

PREPARING FOR THE NEXT GENERATION

MARCH 9-11, 2023 **ORLANDO**
ORANGE COUNTY CONVENTION CENTER



Learning Center Sessions Request for Proposals

PROPOSALS DUE: FRIDAY, JULY 1, 2022

Learning Center Sessions

Proposals Due: Friday, July 1, 2022

Please submit proposals to Ellen Ariston:
eariston@soy.org

Save the form as a Word document (not PDF)

For questions about Commodity Classic education sessions, please contact:

Ellen Ariston, Convention Coordinator
American Soybean Association
O: 314.754.1283
eariston@soy.org

For information about other Commodity Classic sponsorship opportunities, please contact:

Abby Podkul
Director, ASA Meetings & Conventions
and Education Lead, Commodity Classic
American Soybean Association
O: 314.754.1345 C: 314.517.5971
apodkul@soy.org

Description Learning Centers are content-rich educational sessions designed to address a wide range of current industry issues, provide unique perspectives, offer creative solutions and strategies, and challenge attendees to think differently about their businesses.

Learning Centers also provide farmer attendees the opportunity to receive CEUs toward the American Society of Agronomy's Certified Crop Adviser program, for which Commodity Classic will apply for each qualifying Learning Center.

NOTE: Learning Centers are not intended for the sponsoring company to sell or promote their products or services. They should not be perceived by the attendees as a commercial. If you have a proposal that is commercial in nature, please consider sponsoring a What's New Session or Mini What's New Session instead.

How to Apply/Selection Process

- All 2023 exhibitors are invited to submit a Learning Center proposal(s) on a topic of their choice.
- Submit your Learning Center proposal(s) using the Proposal Form, available via a link on this web page:
<https://commodityclassic.com/sponsorship/sponsor-education>
- **Submit your Proposal Form(s) and supporting materials saved as Word documents to Ellen Ariston by Friday, July 1, 2022.**
- You may submit more than one proposal. Please submit each proposal as a separate Word document.

Selection Process Learning Center proposals are due Friday, July 1, 2022. The Commodity Classic Affiliates Council will review and select session proposals based on their appeal to the Commodity Classic audience with the objective of providing a wide range of thought-provoking, informative and relevant topics for attendees.

Proposals will be reviewed by the Commodity Classic Affiliates Council in July 2022 for approval and placement in the 2023 Learning Center schedule. Session times and dates will be assigned by Commodity Classic.

Decision notifications will be emailed to applicants by August 19, 2022. See additional timelines and deadlines on the following pages.

An invoice will be sent upon notification of selection.

Learning Center Formats & Options

A. Early Riser Sessions

- Sponsorship Fee: \$15,000
(Sponsor responsible for speaker expenses: travel, housing, meals, etc.)
Sponsorship fee includes coffee and breakfast pastries offered at the session.
- Number Available: up to 2
When: 7:00 a.m. Thursday, March 9 and 7:00 a.m. Saturday, March 11
Length: 60 minutes
- Typical Audience: 300-350 per session
- Schedule Notes: The Early Riser Sessions are not scheduled against other educational sessions or the trade show. Subject matter for these stand-alone sessions should be of high interest to all attendees.

B. Learning Centers (Day 1)

- Sponsorship Fee: \$12,500
(Sponsor responsible for speaker expenses: travel, housing, meals, etc.)
- Number Available: up to 2
When: Thursday, March 9 (morning)
Length: 60 minutes
- Typical Audience: 300-350 per session
- Schedule Notes: These two Learning Centers are scheduled concurrently before the trade show.

C. Learning Centers (Days 2 and 3)

- Sponsorship Fee: \$7,000
(Sponsor responsible for speaker expenses: travel, housing, meals, etc.)
- Number Available: 12
When: Friday, March 10 (afternoon)
Saturday, March 11 (morning)
Length: 45 minutes
- Typical Audience: 125 per session
- Schedule Notes: Concurrent with other Learning Centers and the trade show

D. Commodity Classic Main Stage presented by Successful Farming

- Sponsorship Fee: \$15,000
- Number Available: 6
When: Thursday, March 9 (afternoon)
Friday, March 10 (afternoon)
Saturday, March 11 (morning)
Length: 5 minutes podium time prior to Successful Farming-produced content
- Typical Audience: 250-300 per session
- Schedule Notes: Sponsors choose from a menu of Successful Farming content to be held on the Commodity Classic Main Stage in the Trade Show. Topics include agronomy, technology, marketing, equipment, and the next generation of farmers. Successful Farming will develop and produce these 45-minute sessions. Package includes sponsor's live 5-minute intro prior to the session, your sponsor-provided 1-minute video message played during breaks/transitions on the Main Stage, display banners on Agriculture.com, and your logo on full-page Main Stage promo ad in one issue of Successful Farming magazine.

