



## COMMODITY CLASSIC 2019 SPONSORSHIP OPPORTUNITIES

Each of these investment opportunities can be mixed and matched

### SIGNAGE & BRANDING OPPORTUNITIES

2018 sponsors have first right of refusal for many of these **SIGNAGE & BRANDING** opportunities

The signage opportunities listed in this first section are organized by LOCATION. All are at the Convention Center.

See FLOOR PLAN on next page. Colors are used to indicate the type of item. Example: Floor Clings are marked in Blue.

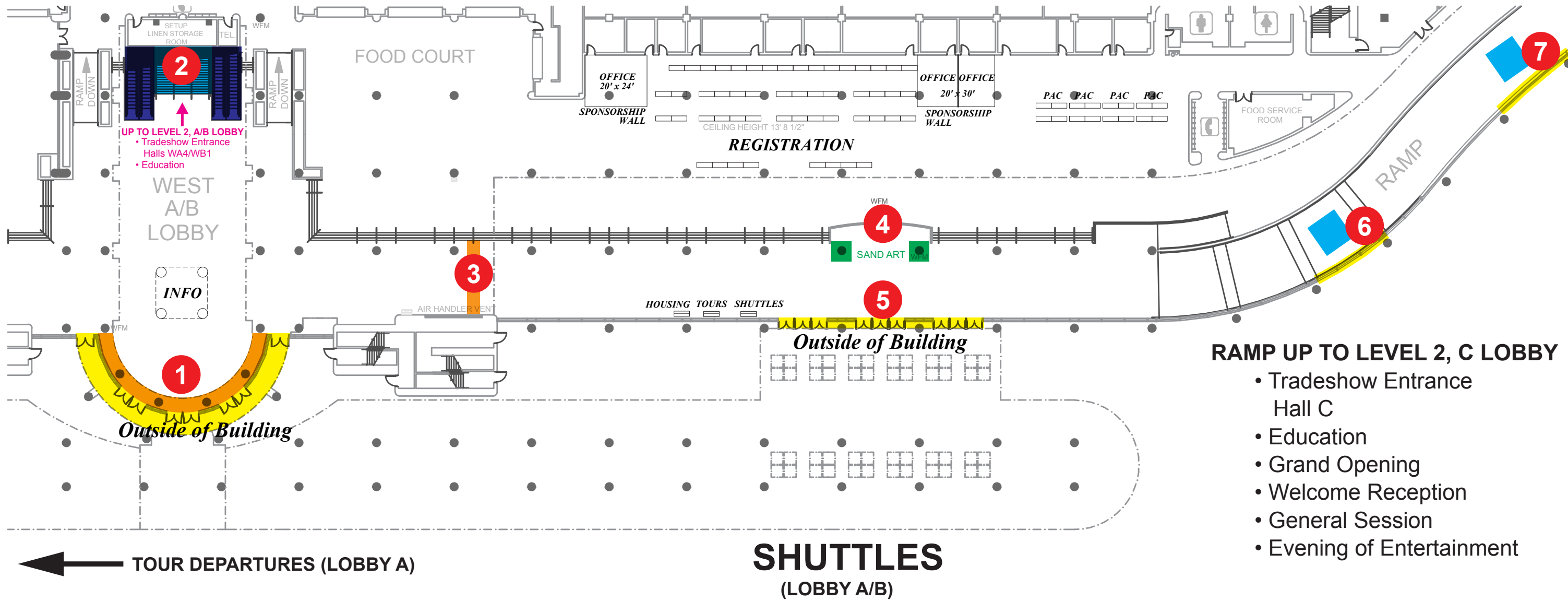
See PHOTOS of each branding opportunity with ADDITIONAL DETAILS at the end of this document.

If you are looking for a specific type of signage opportunity at the Convention Center, this may help you:

- ) **Floor Clings:** see Marketing Signage Locations # 2, 6, 7, 8
- ) **Window Clings:** see Marketing Signage Locations # 1, 5, 6, 7, 17, 24
- ) **Escalator Clings:** see Marketing Signage Locations # 2, 18, 19, 20, 21
- ) **Wall Cling:** see Marketing Signage Locations # 18, 19, 20
- ) **Column Wraps:** see Marketing Signage Locations # 4, 12, 16, 18, 22
- ) **Banners:** see Marketing Signage Locations # 1, 3, 9, 10, 13, 14, 23
- ) **Other:** see Marketing Signage Locations # 11, 15

# LEVEL ONE - REGISTRATION

## ORANGE COUNTY CONVENTION CENTER, WEST BUILDING



### OPPORTUNITY 1

- **Door Clings - Yellow**  
Faces inside and outside below handbar
- **Banner - Orange**  
Single sided facing inside

### OPPORTUNITY 2

- **Escalators - Purple**
- **Floor Clings - Blue**

### OPPORTUNITY 3

- **Banner - Orange**  
Single sided banner facing registration

### OPPORTUNITY 4

- **Columns and Sand Art - Green**

### OPPORTUNITY 5

- **Door Clings - Yellow**  
Faces inside and outside below handbar

### OPPORTUNITY 6

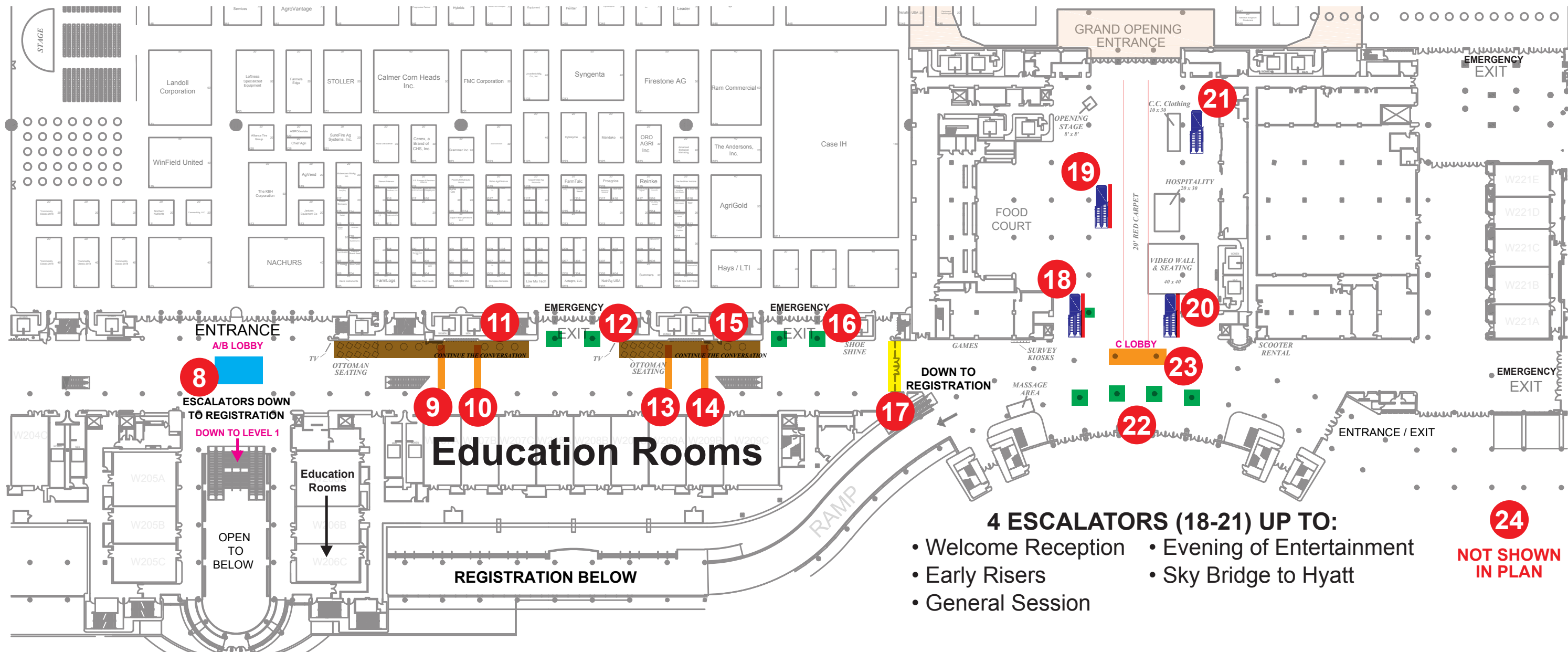
- **Floor Cling - Blue**
- **Window Cling - Yellow**  
Faces inside Only

