



COMMODITY CLASSIC 2018 SPONSORSHIP OPPORTUNITIES

Each of these investment opportunities can be mixed and matched

COMMODITY CLASSIC MARKETING OPPORTUNITIES

Get the word out by sponsoring these investment opportunities.

2017 sponsors have first right of refusal for some **MARKETING** opportunities.

OPEN Multiple Sponsorships Available	<p>Video Wall – From \$5,000 to \$20,000</p> <p>The Commodity Classic Video Wall is a large LED screen display located in the Commodity Classic Welcome Center, a high traffic area of the Anaheim Convention Center. The Video Wall is your opportunity to play your company's commercial or video. Sponsors' pre-recorded videos are interspersed with show messages on a rotating basis. Pricing depends upon the amount of air time purchased. The "Classic Close-Up" option also includes production of your video for you to keep. January 2018 deadline.</p> <ul style="list-style-type: none"> • See separate Video Wall Information sheet for more details.
OPEN	<p>Personalized Hotel Room Key Cards - \$12,000</p> <p>Make an immediate and lasting impression by placing your logo on the room keys that will be distributed to attendees upon check-in to certain Commodity Classic hotels. During the lifespan of an event, an attendee will actively look at their keycard approximately 8 times a day. This represents repeat impressions to your targeted demographic. Consider incorporating a QR code into your key card artwork to allow attendees to link to your webpage. Pricing includes printing and production, and is based on one-side, one-artwork, 4-color printing. January 2018 deadline.</p> <ul style="list-style-type: none"> • Anaheim Marriott = \$12,000 • Hilton Anaheim = SOLD
OPEN	<p>Water Coolers - \$4,000</p> <p>Associate your company's name with the thirst-quenching water coolers located in the Anaheim Convention Center second-floor lobby near the Educational Sessions. Attendees will appreciate your generosity! One sponsorship is available. Sponsor may provide an accompanying sign next to each water cooler.</p>
OPEN	<p>Chalk or Sand Art - \$12,000</p> <p>Have some fun! Entertain attendees while promoting your company's name, logo or message in a unique way! Capture everyone's attention with your artist's custom, one-of-kind creation. Sponsor makes arrangements for artist. Located at the Anaheim Convention Center. This creative sponsorship is sure to stop attendees in their tracks!</p>
OPEN	<p>Beverage Napkins - \$7,000</p> <p>Provide your beverage napkins with your logo for attendees' use in the Hilton Anaheim lobby lounge. January 2018 deadline.</p>



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OPEN	<p>Elevator Signage - \$15,000, plus printing & installation</p> <p>Install your elevator clings on the <u>inside</u> of the elevator doors at the Hilton Anaheim. Branding on the inside of the elevator doors allows attendees to view your message during their ride to and from meeting space or guest rooms. Eight elevators available. Elevator clings are not offered at the Anaheim Convention Center or the Anaheim Marriott. January 2018 deadline.</p> <ul style="list-style-type: none"> • Hilton (Bank A of 4 elevators, inside doors, all elevators stop at all floors) = \$15,000 • Hilton (Bank B of 4 elevators, inside doors, all elevators stop at all floors) = \$15,000
OPEN	<p>Banners - \$5,000 to \$30,000, plus printing & installation</p> <p>Display your company's message on large single-sided banners at the Anaheim Convention Center. Locations include the multi-story tall grand staircase in the atrium main lobby, the staircase near Hall A, and on the wall of the second floor main walkway near the educational sessions. January 2018 deadline.</p> <ul style="list-style-type: none"> • Banner #1 (Atrium Lobby, grand staircase facing Hall C) SOLD • Banner #2 (Atrium Lobby, grand staircase facing Main Lobby) SOLD • Banner #3 (Lobby A staircase, near Escalator #3) SOLD • Banner #4 (Second Floor near Educational Sessions, outside Room 202) = \$5,000 • Banner #5 (Second Floor near Educational Sessions, outside Room 204) = \$5,000 • Banner #6 (Second Floor near Educational Sessions, outside Room 205) = \$5,000 • Banner #7 (Second Floor near Educational Sessions, outside Room 207) = \$5,000 • Banner #8 (Second Floor near Educational Sessions, outside Room 208) = \$5,000 • Banner #9 (Second Floor near Educational Sessions, outside Room 210) = \$5,000 • Banner #10 (Second Floor near Educational Sessions, outside Room 211) = \$5,000 <p>Banners #4-10 are each 20' wide x 10' tall.</p>



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OPEN

Door/Window Clings - \$1,000-\$15,000, plus printing & installation

Door/Window Clings offer a variety of opportunities to display your company's message or logo to the Commodity Classic audience. Locations are available at the Anaheim Convention Center, Hilton Anaheim and Anaheim Marriott. January 2018 deadline.