Session Promotion and Support

Commodity Classic promotes approved educational sessions in the following ways:

Learning Center Sessions

- Session information published in Commodity Classic materials including on-site program booklet, mobile app, and website (deadlines must be met to be included)
- Recognition of your company as a sponsor of your session in Commodity Classic materials including on-site program booklet, mobile app, and website
- Professional video recording of your session for your company's use (signed recording waiver required)
- Meeting room entrance sign with sponsoring company's name and session title
- Meeting room with head table on riser and audience seating
- Standard audio-visual in each room
- Complimentary registration for your Learning Center session speakers
- Attendee feedback from your session evaluations
- Aggregate demographics of farmer-attendees at your session
- Sponsorship qualifies the sponsoring company as a Bronze Level sponsor, which includes the opportunity to host a press conference. Additional fees and deadlines for both opportunities apply.

Neutral, third party experts such as farmers, agronomists, and university researchers are very favorably received by farmer attendees. Well known and engaging speakers in the ag community often drive stronger attendance at Learning Center sessions. Commodity Classic encourages diversity (age, gender, ethnicity, etc.) in session presenters.

Optional Promotion on Commodity Classic Social Media Platforms: Additional \$500 fee

For a \$500 fee (in addition to the applicable sponsorship fee), Commodity Classic will highlight your Learning Center Session on its social media platforms prior to the 2023 show as follows:

- One Facebook non-exclusive post prior to the 2023 Commodity Classic
- One Twitter non-exclusive post prior to the 2023 Commodity Classic

Currently Commodity Classic social media platforms have the following audiences (as of May 2022):

- Facebook Follows: 8,160 / Likes: 7,062
- Twitter Followers: 10,000

Content for this social media promotion will be gleaned from the information provided in your proposals plus any updates Commodity Classic receives prior to December 2022 for the onsite program booklet.

DID YOU KNOW?

Learning Center sponsors are recognized as Bronze Level sponsors!

As a Bronze Level sponsor, your company will be recognized throughout the entire show experience **everywhere** we thank and acknowledge our sponsors. Learning Center sponsorship includes on-site recognition at the venue, during the General Session, on the video wall, in the program booklet, on the website, mobile app, etc. Your company will stay top-of-mind with the industry's top producers through this additional recognition.

Learning Center Timelines & Deadlines

July 1, 2022 Proposals due

August 19, 2022 Notifications to all companies submitting proposals

September 21, 2022 Deadline for the following materials:

**Please submit proposals to Ellen Ariston:
eariston@soy.org**

Please remember to submit proposal and supporting materials as a Word document. Billing information must be filled out on the proposal form and payment for your approved session(s) must be received by November 18, 2022.

- Session description designed to capture interest of attendees (75-100 words)*
- Session title*
- Sponsoring company's name**
- Full name and title of all speakers
It is strongly suggested that all speaker names be provided by this deadline. Unconfirmed speakers can be listed as "invited."
- Photograph of each speaker (head shot facing the camera)
 - 4-color photo
 - Minimum 300 dpi @ 3" x 5"
 - .jpg or .tif file
- Short biography for each speaker
- Signed Presentation Recording and Use Policy form

** Session titles and descriptions may be edited by Commodity Classic for style and length.*

*** Companies recognized as the sponsor must be exhibitors in the 2023 trade show.*

January 7, 2022 All updates or changes to Learning Center Sessions if applicable including

- Session title
- Session description
- Speaker names/titles
- Speaker bios
- Speaker photos
- CEU Category

These final updates will be included on CommodityClassic.com and the Commodity Classic mobile app.