### OPPORTUNITY 7

- **Floor Cling - Blue**
- **Window Cling - Yellow**  
Faces inside Only

# LEVEL TWO

## ORANGE COUNTY CONVENTION CENTER, WEST BUILDING



**OPPORTUNITY 8**  
• Floor Cling - Blue

**OPPORTUNITY 9**  
• Banner - Orange  
Single sided

**OPPORTUNITY 10**  
• Banner - Orange  
Single sided

**OPPORTUNITY 11**  
• Continue the Conversation - Brown

**OPPORTUNITY 12**  
• Columns - Green

**OPPORTUNITY 13**  
• Banner - Orange  
Single sided

**OPPORTUNITY 14**  
• Banner - Orange  
Single sided

**OPPORTUNITY 15**  
• Continue the Conversation - Brown

**OPPORTUNITY 16**  
• Columns - Green

**OPPORTUNITY 17**  
• Door/Window Clings - Yellow  
Faces both directions below handbar

**OPPORTUNITY 18**  
• Escalator - Purple  
• Escalator Outside Wall - Red  
• Column - Green

**OPPORTUNITY 19**  
• Escalator - Purple  
• Escalator Outside Wall - Red

**OPPORTUNITY 20**  
• Escalator - Purple  
• Escalator Outside Wall - Red

**OPPORTUNITY 21**  
• Escalator - Purple

**OPPORTUNITY 22**  
• Columns - Green

**OPPORTUNITY 23**  
• Banner - Orange  
Single sided facing Grand  
Opening entrance

**OPPORTUNITY 24**  
Level 3 Walkway/Bridge to Hyatt  
• Door/Window Clings  
Faces inside and outside below handbar

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## SIGNAGE & BRANDING OPPORTUNITIES

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### Marketing Signage Opportunity #1: Window/Door Clings & Banner

*\*Availability depends on first right of refusal of 2018 Window/Door Cling sponsors.\**

**Location:** Convention Center, Level 1, Lobby A/B building entrance for hotel shuttles & tours. Available to one sponsor. Choose one or both items.

**Window/Door Clings:** \$7,500 (plus \$59.45 for each single-sided window for printing & installation)

**Banner:** \$7,500 ( \$2,476 flat fee for printing & installation based on 35'x7' size banner)

### Marketing Signage Opportunity #2: Staircase Floor Clings & Escalator Clings

*\*Availability depends on first right of refusal of 2018 Escalator sponsors.\**

**Location:** Convention Center, Level 1 to Level 2, Lobby A/B. Available to one or two sponsors. Choose one or both items.

**Staircase Floor Clings:** \$15,000 (plus \$3,400 for printing & installation of 27 front-facing stair clings)

**Escalator Clings:** \$15,000 (plus for printing & installation: \$550 per each single-sided glass railing and \$502 per each middle divider)

### Marketing Signage Opportunity #3: Banner

*\*Availability depends on first right of refusal of 2018 Banner sponsors.\**

**Location:** Convention Center, Level 1, Lobby B by Registration. Available to one sponsor.

**Banner:** \$7,500 (plus \$4,554 flat fee for printing & installation based on 22'x22' size banner)

### Marketing Signage Opportunity #4: Sand Sculpture Art & Column Wraps

*\*Available\**

**Location:** Convention Center, Level 1, Lobby B. Available to one sponsor. You must purchase Sand Art in order to also purchase the Columns.

**Sand Sculpture Art:** \$15,000 (Commitment deadline January 1)

**Columns:** \$5,000 for TWO columns (plus \$3,120.80 for printing & installation of both)

### Marketing Signage Opportunity #5: Window/Door Clings

*\*Availability depends on first right of refusal of 2018 Window/Door Cling sponsors.\**

**Location:** Convention Center, Level 1, Lobby B building entrance. Available to one sponsor.

**Window/Door Clings:** \$7,500 (plus \$59.45 for each single-sided window for printing & installation)

# COMMODITY CLASSIC 2019 SPONSORSHIP OPPORTUNITIES

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## Marketing Signage Opportunity #6: Window Clings & Floor Clings

*\*Availability depends on first right of refusal of 2018 Window/Door Cling sponsors.\**

**Location:** Convention Center, Ramp between Level 1, Lobby B and Level 2, Lobby C. Closer to Registration end of the ramp. Available to one sponsor. Choose one or both items.

**Window/Door Clings:** \$5,000 (plus \$410.82 per window for printing & installation)

**Floor Clings:** \$5,000 (plus \$10.25/sq. ft. for printing & installation)

## Marketing Signage Opportunity #7: Window Clings & Floor Clings

*\*Availability depends on first right of refusal of 2018 Window/Door Cling sponsors.\**

**Location:** Convention Center, Ramp between Level 1, Lobby B and Level 2, Lobby C. Closer to Lobby C end of the ramp. Available to one sponsor. Choose one or both items.

**Window/Door Clings:** \$5,000 (plus \$10.25/sq. ft. for printing & installation)

**Floor Clings:** \$5,000 (plus \$10.25/sq. ft. for printing & installation)

## Marketing Signage Opportunity #8: Floor Clings

*\*Available\**

**Location:** Convention Center, Level 2, Lobby A/B, in front of Trade Show entrance Halls WA4/WB1. Available to one sponsor.

**Floor Cling:** \$10,000 (plus \$10.25/sq. ft. for printing & installation)

## Marketing Signage Opportunity #9: Banner

*\*Availability depends on first right of refusal of 2018 Banner sponsors.\**

**Location:** Convention Center, Level 2, Rooms 207-209 hallway. Visible as you walk from Trade Show entrance in Lobby A/B toward Lobby C.

**Banner:** \$4,000 (plus \$1273.50 flat fee for printing & installation based on 18'x7' size banner)

## Marketing Signage Opportunity #10: Banner

*\*Availability depends on first right of refusal of 2018 Banner sponsors.\**

**Location:** Convention Center, Level 2, Rooms 207-209 hallway. Visible as you walk from Lobby C toward Trade Show entrance in Lobby A/B.

**Banner:** \$4,000 (plus \$1273.50 flat fee for printing & installation based on 18'x7' size banner)

## Marketing Signage Opportunity #11: Continue the Conversation

*\*Available\**

**Location:** Convention Center, Level 2, Rooms 207-209 hallway between Lobby A/B and Lobby C. Near Room 207. Available to one sponsor.

**Continue the Conversation Area near Room 207:** \$4,000



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## Marketing Signage Opportunity #12: Column Wraps

*\*Available\**

**Location:** Convention Center, Level 2, across from Room 208 in the Learning Center Sessions hallway. Available to one sponsor.

**Columns:** \$3,000 for 1 column or \$6,000 for 2 columns (plus \$10.25/sq. ft. for printing & installation)

## Marketing Signage Opportunity #13: Banner

*\*Availability depends on first right of refusal of 2018 Banner sponsors.\**

**Location:** Convention Center, Level 2, Rooms 207-209 hallway. Visible as you walk from Trade Show entrance in Lobby A/B toward Lobby C.