Anaheim Convention Center: Convention Center Door/Window Cling locations include the doors below the hand bar and a 1'x1' decal above the door hand bar. Some locations also include several rows of windows above the doors. All door/window clings at the Convention Center must face in; no sponsorship is permitted on the outside of the doors/windows. The Convention Center has 21 locations available.

- Transit Plaza (1 location, includes doors & windows across entire width of entrance and Column #1) **SOLD**
- Lobby D (6 locations, doors only) = \$1,000 each
- Main Atrium Lobby (4 locations, includes doors below the hand bar [no 1'x1' above handbar] & windows) = \$15,000 each
- Lobby B (3 locations, doors only) = \$1,000 each
- Lobby A (7 locations, includes doors & windows) = \$5,000 each

Hilton Anaheim: Cling locations are the glass doors at the Main Entrance and the Food Court entrance. Clings may cover the lower half of the doors and your graphics may face inside and outside. 2 locations offered.

- Front Entrance Revolving Door (1 sponsor) = \$7,500
- Side Entrance Sliding Doors to the Convention Center (1 sponsor) = \$7,500

Anaheim Marriott: Clings are offered on windows above the hotel entrances near the meeting rooms. These are the entrances guests will use most often when walking to and from the Convention Center. Clings may face out. 2 locations offered.

- Entrance by Platinum Ballroom #1 (1 sponsor) = call for pricing
- Entrance by Platinum Ballroom #10 (1 sponsor) = call for pricing



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OPEN	<p>Column Wraps - \$3,000-\$10,000, plus printing & installation</p> <p>Columns are available to wrap with your company's message. Several highly visible locations are available. Anaheim Convention Center offers 9 columns on the main level (4 are combined with windows or escalators packages). The Hilton Anaheim offers columns outside on the front drive, in the main lobby/lobby bar area, and near the elevators. January 2018 deadline.</p> <p>Anaheim Convention Center:</p> <ul style="list-style-type: none"> • Column #1 (Transit Plaza, included with Doors/Window Cling package #1) SOLD • Column #2 (Lobby D) SOLD • Column #3 (Lobby C) = \$5,000 • Columns #5, 6, 7 (Main Atrium Lobby) = \$7,500 each • Column #4 (included with Escalator #1 package) SOLD • Column #8 (included with Escalator #2 package) SOLD • Column #9 (included with Escalator #3 package) SOLD <p>Hilton Anaheim:</p> <ul style="list-style-type: none"> • Front Drive Exterior Columns (4 available) = \$7,500 each • Main Lobby Lounge Columns (4 available to 1 sponsor) = \$10,000 for all 4 • Next to Elevator Lobby (2 available to 1 sponsor) = \$5,000 for 2
CLOSED	<p>Escalator Signage - \$15,000, plus printing & installation</p> <p>Escalator clings are available at the Anaheim Convention Center. Sponsors may brand the inside and outside of the glass escalator railing, and the metal middle divider. The ride time for these escalators is 60 seconds – that's a long ride for exposure to your message. Escalator signage is also visible from a distance as one approaches on the first floor, giving your message extra exposure before someone even steps on the escalator. Three escalators are offered at the Convention Center. One column is included in each escalator package. Escalator signage is not offered at the Anaheim Marriott or Hilton Anaheim hotels. January 2018 deadline.</p> <ul style="list-style-type: none"> • Convention Center Escalator #1 outside Hall C entrance = \$15,000, includes 1 column SOLD • Convention Center Escalator #2 outside Hall B entrance = \$15,000, includes 1 column SOLD • Convention Center Escalator #3 outside Hall A entrance = \$15,000, includes 1 column SOLD

