learning Center and What's New Sessions:

- Meeting room entrance sign that includes sponsoring company's name
- Meeting room with head table and theater-style seating
- Standard audio-visual in each room
- Professional video recording of your session for your company's use\*
- Attendee feedback from your session evaluations\*
- Aggregate attendee demographics from your session\*
- Individual names and demographics of grower-attendees at your session\*
- 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** and to **insert your promotional flyers** into growers' registration packets (additional fees for both opportunities, deadlines apply).

\* Does not apply to Learning Centers held on the Main Stage

Approved Learning Center, What's New and Mini What's New Sessions will be published in Commodity Classic's onsite program booklet, website and mobile app. Learning Centers will also be published in the Commodity Classic Registration Brochure, which is mailed in the fall to members of ASA, NCGA, NAWG and NSP. Deadlines must be met for all publications.

Learning Centers selected for the Main Stage will receive additional promotion and branding via inclusion in the Main Stage schedule promoted by Successful Farming. Sponsor's name and session title will be included in an advertisement, to appear in *Successful Farming* magazine, about the Main Stage schedule.

## **7. Recording and Rebroadcast Policy**

Sponsors and speakers must return a signed copy of the Commodity Classic Presentation Recording and Use Policy. Commodity Classic and its designated vendors shall have exclusive rights to professionally video and audio record sessions unless otherwise agreed.

Commodity Classic will provide a professional recording of the sponsor's Learning Center\* or What's New Session to the sponsor contact, which may be used as the sponsors wish. Use of this recording must carry the Commodity Classic brand/logo and attribute the recording's origin, i.e. "Taped at 2018 Commodity Classic, Feb. 27-March 1, Anaheim, California." When the recording is used in whole, the Commodity Classic branding must be kept intact. If used not in whole, the sponsor has permission to remove the Commodity Classic branding but must attribute the clip to Commodity Classic, i.e. "Filmed at 2018 Commodity Classic." Sponsors may use the professional recording provided to them by Commodity Classic, provided they comply with the terms of this policy.

\* Does not apply to Learning Centers held on the Main Stage

## **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**

<b>June 30</b>	<b>Learning Center Sessions proposals due</b>
August 11	Learning Center Sessions notifications
September 1	Learning Center materials due: <ul style="list-style-type: none"><li>▪ Short description of the session (75-100 words)</li><li>▪ Session title</li><li>▪ Sponsoring company's name</li><li>▪ Speaker's full name</li><li>▪ Speaker's title</li><li>▪ A photograph of each speaker (color, minimum 300 dpi, .jpg or .tif file format) in which the speaker is facing the camera</li></ul>

- Note: It is strongly requested all speakers' names be provided for inclusion in the registration brochure. Unconfirmed speakers can be listed as "invited".
- Session descriptions may be edited by Commodity Classic for length or style.

September 8

Learning Center materials due:

- Short biography for each speaker
- Signed Presentation Recording and Use Policy form

**October 20**

**What's New & Mini What's New Sessions proposals due**

Late November

What's New & Mini What's New Sessions notifications

December 22

What's New materials due:

- 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
- Session descriptions may be edited by Commodity Classic for length or style.

December 22

Mini What's New materials due:

- Presentation title
- Sponsoring company's name

January 5, 2018

Learning Center Sessions updates or changes due, if applicable:

- 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:

Abby Podkul  
 Commodity Classic Events Director  
 American Soybean Association  
 12125 Woodcrest Executive Dr., Suite 100  
 St. Louis, MO 63141  
 (314) 576-1770 phone  
 (314) 576-2786 fax  
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