**Banner:** \$4,000 (plus \$1273.50 flat fee for printing & installation based on 18'x7' size banner)

## Marketing Signage Opportunity #14: Banner

*\*Availability depends on first right of refusal of 2018 Banner sponsors.\**

**Location:** Convention Center, Level 2, Rooms 207-209 hallway. Visible as you walk from Lobby C toward Trade Show entrance in Lobby A/B.

**Banner:** \$4,000 (plus \$1273.50 flat fee for printing & installation based on 18'x7' size banner)

## Marketing Signage Opportunity #15: Continue the Conversation

*\*Available\**

**Location:** Convention Center, Level 2, Rooms 207-209 hallway between Lobby A/B and Lobby C. Near Room 209. Available to one sponsor.

**Continue the Conversation Area near Room 209:** \$4,000

## Marketing Signage Opportunity #16: Column Wraps

*\*Available\**

**Location:** Convention Center, Level 2, across from Room 209 in the Learning Center Sessions hallway. Available to one sponsor.

**Columns:** \$3,000 for 1 column or \$6,000 for 2 columns (plus \$10.25/sq. ft. for printing & installation)

## Marketing Signage Opportunity #17: Window/Door Clings

*\*Availability depends on first right of refusal of 2018 Window/Door Cling sponsors.\**

**Location:** Convention Center, Level 2, on the glass doors that separate the Rooms 207-209 hallway from Lobby C. Available to one sponsor.

**Window/Door Clings:** \$7,500 (plus printing & installation: \$98.40 each single-sided sliding door and \$72.77 each single-sided push door)

# COMMODITY CLASSIC 2019 SPONSORSHIP OPPORTUNITIES

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## Marketing Signage Opportunity #18: Escalator Clings & Wall & Column \*Availability depends on first right of refusal of 2018 Escalator Cling sponsors.\*

**Location:** Convention Center, Level 2, Lobby C, near Trade Show Hall C entrance. Escalator goes up to Welcome Reception, General Session, Early Risers, Evening of Entertainment. Available to one sponsor.

**Escalator Clings & Wall & Column:** \$15,000 (plus \$10.25/sq. ft. for printing & installation)

## Marketing Signage Opportunity #19: Escalator Clings & Wall \*Availability depends on first right of refusal of 2018 Escalator Cling sponsors.\*

**Location:** Convention Center, Level 2, Lobby C, near Trade Show Hall C entrance. Escalator goes up to Welcome Reception, General Session, Early Risers, Evening of Entertainment. Available to one sponsor.

**Escalator Clings & Wall:** \$10,000 (plus \$10.25/sq. ft. for printing & installation)

## Marketing Signage Opportunity #20: Escalator Clings & Wall \*Availability depends on first right of refusal of 2018 Escalator Cling sponsors.\*

**Location:** Convention Center, Level 2, Lobby C, near Trade Show Hall C entrance and Video Wall. Escalator goes up to Welcome Reception, General Session, Early Risers, Evening of Entertainment. Available to one sponsor.

**Escalator Clings & Wall:** \$10,000 (plus \$10.25/sq. ft. for printing & installation)

## Marketing Signage Opportunity #21: Escalator Clings \*Availability depends on first right of refusal of 2018 Escalator Cling sponsors.\*

**Location:** Convention Center, Level 2, Lobby C, near Trade Show Hall C entrance and Commodity Classic Commemorative Clothing. Escalator goes up to Welcome Reception, General Session, Early Risers, Evening of Entertainment. Available to one sponsor.

**Escalator Clings & Wall:** \$10,000 (plus \$10.25/sq. ft. for printing & installation)

## Marketing Signage Opportunity #22: Column Wraps \*Available\*

**Location:** Convention Center, Level 2, just inside the building entrance at Lobby C. Available to one sponsor.

**Columns:** \$3,000 per column (plus \$2,340.60 per column for printing & installation), up to 4 columns available

# COMMODITY CLASSIC 2019 SPONSORSHIP OPPORTUNITIES

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## Marketing Signage Opportunity #23: Banner

*\*Availability depends on first right of refusal of 2018 Banner sponsors.\**

**Location:** Convention Center, Level 2, Lobby C. Location is visible from Trade Show Hall C entrance and when using attendee services in Lobby C. Available to one sponsor.

**Banner:** \$7,500 (plus \$1,736 flat fee for printing & installation based on 28'x6' size)

## Marketing Signage Opportunity #24: Door/Window Clings

*\*Availability depends on first right of refusal of 2018 Window Cling sponsors.\**

**Location:** Convention Center, Level 3, Lobby C. Skybridge entrance from Hyatt Regency to Convention Center Lobby C. Available to one sponsor.

**Door/Window Clings:** \$5,000 (plus printing & installation: \$110 for each double-sided door and \$2,040 for 4 double-sided windows)

## COMMODITY CLASSIC – MORE MARKETING & BRANDING OPPORTUNITIES!

2018 sponsors have first right of refusal for many of these **MARKETING & BRANDING** opportunities

## Personalized Hotel Room Key Cards – \$12,000

*\*Availability depends on first right of refusal\**

Make an impression by placing your logo on the hotel room keys to be distributed to attendees upon check-in. During the lifespan of an event, attendees actively look at their hotel room keycards approximately 4-8 times a day. Consider including a QR code in your key card artwork so attendees can link to your webpage, or use the key card artwork to promote your brand and booth events. Pricing includes printing and production, and is based on one-side, one-artwork, 4-color printing. Deadlines: January 4 commitment; January 11 materials due.

- ) Hyatt Regency = \$12,000
- ) Hilton Orlando = \$12,000
- ) Rosen Centre = \$10,000



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## Video Wall – \$5,000 - \$20,000

**\*Available\***

The Commodity Classic Video Wall is a dynamic digital opportunity to play your company's commercial or video with sound on a large LED screen in Convention Center Lobby C near one of the two Trade Show entrances. Your pre-recorded video (we recommend 30 seconds to 2 minutes) will be interspersed with show messages on a rotating basis throughout all four event days.

Don't have your own video? We offer a "Classic Close-Up" package, which includes production of a 90-second video for you to keep AND air time on Thursday-Saturday.

The larger packages include time on the Main Stage screen between presentations.

**NEW for 2019:** We've added a second video screen near Lobby A/B on Level 2 to show the same content as the main Video Wall – increase your exposure with two locations at no additional cost!

- ) See separate Video Wall Information sheet for more details. Pricing depends upon the amount of air time purchased.
- ) Deadlines: January 11 commitment; February 1 materials due. \*Availability does not depend on first right of refusal\*

## Water Coolers – \$4,000

**\*Available\***

Associate your company's name with the thirst-quenching water coolers to be located in the Convention Center hallway near the educational sessions. You may choose to wrap the water jug, the stand the jug sits on, and/or provide branded cups for up to 4 water cooler locations. Deadline: January 11.

## Sand Sculpture Art – \$15,000

**\*Available\***

Have some fun! Entertain attendees while promoting your company's name, logo or message in a unique way! Capture everyone's attention with the sand artist's custom, one-of-kind creation. Pricing includes the sand artist. Located just inside one of the main entrances to the convention center, near the Registration desk. This creative sponsorship is sure to stop attendees in their tracks! Commitment deadline: January 1. Adjacent columns available for branding for additional fee. Please see **Marketing Signage Opportunity #4**.