ATTENDEE SERVICES Choose one or more of these popular services to provide to Commodity Classic attendees. 2017 sponsors have the first right of refusal for ATTENDEE SERVICES .	
Sponsored by AKE Safety Equipment	Mobile App Be the exclusive sponsor of the Commodity Classic mobile app! The mobile app features Commodity Classic show schedule, sessions listing, speaker bios, exhibitor listing, venue map, and more. Present your company's name and message on the Commodity Classic mobile app splash screen. One sponsorship available. December 2017 deadline.
Sponsored by FMC	Charging Area Two charging areas in the Convention Center are available. Both locations offer an opportunity to place your message on a 4' x 4' x 21" tall lighted cube with built-in outlets. The cube will be part of a seating area to encourage attendees to relax, chat, and charge their devices. One location is in the Video Wall seating area. The other is on the second floor lobby near the educational sessions.
CLOSED	Commodity Classic Commemorative Clothing Attendees love the Commodity Classic commemorative t-shirts and specialty clothing items featured at the Trade Show. Many attendees stock up on these items to give as gifts to family, friends, and colleagues back home. Your company logo will be included in one location on the t-shirt and the specialty item design. These items continue to be worn throughout the year, extending valuable branding after the Commodity Classic event is over. 2018 presents a unique opportunity for extra visibility because for the first time the clothing booth will be located in the Commodity Classic Welcome Center near Registration. Sponsorship commitment deadline November 30.
OPEN	Trade Show Daily Sponsor (Opening Day: Tuesday) - \$30,000 Your company is the highlighted as the sponsor of the Trade Show "Opening Day," including the Grand Opening Ceremony & the Trade Show lunch. Investment in the Trade Show "Opening Day" sponsorship includes: <ul style="list-style-type: none"> • Company representative may welcome and briefly address attendees gathered during the Trade Show Grand Opening ceremony right before the Trade Show officially opens • Present your company message (15 minutes) to the audience in the Main Stage area, located near the food service area in Hall D • Company personnel may welcome attendees at the trade show entrance as well as the food seating areas • Product message may be placed on food buffets • Table centerpieces using company product packaging or message may be displayed • Cups and napkins with your company logo and booth number may be provided • Booth drawing (if company chooses to have one) is given prominent mention in the onsite Program Booklet • Special mention in Program Booklet and Video Wall as being the sponsor of this event (deadlines apply) • Signage with company name on your sponsored day at trade show entrance

OPEN	<p>Trade Show (Day 2: Wednesday) - \$25,000</p> <p>Your company will be highlighted as the sponsor of the Trade Show “Day 2”, including the lunch provided at the Trade Show. Investment in the Trade Show “Day 2” daily sponsorship includes:</p> <ul style="list-style-type: none"> • Present your company message (15 minutes) to the audience in the Main Stage area, located near the food service area in Hall D • Company personnel may welcome attendees at the trade show entrance as well as the food seating areas • Product message may be placed on food buffets • Table centerpieces using company product packaging or message may be displayed • Cups and napkins with your company logo and booth number may be provided • Booth drawing (if company chooses to have one) is given prominent mention in the onsite Program Booklet • Special mention in Program Booklet and Video Wall as being the sponsor of this event (deadlines apply) • Signage with company name on your sponsored day at trade show entrance
Sponsored by U.S.A. Poultry & Egg Export Council & Soy Checkoff	<p>Trade Show (Day 3: Thursday)</p> <p>Your company will be the highlighted as the sponsor of the Trade Show “Day 3”, including the morning snack break provided at the Trade Show. Investment in the Trade Show daily sponsorship includes:</p> <ul style="list-style-type: none"> • Company personnel may welcome attendees at the trade show entrance as well as the food seating areas • Product message may be placed on food buffets • Table centerpieces using company product packaging or message may be displayed • Cups and napkins with your company logo and booth number may be provided • Booth drawing (if company chooses to have one) is given prominent mention in the onsite Program Booklet • Special mention in Program Booklet and Video Wall as being the sponsor of this event (deadlines apply) • Signage with company name on your sponsored day at trade show entrance
Sponsored by Dow AgroSciences	<p>Golf Cart Trade Show Rides</p> <p>Give attendees a complimentary ride along the length of the main cross aisle in the trade show. This aisle runs from Hall A to Hall D along the center of the trade show. Place a roof sign (2' x 6') and a hood sign (18" x 18") on two 6-passenger golf carts with your company's logo or message. Sponsoring company to provide the drivers. December 2017 deadline.</p>
Sponsored by Bayer	<p>Commodity Classic Connection Café</p> <p>Place your company name and products in front of farmers, family members and media at this popular hospitality hub. Conveniently located near the Commodity Classic registration area, the Commodity Classic Connection Café enables attendees to take a break and network with colleagues while they enjoy refreshments and popcorn compliments of your company. Commodity Classic participants say that the opportunity to make new connections is perhaps the most valuable part of the experience.</p>

