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|  | | **What’s New Sessions**  **Request for Proposals**  **2018 Commodity ClassicSM**  **Anaheim, California February 27 – March 1** |
| *Created by farmers for farmers, Commodity Classic is the premier convention and tradeshow of the National Corn Growers Association, American Soybean Association, National Association of Wheat Growers, National Sorghum Producers and Association of Equipment Manufacturers. Attendance in 2018 is expected to surpass 8,000, including farm families, industry leaders and members of the media.* | | |
| ***What is a What’s New Session?*** | | |
| **What’s New Sessions** are a unique opportunity for exhibitors to showcase new products or services to the Commodity Classic target audience. With so many changes in agriculture, your organization's new information is highly valued by our attendees. | | |
| ***Who:*** | Commodity Classic 2018 exhibitors with a new product or service to introduce | |
| ***What:*** | Showcase your company’s newest, most innovative products and services to the Commodity Classic registered audience through a 40-minute presentation. Bring in product experts, company representatives and/or customers to explain and promote your new item. Your **What’s New Session** topic, time, and company name will be listed in the Commodity Classic onsite program booklet, website and mobile app. A copy of the videotaped session will be provided to the session’s sponsor to use as you wish. | |
| ***Where:*** | Anaheim Convention Center, Anaheim, California | |
| ***When:*** | Wednesday, February 28 afternoon or Thursday, March 1 morning. Session date and time assigned by Commodity Classic. | |
| ***Fee:*** | $8,500 for a 40-minute session | |
| ***How:*** | Present a product or service introduced to the market no earlier than March 4, 2017. Please detail what makes this product new. How will the technology impact farming? Please forward information, even if the product or service is currently pending regulatory approval. Once a product or service is presented as a **What’s New** or **Mini What’s New Session**, it will not be eligible to be presented as one in future years.  Regarding submission of crop protection products, a totally new compound of new and older chemistry is acceptable. Existing chemistry with simply a new commercial name is not an acceptable submission.   Complete and return this Request for Proposal (RFP) to the address below no later than October 20, 2017.   Completed RFPs will be forwarded to the Commodity Classic Grower Committee for final selection in November. An invoice will be sent upon notification of selection. | |
|  | **Mini What’s New Sessions**  In addition to the 40-minute **What’s New Sessions**, we also offer a 5-minute version for exhibitors to present a new product or service, called **Mini What’s New Sessions**. Please see the **Mini What’s New** RFP for more details. | |
| **What Attendees Have Said About the What’s New Sessions:**  *“Great new idea. This product sounds like it has great potential!”*  *“Best session of the entire show”*  *“Love having time to talk with the company reps”* | | |
| **Proposals must be submitted by Friday, October 20, 2017 to:**  Abby Podkul, Commodity Classic, 12125 Woodcrest Executive Drive, Suite 100, St. Louis, MO 63141  apodkul@soy.org (314) 754-1345 direct line | | |

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| **2018 Commodity ClassicSM What’s New Session RFP** | | | | | | |
| *Reminder: Company must be an exhibitor in the 2018 Commodity Classic in order to present a* ***What’s New Session****.* | | | | | | |
| **Name:** |  | | **Phone:** |  | | |
| **Title:** |  | | **Fax:** |  | | |
| **Company:** |  | | **E-mail:** |  | | |
| **Address:** |  | | | | | |
| **City:** |  | **State:** |  | **Zip:** |  | |
| **The Commodity Classic Grower Committee will make the final selection of sessions.**  **Selection will be based upon:** | | | | | | |
| \*Uniqueness of product/service \*Value of product/service to agriculture  \*Appeal of product/service to Commodity Classic audience \*Supporting details included with RFP \*Introduction date  Note: Product or service to be previewed at a 2018 **What’s New Session** may be placed on market no earlier than March 4, 2017. | | | | | | |
| ***Proposed What’s New Session Title:*** | | | | | | |
| ***Product/Service Name and Description (Explain the product/service in detail and how it impacts farming):*** | | | | | | |
| ***Date Introduced to Market:*** | | | | | | |
| ***To be introduced at Commodity Classic?*** | | | | ***Yes*** | | ***No*** |
| ***What’s New Session Outline (Summary of presentation; attach information if necessary):*** | | | | | | |
| ***What’s New Session Presenter Name / Title / Experience:*** | | | | | | |
| ***Description for Program Booklet, Website and Mobile App: Due December 22, 2017 (35-40 words)*** | | | | | | |
| ***Sponsorship Fee: $8,500 per 40-minute session*** | | | | | | |
| ***NOTE:*** | Exchange of payment for products/services during **What’s New Sessions** is strictly prohibited.  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 to be used as the sponsor wishes. Use of this recording must carry the Commodity Classic brand/logo and attribute the recording’s origin, i.e. “Taped at 2018 Commodity Classic, February 27-March 1, in 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.  REFUND POLICY: Please note that once Commodity Classic sponsorships are confirmed, they are non-cancelable and non-transferable. Commodity Classic also reserves the right to modify or cancel sponsored events upon notice to sponsors and pro rata adjustment to or refund of sponsorship fees. | | | | | |
| **Proposals must be submitted by Friday, October 20, 2017 to:**  Abby Podkul, Commodity Classic, 12125 Woodcrest Executive Drive, Suite 100, St. Louis, MO 63141  apodkul@soy.org (314) 754-1345 direct line | | | | | | |