## ATTENDEE SERVICES

2018 sponsors have the first right of refusal for **ATTENDEE SERVICES**

## Mobile App – \$15,000

**\*Availability depends on first right of refusal\***

The mobile app features Commodity Classic show schedule, sessions listing, speaker bios, exhibitor listing, venue maps, and more. Present your company's name and message on the Commodity Classic mobile app splash screen and on a banner ad. Be the exclusive sponsor of the Commodity Classic mobile app!

# COMMODITY CLASSIC 2019 SPONSORSHIP OPPORTUNITIES

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## **Continue the Conversation Areas – \$5,000 each (2 available, see Marketing Signage Opportunities #11 and #15)**

***\*Available\****

Two seating areas located in a heavily trafficked hallway near the educational session rooms offer a place for attendees to sit, chat about the educational sessions or whatever they wish, and charge their mobile devices.

Included with this sponsorship is one 4' x 4' x 21" lighted, branded, coffee table cube with built-in outlets. Place your company logo or message on the sides and top of this unique and practical piece of furniture. Printing & installation of your artwork is included. You may also place one branded sign (up to 38" wide x 92" tall) within the seating area.

Commodity Classic will provide a comfortable furniture grouping, signage at the Continue the Conversation area to identify your company as the sponsor, and will promote the locations in the program materials.

## **Commodity Classic Massage Area – \$15,000**

***\*Availability depends on first right of refusal\****

Associate your company's name with rest and relaxation, generate outstanding visibility and be a hero to attendees! Attendees 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.

## **Commodity Classic Commemorative Clothing – \$25,000**

***\*Available\****

The Commodity Classic Commemorative Clothing includes two items:

- 1) T-shirt for youth and adult sizes, branded with your company logo in one location and the Classic 2019 themed artwork in another location
- 2) A commemorative clothing specialty item in adult sizes, branded with your company logo in one location and "Commodity Classic 2019" in another location

These items are popular and are worn throughout the year, extending valuable branding after the Commodity Classic event is over and attendees return home. Deadline for commitment: November 19.

## **Commodity Classic Connection Café – Sponsored by Bayer**

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. This popular hospitality hub is a cornerstone of the attendee experience at Commodity Classic, and something attendees look forward to each year. ***\*Closed\****

## **Kids Play Area / Parents Rest Area – \$5,000**

***\*Available\****

This special place is designed especially for the youngest Commodity Classic attendees. Kids Corner is a parent and child resting area located on the trade show floor, with activities and entertainment for children ages 2-7 years old.

# COMMODITY CLASSIC 2019 SPONSORSHIP OPPORTUNITIES

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## Trade Show Daily Sponsor (Opening Day: Thursday) – Sponsored by United Soybean Board/Soy Checkoff

Your company is the highlighted as the sponsor of the Trade Show “Opening Day,” including the Grand Opening Ceremony & the Trade Show lunch.

- ☐ Company representative may welcome and briefly address attendees gathered for the Trade Show Grand Opening ceremony
- ☐ Company representatives may welcome attendees at the Trade Show entrances as well as the food seating areas
- ☐ Food & Seating areas: Product message may be placed on food buffets
- ☐ Food & Seating areas: Table centerpieces using company product packaging or message may be displayed
- ☐ Food & Seating areas: 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
- ☐ Recognition in Registration Brochure, Program Booklet and Video Wall identifying your company as the sponsor of this event (deadlines apply)
- ☐ Signage with company name on your sponsored day at both trade show entrances

**\*Closed\***

## Trade Show (Day 2: Friday) – \$25,000

**\*Available\***

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:

- ☐ Company representatives may welcome attendees at the Trade Show entrances as well as the food seating areas
- ☐ Food & Seating areas: Product message may be placed on food buffets
- ☐ Food & Seating areas: Table centerpieces using company product packaging or message may be displayed
- ☐ Food & Seating areas: 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
- ☐ Recognition in Registration Brochure, Program Booklet and Video Wall identifying your company as the sponsor of this event (deadlines apply)
- ☐ Signage with company name on your sponsored day at both trade show entrances

## Trade Show (Day 3: Saturday) – Sponsored by U.S.A. Poultry & Egg Export Council & United Soybean Board/Soy Checkoff

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.

- ☐ Recognition during Cooking Demonstration as co-sponsor
- ☐ Company representatives may welcome attendees at the Trade Show entrances as well as the food seating areas
- ☐ Food & Seating areas: Product message may be placed on food buffets
- ☐ Food & Seating areas: Table centerpieces using company product packaging or message may be displayed
- ☐ Food & Seating areas: 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
- ☐ Recognition in Registration Brochure, Program Booklet and Video Wall identifying your company as the sponsor of this event (deadlines apply)
- ☐ Signage with company name on your sponsored day at both trade show entrances

**\*Closed\***

# COMMODITY CLASSIC 2019 SPONSORSHIP OPPORTUNITIES

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## Golf Cart Trade Show Courtesy Rides – Sponsored by Corteva Agriscience

Give attendees a complimentary ride along the main cross aisle in the trade show. This aisle runs from the food & seating area on the left side of the trade show all the way to the food & seating area on the right side of the trade show. You may 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. **\*Closed\***

## Convention Hotel Shuttles – Sponsored by NACHURS

Approximately 70% of convention attendees are expected to ride the shuttles daily between Commodity Classic hotels and the Convention Center. Your company will be recognized as the sponsor on Commodity Classic signage at shuttle pick-up locations. Additional branding opportunities on the buses are available promote company messaging. **\*Closed\***

## Registration Brochure – Sponsored by NACHURS

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. **\*Closed\***

## Registration Badge Lanyards – Sponsored by NACHURS

Lanyards imprinted with your company name will be distributed onsite to all registrants. This is a great way to promote your company name to all attendees throughout the show dates. **\*Closed\***

## Program Booklet & Bookmarks – Sponsored by AgriGold

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 on one side will be produced and provided to each attendee with the program booklet. **\*Closed\***

## Registration Tote Bags – Sponsored by BASF

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. Many continue to use the tote bags once back at home, thus extending the impact beyond the show dates. **\*Closed\***

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## 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.

Questions about the Educational Program? Please contact Abby Podkul at [apodkul@soy.org](mailto:apodkul@soy.org) or (314) 754-1345.

## 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 details available on <http://commodityclassic.com/sponsorship/sponsor-education>. Submission deadline for Early Risers is July 6, 2018.

**\*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 in length. Educational Sessions RFP details available on <http://commodityclassic.com/sponsorship/sponsor-education>. Submission deadline for Learning Centers is July 6, 2018. **\*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 2018. Educational Sessions RFP details available on <http://commodityclassic.com/sponsorship/sponsor-education>. Submission deadline for What's New Session proposals is October 19, 2018.

## 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 2018. Educational Sessions RFP details available on <http://commodityclassic.com/sponsorship/sponsor-education>. Submission deadline for Mini What's New Session proposals is October 19, 2018.

**HEADLINE EVENTS**

2018 sponsors have the first right of refusal for **HEADLINE EVENTS**

**Welcome Reception – Sponsored by Syngenta**

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:

- ) 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

**\*Closed\***

**General Session – Sponsored by Corteva Agriscience**

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. A high-level government official is always invited. Sponsorship of the General Session includes an opportunity for your company to address the audience and share your message. You may also provide promo items to attendees of the General Session. **\*Closed\***

**Evening of Entertainment – Sponsored by Bayer**

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. **\*Closed\***

**ASA Awards Banquet – Sponsored by United Soybean Board, Corteva Agriscience, John Deere, FMC**

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](mailto:apodkul@soy.org) for details on how to become a sponsor.

**NCGA Awards Banquet – Sponsored by BASF Corporation, John Deere, Corteva Agriscience**

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](mailto:hodes@ncga.com) for details on how to become a sponsor.