Sponsored by NACHURS	Convention Hotel Shuttles Showcase your message to the thousands of convention attendees who will ride the shuttles daily between Commodity Classic hotels and the Anaheim Convention Center. Branding opportunities are available promote company messaging. Your company will be listed as the sponsor on Commodity Classic signage at shuttle pick-up locations.
Sponsored by NACHURS	Registration Brochure This is your opportunity to reach nearly 60,000 farmers with your company name and message in a full-color, half-page, dedicated section of the registration brochure. Your company's ad is the only ad included in the brochure. The registration brochure is mailed in the Fall to all members of ASA, NCGA, NAWG, and NSP, as well as other members of the ag industry.
Sponsored by NACHURS	Registration Badge Lanyards Lanyards imprinted with your company name will be distributed onsite to all registrants. Great way to promote your company name to all attendees throughout the show dates. Attendance in 2018 is expected to surpass 8,000.
Sponsored by AgriGold	Program Booklet & Bookmarks The onsite Program Booklet is used by attendees as an invaluable resource for all details about the convention. Sponsorship provides for a four-color ad on the back cover to ensure that your company is fully recognized. This is an ideal opportunity to welcome the Commodity Classic attendees, including farmers, agribusiness professionals, and media. Attendees refer to the program booklet often throughout the convention and many save it to refer back to after returning home. BONUS: With the program booklet sponsorship, bookmarks with your company logo and message will be produced and provided to each attendee with the program booklet.
Sponsored by BASF	Registration Tote Bags Your company's name will be prominently displayed on the registration totes given to Commodity Classic attendees. Attendees will see your company's name while using these tote bags during the convention and when back home.
Sponsored by Bayer	Commodity Classic Massage Area Associate your company's name with rest and relaxation, generate outstanding visibility and be a hero to attendees! Attendees will line up to take advantage of complimentary shoulder and foot massages. Certified massage therapists will provide ten-minute, upper body massages in specially designed chairs during designated hours. Foot massages will be available to attendees while they wait for their upper body massage. You may provide branded clothing for the massage practitioners to wear.

EDUCATION Be a part of a key reason farmers attend Commodity Classic – EDUCATION! Your company plays a role in developing credible, valuable and timely sessions. This is where America's farmers learn to be even better at what they do.	
CLOSED	Early Riser Sessions Fill the room with approximately 300-350 farmers looking for innovative ways to stay profitable and maximize yields. Farmers don't mind getting up early to learn about these important topics. Coffee and breakfast pastries are included with this sponsorship. Educational Sessions RFP is available separately. Submission deadline June 2017.
CLOSED	Learning Center Sessions Help farmers increase their knowledge and improve their bottom line with credible and timely topics. Learning Center Session time slots of 60, 75, and 120-minutes length are offered. Educational Sessions RFP is available as a separate document. Submission deadline June 2017.
Sponsored by Farm Journal Media	U.S. Farm Report Early Riser Marketing Session Fill the house as attendees pile in for taping of the weekly half-hour program WeekEnd MarketPlace, produced by AgDay TV.
CLOSED	What's New Sessions These 40-minute What's New Sessions are a unique platform to showcase your company's newest innovations and services critical to agriculture's future. Product or service must be introduced after March 2017. Educational Sessions RFP is available as a separate document. Submission deadline October 20, 2017.
CLOSED	Mini What's New Sessions Showcase your company's newest, most innovative products or services to the nation's top producers with an abbreviated version of the traditional 40-minute What's New Sessions. Product or service must be introduced after March 2017. Educational Sessions RFP is available as a separate document. Submission deadline Oct. 20, 2017.

