



**SIGN-UP DEADLINE:** January 11, 2018  
**MATERIALS DEADLINE:** February 2, 2018  
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## The Commodity Classic Video Wall

A great way to air your new commercial, invite farmers to your booth, promote a special event at your exhibit, promote your brand message or simply extend a warm welcome from your company to the thousands of farmers in attendance!

- 18' wide x 10' high video wall consisting of multiple LED panels with high-quality audio
- Located in Commodity Classic Welcome Center near registration, hospitality, snacks and seating.
- Video wall "on the air" for more than 40 hours during Commodity Classic

### GROW BEYOND THE VIDEO WALL! Add your video to the Main Stage on the Trade Show Floor!

As a sponsor at the \$15,000 or \$20,000 level, you'll enjoy even greater visibility on the Commodity Classic video wall—PLUS your video will be shown on the Commodity Classic Main Stage on the trade show floor, presented by Successful Farming®.

## 2018 Video Wall Sponsor Packages

### \$5,000 Sponsor Package

**Total 30-Second Units:** 160  
**Total Guaranteed On-Air Time:**  
 1 hour, 20 minutes

### \$10,000 Sponsor Package

**Total 30-Second Units:** 336  
**Total Guaranteed On-Air Time:** 2 hours, 48 minutes

### \$15,000 Sponsor Package

**Total 30-Second Units on Commodity Classic video wall:** 448  
**Total 30-Second Units on Main Stage video screen:** 10  
**Total Guaranteed On-Air Time:** 3 hours, 49 minutes



### \$20,000 Sponsor Package

**Total 30-Second Units on Commodity Classic video wall:** 448  
**Total 30-Second Units on Main Stage video screens:** 20  
**Total Guaranteed On-Air Time:** 5 hours, 30 minutes



### 90-Second Classic Close-Up Package: \$6,500

- Commodity Classic produces a 90-second video featuring your spokesperson
- Combination of stills/B-roll video provided by you—PLUS an on-camera interview conducted on Monday, February 26
- Your :90 program runs a minimum of 30 times Tuesday-Thursday—that's 45 minutes of total air time guaranteed!
- You receive a copy of the final video program for your use
- **ONLY FOUR PACKAGES AVAILABLE!**

### Commodity Classic Video Wall Sponsor Packages

	:90 Classic Close-Up TUE-THU	\$5K Sponsor MON-THU	\$10K Sponsor MON-THU	\$15K Sponsor MON-THU	\$20K Sponsor MON-THU
<b>Prime Units/Day</b>	12	16	36	48	64
<b>Subtotal</b>	36	64	144	192	256
<b>Tier 2 Units/Day</b>	16	24	48	64	96
<b>Subtotal</b>	54	96	192	256	384
<b>Main Stage Units (TUE-THU)</b>	—	—	—	10	20
<b>Total 30-Sec Units</b>	<b>90</b>	<b>160</b>	<b>336</b>	<b>458</b>	<b>660</b>
<b>Total Air Time</b>	<b>45 min</b>	<b>1 hr 20 min</b>	<b>2 hr 48 min</b>	<b>3 hr 49 min</b>	<b>5 hr 30 min</b>

:90 video runs  
 minimum of 30 times