**OTHER OPPORTUNITIES**

2018 sponsors have the first right of refusal for some items listed.

**Worship Service – Sponsored by Growing Hope Globally**

Commodity Classic includes its own non-denominational worship service for all participants, led by the Fellowship of Christian Farmers on Saturday early evening. 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. **\*Closed\***

**Registration Form Farm Demographics Incentive – Sponsored by New Holland**

Provide an incentive to encourage attendees to fill out their farm demographics when registering for the 2019 Commodity Classic. Your company name and incentive will be included on the printed registration materials mailed to members of ASA, NCGA, NSP and NAWG, as well as on the Commodity Classic website registration page (deadlines must be met). If applicable, a drawing to win the prize will be conducted at your booth during the Trade Show to draw traffic to your booth. Recognition of the sponsor and the drawing are included in the Commodity Classic onsite program booklet, website and mobile app. **\*Closed\***

**Attendee Survey – \$20,000**

***\*Availability depends on first right of refusal\****

Commodity Classic conducts an on-site survey of attendees to ask their opinions on the future direction of Commodity Classic, and a post-show survey to measure attendee satisfaction with this year's show. Attendees are offered an incentive to fill out the surveys. Your sponsorship support will underwrite the incentive to attendees to fill out these surveys. Visibility includes recognition of your company at the on-site survey kiosks and in event materials as the sponsor of the generous prize.

**Media Room/Media Reception – Sponsored by Corteva Agriscience**

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 or branded items to the media...it's up to you! **\*Closed\***

**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.

**SIGNAGE & BRANDING OPPORTUNITIES AT HOTELS**

Opportunities are available at the Hyatt Regency, Hilton Orlando and Rosen Centre hotels. Please contact Abby Podkul for details.

Please contact Abby Podkul, ASA Commodity Classic Events Director, at (314) 754-1345 or email: [apodkul@soy.org](mailto:apodkul@soy.org) or Peggy Findley, Commodity Classic Show Director, at (636) 677-4157 or email: [ShowDirector@CommodityClassic.com](mailto:ShowDirector@CommodityClassic.com) to discuss available options for sponsorship.

*See you at the 2019 Commodity Classic in Orlando, Florida, on Thursday, February 28 through Saturday, March 2.  
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.*



## Window/Door Clings and Banner

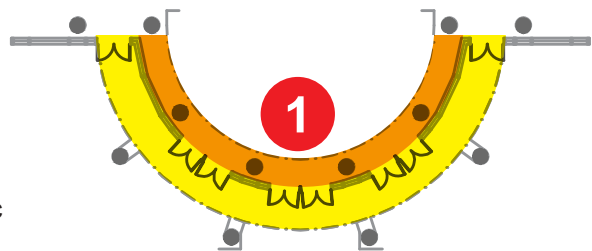


### Door Clings

- 6 Double/12 Single door clings below handbar
- 28" wide x 30" tall
- Graphics may face in or out or both
- Graphics may opaque or transparent
- \$7,500 (plus \$59.45 per each single-sided window graphic printing & installation)

### Banner

- 35' Wide x 7' Tall
- Single sided
- \$7,500 (plus \$2,476 flat fee for printing & installation based on 35' x 7' size)



### **Building Entrance A/B**

Hotel Shuttles and Tours Entrance.

Located near Registration and one of the two Trade Show Entrances.



## Stair Clings and Escalator Clings

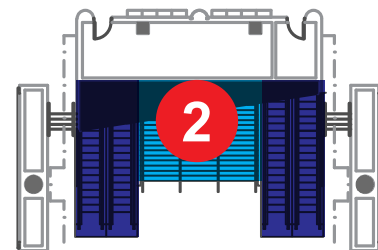


### Stair Clings

- Graphics on the 27 front-facing part of the steps of the wide grand staircase (22' 6" wide x 6.5" tall)
- Highly visible when entering the building at the A/B Lobby
- Make a statement with this rare opportunity!
- \$15,000 (plus \$3,400 for printing & installation)

### Escalator Clings

- Two sets of escalators flank the grand staircase in the A/B Lobby. You get both sets of escalators!
- Glass rails facing in and out
- Middle dividers
- \$15,000 (plus \$550 per each single-sided glass railing graphic and \$502 per each middle divider graphic for printing & installation)



### **Lobby A/B, Level 1 to Level 2**

Bottom of these stairs/escalators is building entrance A/B.  
Top of these stairs/escalators is Trade Show entrance to Halls WA4/WB1





## Banner



### Banner

- Great location for a large banner!
- 22' x 22'
- Single sided
- Visible to attendees arriving by hotel shuttle, using Registration, and walking toward the A/B Lobby on Level 1
- \$7,500 (plus \$4,554 flat fee for printing & installation based on 22' x 22" size)



## Sand Sculpture and Column Wraps



### Sand Sculpture Art

- Have some fun! Entertain attendees while promoting your company's name or logo in a unique way! Capture everyone's attention with this custom, one-of-kind creation. This unique sponsorship is sure to stop attendees in their tracks!
- Pricing includes the sand artist and materials
- Deadline: January 1
- \$15,000



### **Level 1, Lobby B**

Just inside building entrance where hotel shuttles drop off.  
Next to Registration.

### Column Wraps

- Two 16' column graphics on either side of the Sand Sculpture location
- The first thing attendees entering at the B Lobby will see is the Sand Sculpture and these two columns
- Must purchase the Sand Art sponsorship in order to purchase these column wraps
- \$5,000 for TWO (plus \$3,120.80 for printing & installation)





## Window/Door Clings



### Door Clings

- 9 Double/18 Single door clings below handbar
- 28" wide x 30" tall
- Graphics may face in or out or both
- Graphics may opaque or transparent
- \$7,500 (plus \$59.45 per each single-sided window graphic printing & installation)



