

PREPARING FOR THE NEXT GENERATION

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



What's New Sessions Request for Proposals

PROPOSALS DUE: FRIDAY, OCTOBER 14, 2022

What's New Sessions

Proposals Due: Friday, October 14, 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

What's New Sessions are an opportunity to showcase your company's new products or services in a 30-minute session that allows you to go into details and engage in conversations with farmer-attendees. Your session can feature company representatives, experts and/or customers.

Who: Open to 2023 Commodity Classic exhibitors with a new product or service to introduce.

Format: 30-minute presentations in meeting rooms across the hall from the Trade Show. Held concurrently with other What's New sessions and Trade Show hours **on Thursday, March 9, the first day of the Trade Show.**

Fee: \$9,000 per session

Guidelines: Product or service to be showcased at a 2023 What's New Session may not have been placed on the market earlier than the previous Commodity Classic (March 12, 2022). You may submit individual proposals for as many products or services that qualify.

Please forward product/service information even if regulatory approval is pending. In terms of crop protection products, a totally new compound of new and pre-existing chemistry is acceptable.

Once a product is presented as a What's New or Mini What's New session, it will no longer be eligible for presentation in these sessions in future years.

How to Apply/Selection Process

- All 2023 exhibitors are invited to submit a What's New Session proposal(s) on a topic of their choice.
- Submit your What's New Session 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, October 14, 2022.**
- You may submit more than one proposal. Please submit each proposal as a separate Word document.

Selection Process What's New Sessions proposals are due Friday, October 14, 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.

Session times and dates will be assigned by Commodity Classic.

Decision notifications will be emailed to applicants by December 2, 2022. See additional timelines and deadlines on the following pages.

An invoice will be sent upon notification of selection.

Session Promotion and Support

Commodity Classic promotes approved What's New sessions in the following ways:

What's New Sessions

- Session information published in Commodity Classic materials including on-site program booklet, mobile app, and website
- Recognition of your company as a sponsor of your session
- 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
- Attendee feedback from your session evaluations
- Aggregate demographics of farmer-attendees at your session
- Sponsorship qualifies the sponsoring company for Bronze Level sponsorship, which includes the opportunity to host a press conference and to insert your promotional flyers into farmers' registration packets. Additional fees and deadlines for both opportunities apply.

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 What's New 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 for the program booklet.

DID YOU KNOW?

What's New 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. What's New 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.



What's New Timelines & Deadlines

October 14, 2022 Proposals due

December 2, 2022 Notifications to all companies submitting proposals

December 16, 2022 Deadline for the following materials:

- Session description to catch attendees' interest (40-50 words)*
- Session title*
- Sponsoring company's name**
- Speakers' full names and titles
- Short biography for each speaker
- Photograph of each speaker (color, minimum 300 dpi .jpg or .tif file format) in which speaker is facing the camera
- Signed recording waivers by sponsors and speakers

**Session titles and descriptions may be edited by Commodity Classic for style and length and will be published in the onsite booklet, Commodity Classic website and mobile app.*

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

Please submit What's New 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 mid February, 2023.