HEADLINE EVENTS These high-profile headline events will give your company maximum exposure to the Commodity Classic audience. 2017 sponsors have the first right of refusal for HEADLINE EVENTS .	
Sponsored by Syngenta	Welcome Reception Gain attention by sponsoring the first social event of Commodity Classic. Give attendees the opportunity to visit each other and enjoy this special evening. Opportunity includes: <ul style="list-style-type: none"> • Your company personnel can welcome attendees • Table centerpieces using company product package • Cups and napkins with your company logo • A showcase of company prizes at the end of the event
Sponsored by Dow AgroSciences	General Session Set the tone for the week's informative sessions by sponsoring the General Session. Expert speakers deliver motivating, entertaining presentations. Association presidents address industry challenges and accomplishments. Sponsorship of the General Session includes an opportunity for your company to address the audience and share your message.
Sponsored by Monsanto	Evening of Entertainment Sponsor this grand finale and be sure farmers are leaving on a high note! A celebrated artist will entertain all Commodity Classic attendees in a private venue.
Sponsored by DuPont Pioneer USB John Deere Monsanto BioAg	ASA Awards Banquet Sponsor this exclusive event and your company will have a valuable presence among hundreds of key soybean customers. The celebratory nature of this event lends itself well to the presentation of national awards honoring soybean growers from across the country. Contact Abby Podkul at (314) 576-1345 or email apodkul@soy.org for details on how to become a sponsor.
Sponsored by BASF Corporation DuPont Pioneer John Deere	NCGA Awards Banquet Don't miss a chance to align your company with some of the nation's top corn producers at this popular event. This national awards night honors National Corn Yield Contest winners and national membership award winners. Contact Joe Hodes at (636) 733-9004 or email hodes@ncga.com for details on how to become a sponsor.

OTHER OPPORTUNITIES 2017 sponsors have the first right of refusal for some items listed.	
OPEN	Worship Service - \$5,000 Commodity Classic includes its own non-denominational worship service for all participants, led by the Fellowship of Christian Farmers. Show your support of the Commodity Classic audience with your investment in this valued event. The sponsoring company is listed whenever the worship service is listed, deadlines apply: onsite program booklet, website, mobile app and signage outside the room.
Sponsored by Netafim USA	Registration Form Demographics Incentive Provide a high-value prize to encourage grower-attendees to fill out their demographics when registering for the 2018 Commodity Classic. Your company name and incentive will be featured on the printed registration form that is mailed to members of ASA, NCGA, NSP and NAWG, as well as on the Commodity Classic website registration page (deadlines must be met). A drawing to win the prize will be conducted at your booth during the Trade Show to draw traffic to your booth. Special mention of the sponsor and this popular drawing are included in the Commodity Classic onsite program booklet, website and mobile app.
Availability depends on First Right of Refusal	Attendee Survey - \$20,000 Commodity Classic conducts on-site and post-event surveys of attendees to ask their opinions on the current show and future direction for Commodity Classic. Attendees who fill out the surveys are entered into a drawing to win a cash prize. Your sponsorship dollars will help incentivize attendees to fill out these surveys. Visibility includes recognition of your company at each on-site survey kiosk and in event materials as the sponsor of the generous prize.
Sponsored by DuPont Crop Protection	Media Room/Media Reception More than 100 of the nation's top agriculture broadcast and print reporters cover Commodity Classic. Get your name in front of this very influential group – the media! Sponsorship includes branding opportunities in the Media Work Room as well as at the Media Reception. As the Media Room/Media Reception sponsor, your company has the option to place your logo and signage in the room, provide goodie bags to the media...it's up to you!
OPEN	General Support \$5,000+ Help us run an outstanding event with a general support sponsorship and gain recognition by being included in the list of sponsors. Propose your own unique sponsorship opportunity.
<p>Contact Abby Podkul, ASA Commodity Classic Events Director, at (314) 754-1345 or email: apodkul@soy.org or Peggy Findley, Commodity Classic Show Director, at (636) 677-4157 or email: ShowDirector@CommodityClassic.com to discuss available options for sponsorship.</p> <p><i>See you at the 2018 Commodity Classic in Anaheim, California, on Tuesday, February 27 through Thursday, March 1.</i> <i>Commodity Classic is the premier convention and trade show of National Corn Growers Association, American Soybean Association, National Association of Wheat Growers, National Sorghum Producers and Association of Equipment Manufacturers. It is America's largest farmer-led, farmer-focused convention and trade show.</i></p>	