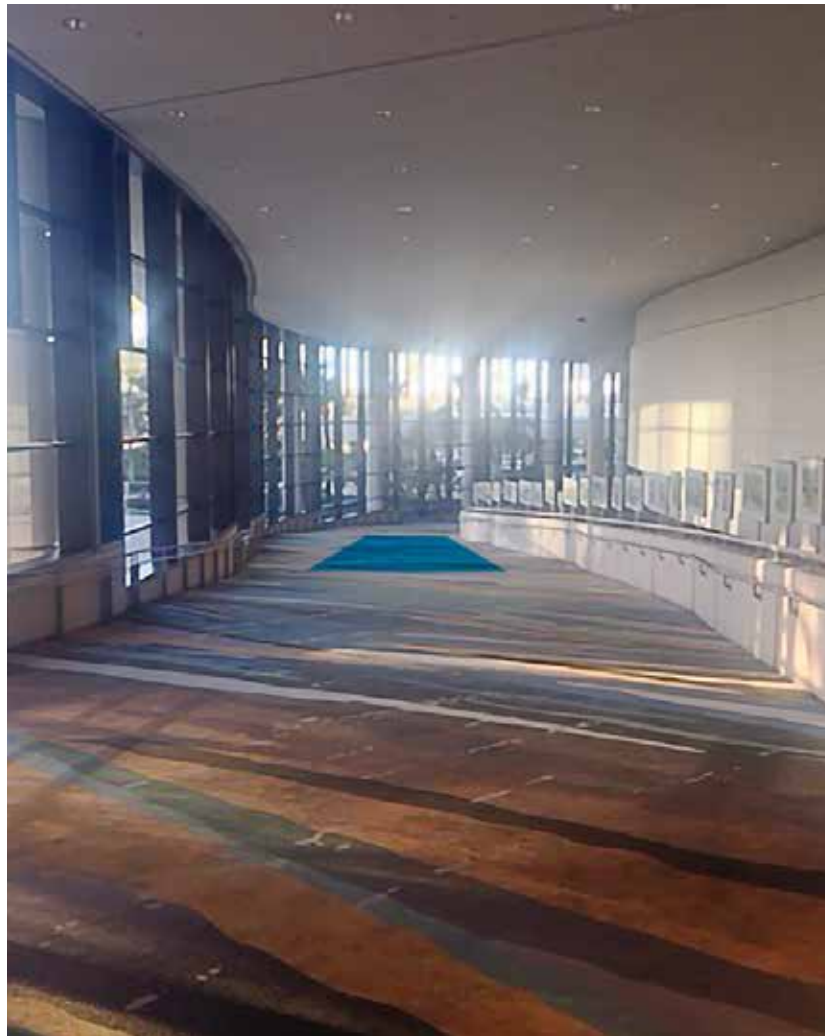
5

*Outside of Building***Level 1, Lobby B**

Building entrance where hotel shuttles drop off.  
Next to Registration



## Window and Floor Clings

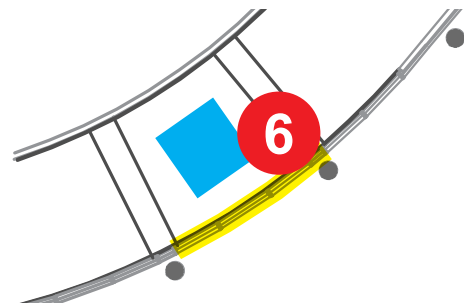


### Floor Clings

- 15' x 15' area for one or more floor clings
- Located next to the Window Clings location
- \$5,000 (plus \$10.25/sq. ft. for printing & installation)

### Window Clings

- Section of 12 windows (4 rows tall x 3 columns wide)
- Each window is 52" tall x 9'3" wide
- Graphics face in (i.e. are seen from inside the building)
- May be opaque or transparent
- Located next to the Floor Clings location
- \$5,000 (plus \$410.82 per window for printing & installation)



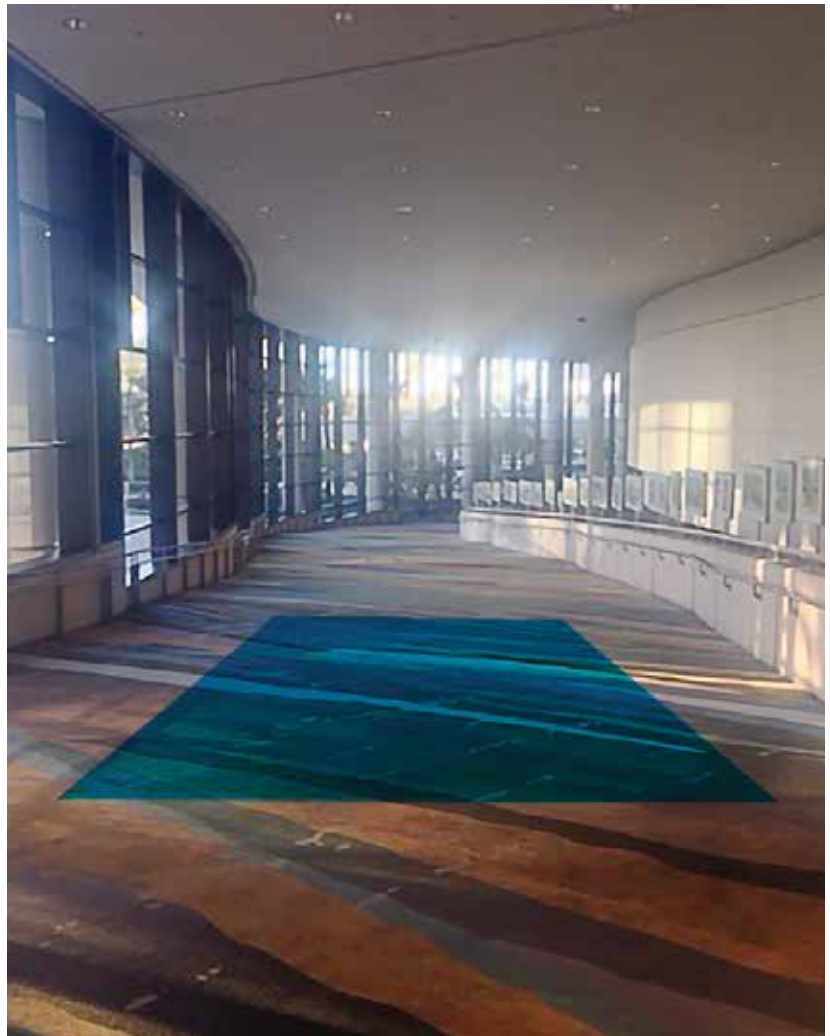
### **Ramp between Level 1 & Level 2**

Carpeted ramp with windows is the primary pathway between Lobby B, Level 1 (Shuttles and Registration) and Lobby C, Level 2 (one of the two trade show entrances).

**Similar to Opportunity #7** - this ramp location is closer to registration.



## Window and Floor Clings

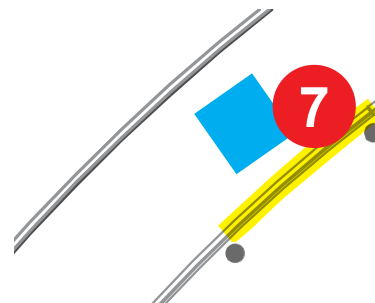


### Floor Clings

- 15' x 15' area for one or more floor clings
- Located next to the Window Clings location
- \$5,000 (plus \$10.25/sq. ft. for printing & installation)

### Window Clings

- Section of 9 windows (3 rows tall x 3 columns wide)
- Graphics face in (i.e. are seen from inside the building)
- May be opaque or transparent
- Located next to the Floor Clings location
- \$5,000 (plus \$10.25/sq. ft. for printing & installation)



### **Ramp between Level 1 & Level 2**

Carpeted ramp with windows is the primary pathway between Lobby B, Level 1 (Shuttles and Registration) and Lobby C, Level 2 (one of the two trade show entrances).  
**Similar to Opportunity #6** - this ramp location is closer to Lobby C.



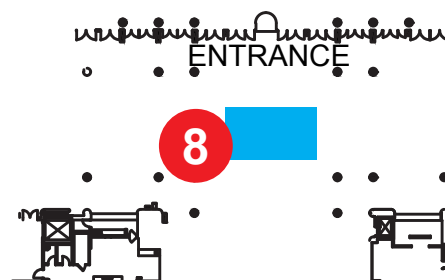


## Floor Cling



### Floor Clings

- 30' x 15' area for one or more floor clings
- \$10,000 (plus \$10.25/sq. ft. for printing & installation)



### Level 2, Lobby A/B

Directly in front of Trade Show entrance Halls WA4/WB1

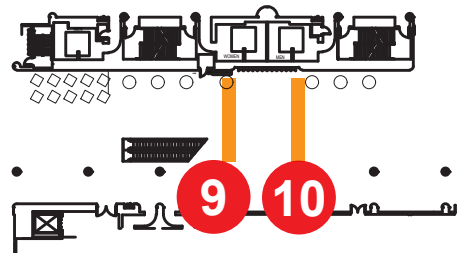


## Banner



### Banner

- 18' Wide x 7' Tall
- Single sided
- Hangs from railing above the 207-209 Rooms
- Visible as you walk towards Lobby C
- \$4,000 (plus \$1,273.50 flat fee for printing & installation based on 18' x 7' size)



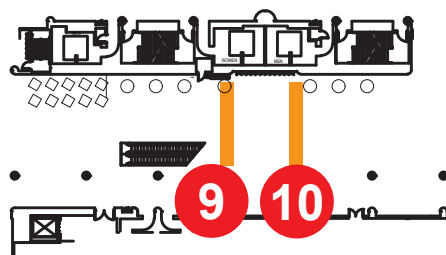
### Level 2, Rooms 207-209 Hallway

Hallway connects Lobby A/B to Lobby C.  
Learning Centers & Continue the Conversation located in this hallway.



**Banner****Banner**

- 18' Wide x 7' Tall
- Single sided
- Hangs from railing above the 207-209 Rooms
- Visible as you walk towards Lobby A/B Trade Show entrance
- \$4,000 (plus \$1,273.50 flat fee for printing & installation based on 18' x 7' size)

**Level 2, Rooms 207-209 Hallway**

Hallway connects Lobby A/B to Lobby C.  
Learning Centers & Continue the Conversation located in this hallway.





## Continue the Conversation

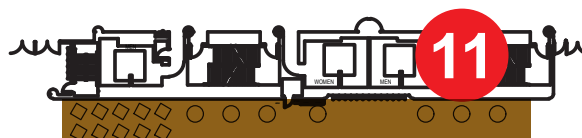


### Continue the Conversation

- Area near Room 207
- \$4,000

Included:

- One 4' x 4' x 21" lighted, branded, coffee table cube with built-in outlets. Place your company logo or message on the sides and top of this unique piece of furniture.
- You may also place one branded sign (up to 38" wide x 92" tall) within the seating area.
- Commodity Classic will provide a comfortable furniture grouping, signage at the Continue the Conversation area to identify your company as the sponsor, and will promote the location in the program materials.



### Level 2, Lobby near Room 207

Located in Rooms 207-209 Hallway.  
Hallway connects Lobby A/B to Lobby C.  
Learning Centers located in this hallway.

Continue the Conversation is a seating area located in the hallway near the educational session rooms. It offers a place for attendees to sit, chat, and charge their mobile devices.

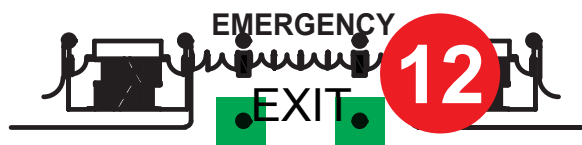


## Columns



### Columns

- Choose 1 or 2 columns
- 16' tall graphics
- Across from Room 208
- \$3,000 per column  
(plus \$10.25/sq. ft. for printing & installation)



### Level 2, Lobby near Room 208

Rooms 207-209 Hallway.

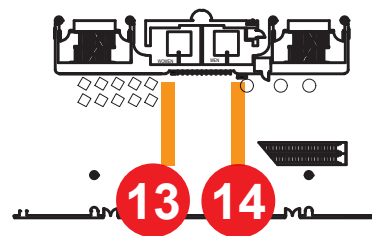
Hallway connects Lobby A/B to Lobby C.

Learning Centers & Continue the Conversation located in this hallway.



**Banner****Banner**

- 18' Wide x 7' Tall
- Single sided
- Hangs from railing above the 207-209 Rooms
- Visible as you walk towards Lobby C.
- \$4,000 (plus \$1,273.50 flat fee for printing & installation based on 18' x 7' size)

**Level 2, Rooms 207-209 Hallway**

Hallway connects Lobby A/B to Lobby C.  
Learning Centers & Continue the Conversation located in this hallway.

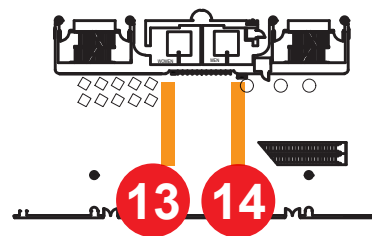


## Banner



### Banner

- 18' Wide x 7' Tall
- Single sided
- Hangs from railing above the 207-209 Rooms
- Visible as you walk towards Lobby A/B Trade Show entrance
- \$4,000 (plus \$1,273.50 flat fee for printing & installation based on 18' x 7' size)



### Level 2, Rooms 207-209 Hallway

Hallway connects Lobby A/B to Lobby C.  
Learning Centers & Continue the Conversation located in this hallway.





## Continue the Conversation

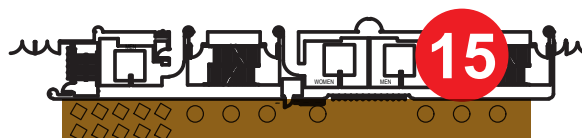


### Continue the Conversation

- Area near Room 209
- \$4,000

Included:

- One 4' x 4' x 21" lighted, branded, coffee table cube with built-in outlets. Place your company logo or message on the sides and top of this unique piece of furniture.
- You may also place one branded sign (up to 38" wide x 92" tall) within the seating area.
- Commodity Classic will provide a comfortable furniture grouping, signage at the Continue the Conversation area to identify your company as the sponsor, and will promote the location in the program materials.



### Level 2, Lobby near Room 209

Located in Rooms 207-209 Hallway.  
Hallway connects Lobby A/B to Lobby C.  
Learning Centers located in this hallway.

Continue the Conversation is a seating area located in the hallway near the educational session rooms. It offers a place for attendees to sit, chat, and charge their mobile devices.





## Columns



### Columns

- Choose 1 or 2 columns
- 16' tall graphics
- Across from Room 209
- \$3,000 per column  
(plus \$10.25/sq. ft. for printing & installation)



### Level 2, Lobby near Room 209

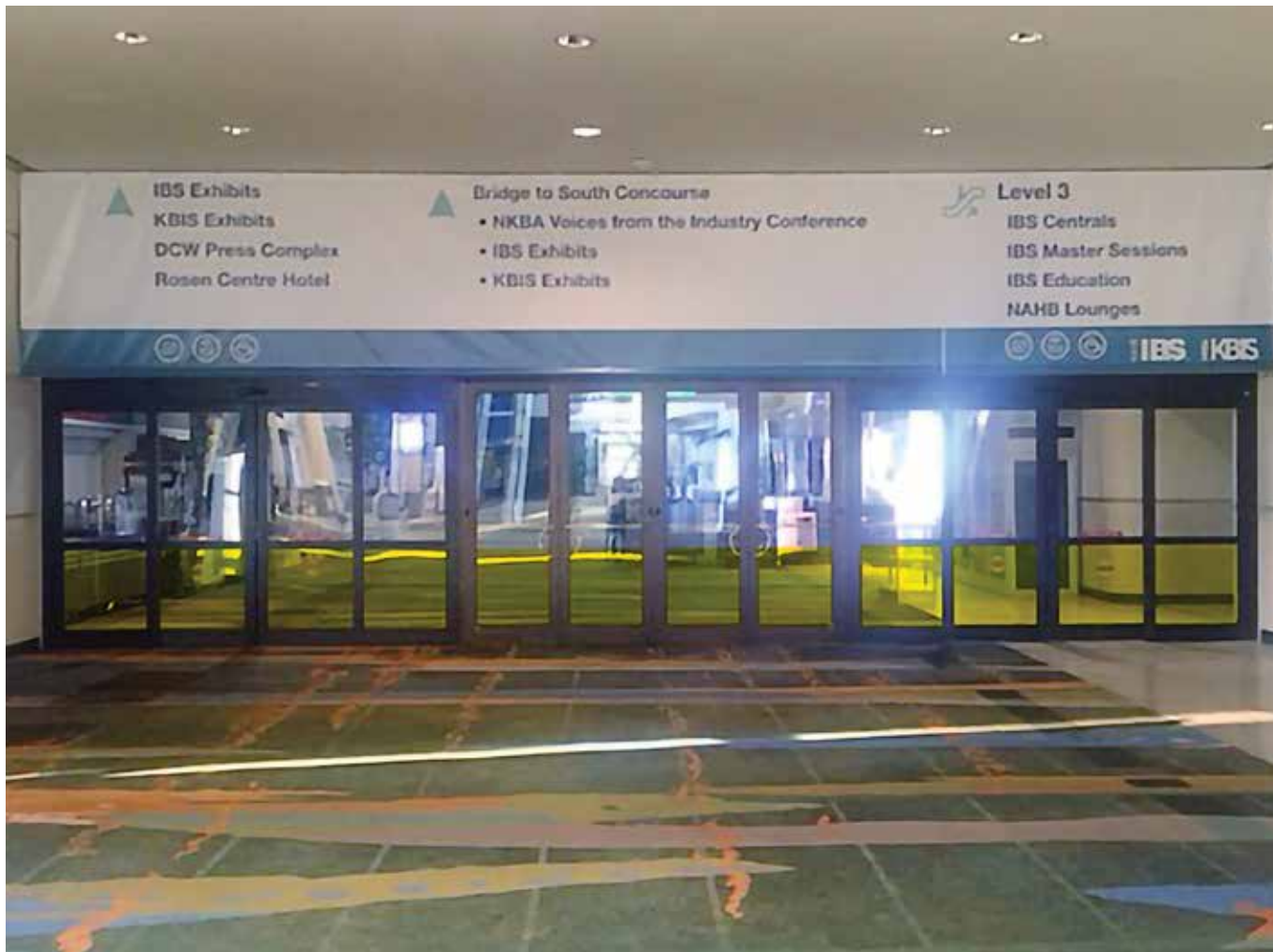
Rooms 207-209 Hallway.

Hallway connects Lobby A/B to Lobby C.

Learning Centers & Continue the Conversation located in this hallway.

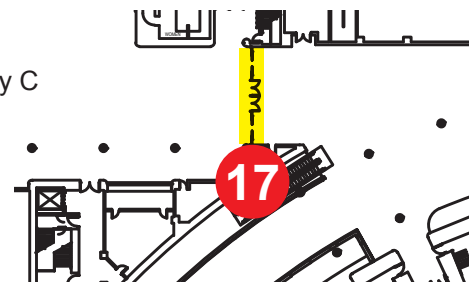


## Window/Door Clings



### Window/Door Clings

- Glass doors separating the Rooms 207-209 Hallway from Lobby C
- All 12 Panels below handbar available for your graphics
- Includes 2 sliding doors and 4 push doors
- Graphics may be double-sided and opaque
- \$7,500 (plus \$98.40 per each single-sided sliding door graphic and \$72.77 per each single-sided push door graphic for printing & installation)



### Level 2

Glass Doors between the Rooms 207-209 hallway and Lobby C. Frequently used path as attendees travel between the Trade Show, Lobby C, and the educational sessions



## Escalator Clings and Column Wrap



### Escalator Clings

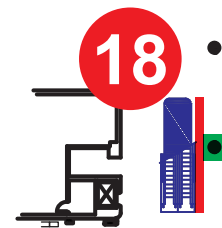
- Escalator consists of 1 Up & 1 Down
- Glass railings facing in & out
- Middle divider

### Escalator Wall

- Wall below escalator faces in toward Lobby C

### Column Wrap

- One 16' tall column graphic next to escalator
- \$15,000 for all 3 areas plus printing & installation for:
  - \$805 per each single-sided glass railing
  - \$688 for middle divider graphic
  - \$1,560 for column graphic
  - \$10.25/sq. ft. for wall graphic



### Level 2, Lobby C

Near Trade Show Hall C entrance.

Lobby C activities include Video Wall, Hospitality, Massage Area & Commemorative Clothing. Escalator goes up to Welcome Reception, General Session, Early Risers, & Evening of Entertainment.



## Escalator Clings



### Escalator Clings

- Escalator consists of 1 Up & 1 Down
- Glass railings facing in & out
- Middle divider

### Escalator Wall

- Wall below escalator faces in toward Lobby C

- \$10,000 for both areas plus printing & installation for:
  - \$805 per each single-sided glass railing
  - \$688 for middle divider graphic
  - \$10.25/sq. ft. for wall graphic



### Level 2, Lobby C

Near Trade Show Hall C entrance.

Lobby C activities include Video Wall, Hospitality, Massage Area & Commemorative Clothing. Escalator goes up to Welcome Reception, General Session, Early Risers, & Evening of Entertainment.





## Escalator Clings

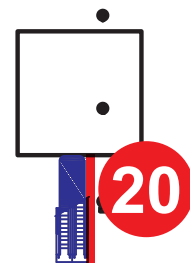


### Escalator Clings

- Escalator consists of 1 Up & 1 Down
- Glass railings facing in & out
- Middle divider

### Escalator Wall

- Wall below escalator faces in toward Lobby C



### Level 2, Lobby C

Near Trade Show Hall C entrance.

Lobby C activities include Video Wall, Hospitality, Massage Area & Commemorative Clothing. Escalator goes up to Welcome Reception, General Session, Early Risers, & Evening of Entertainment.

- \$10,000 for both areas plus printing & installation for:
  - \$805 per each single-sided glass railing
  - \$688 for middle divider graphic
  - \$10.25/sq. ft. for wall graphic



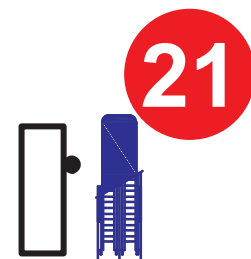


## Escalator Clings



### Escalator Clings

- Escalator consists of 1 Up & 1 Down
- Glass railings facing in & out
- Middle divider
- \$10,000 plus printing & installation for:
  - \$805 per each single-sided glass railing
  - \$688 for middle divider graphic



### Level 2, Lobby C

Near Trade Show Hall C entrance.

Lobby C activities include Video Wall, Hospitality, Massage Area & Commemorative Clothing. Escalator goes up to Welcome Reception, General Session, Early Risers, & Evening of Entertainment.

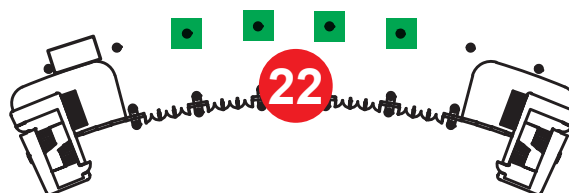


## Column Wraps



### Column Wraps

- Choose 1, 2, 3, or 4 columns
- 24' tall graphics
- Visible from Level 2 and Level 3
- Also visible to guests entering the building from the Hyatt Regency skybridge on Level 3
- \$3,000 per column (plus \$2,340.60 per column for printing & installation)



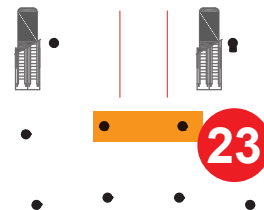
### Level 2, Lobby C

Just inside the building entrance at Lobby C



**Banner****Banner**

- 28' Wide x 6' Tall
- Single sided
- \$7,500 (plus \$1,736 flat fee for printing & installation based on 28' x 6' size)

**Level 2, Lobby C**

Visible from Trade Show Hall C entrance and  
attendee services in Lobby C





## Door and Window Clings



### Door and Window Clings

- 4 doors below handbar
- 4 windows
- Facing in and out
- \$5,000 plus printing & installation for:
  - \$110 per each double-sided door graphic
  - \$ 2,040 for 4 double-sided window graphics

**24****NOT SHOWN  
IN PLAN**

### **Level 3 Lobby C**

Skybridge entrance from Hyatt Regency to Convention Center Lobby C

